



Credit: Austin Convention & Visitors Bureau

## About the International Literacy Association (ILA)

ILA is a global advocacy and membership organization dedicated to advancing literacy for all through its network of more than 300,000 literacy educators, researchers, and experts across 75 countries. Visit ILA at [literacyworldwide.org](http://literacyworldwide.org).

## About the ILA 2018 Conference

Thousands of literacy educators, professionals, and leaders from around the world will attend the **ILA 2018 Conference July 20–23 in Austin, TX**. This premier destination for literacy professionals is the perfect opportunity for your organization to make an impact on influential educators and market products and services that help boost literacy learning.

**Reserve your conference marketing opportunities early to get first choice of premium sponsorship and advertising opportunities.** ILA will work with you and your team to create a customized package to maximize your exposure and exceed your goals. Plus, as an ILA 2018 exhibitor, you'll receive discounts on advertisements in ILA's member magazine, *Literacy Today*, as well as ILA's peer-reviewed journals throughout the year.

Learn more about ILA 2018 marketing opportunities and our engaged audience in the following pages.

We look forward to working with you!

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# ILA 2018 Conference Marketing Opportunities

**Your goals are our priority. By becoming an ILA 2018 sponsor, exhibitor, or advertiser, ILA can help you meet—and surpass—they!**

Let's work together to create a customized ILA 2018 sponsorship and marketing package that will allow you to achieve the following:

- Maximize your brand's visibility
- Increase awareness of your products and services within your target market
- Drive traffic to your exhibit booth
- Reach potential sales goals/targets and partners
- Position your organization as a leading supporter of education and literacy

## Sponsorship

Connect with your target customers through our exclusive sponsorship offerings, which include ILA 2018 events, sessions, and areas like these:

- Literacy Night
- Edcamp Literacy
- First-Timers Gathering/New Member Meetup
- Institute Lunches
- Thought Leadership Events
- ILA 2018 Literacy Leaders Awards & Reception
- General Session
- Administrators Panel/Listen In





## Exhibiting

Each year, over 100 education-focused organizations showcase their latest products and services to thousands of attendees at the ILA conference. As an exhibitor, you'll enjoy these perks (and more!):

- Five complimentary ILA 2018 Conference badges for July 20–23\* (per 10' × 10' contracted booth) with access to the Exhibit Hall and educational sessions
- Pipe and drape (8' back drape and 3' side railing drape)
- Identification sign (7" × 44") with company name and booth number
- Listing in the ILA 2018 Conference Program, ILA 2018 Conference app, and online floor plan (deadlines apply)
- 24-hour perimeter security and daily aisle maintenance
- Access to the exhibitor lounge and exhibitor support
- Ability to purchase exhibitor sessions and ancillary space

*\* Additional badges are available for purchase*



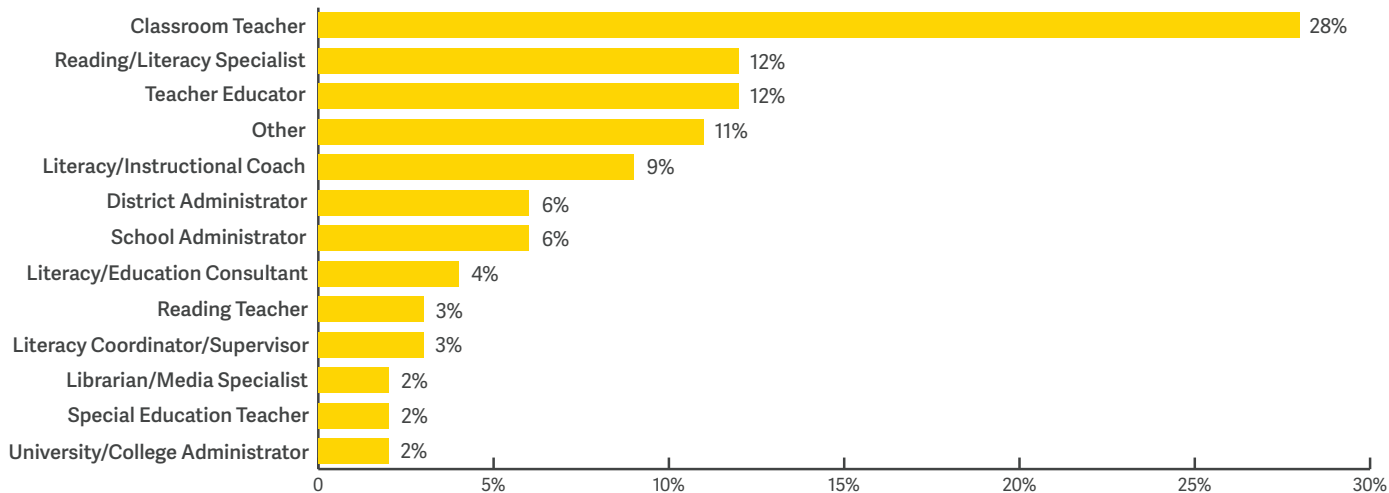
## Advertising

Advertise with ILA to generate qualified leads and get exposure throughout the year! ILA 2018 exhibitors get exclusive access to these conference advertising opportunities:

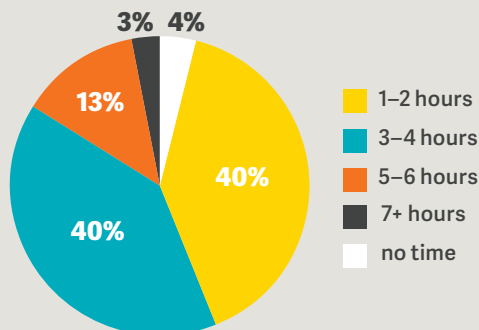
- ILA 2018 Conference Program
- Coupon booklet
- Tote inserts
- ILA 2018 Conference app
- Ability to purchase attendee lists
- Discounts on ads in *Literacy Today* and ILA journals

# Who Attends the ILA Conference?

## OCCUPATIONS



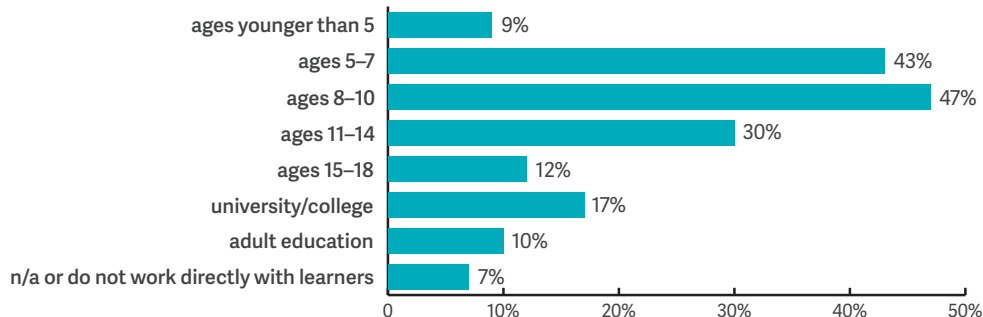
## TIME SPENT IN THE EXHIBIT HALL



**50%** of attendees are **INFLUENTIAL** in purchasing products for their schools

An additional **20%** are purchasing **DECISION MAKERS**

## LEARNER LEVELS TAUGHT\*



\*Respondents were able to choose more than one level so total percentages are greater than 100%