



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.

About the ILA 2018 Conference & Exhibits

Thousands of literacy educators, professionals, and leaders from around the world will attend the **ILA 2018 Conference & Exhibits July 21–23 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 & Exhibits Marketing Opportunities

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

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 & Exhibits badges for July 21–23* (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 & Exhibits 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



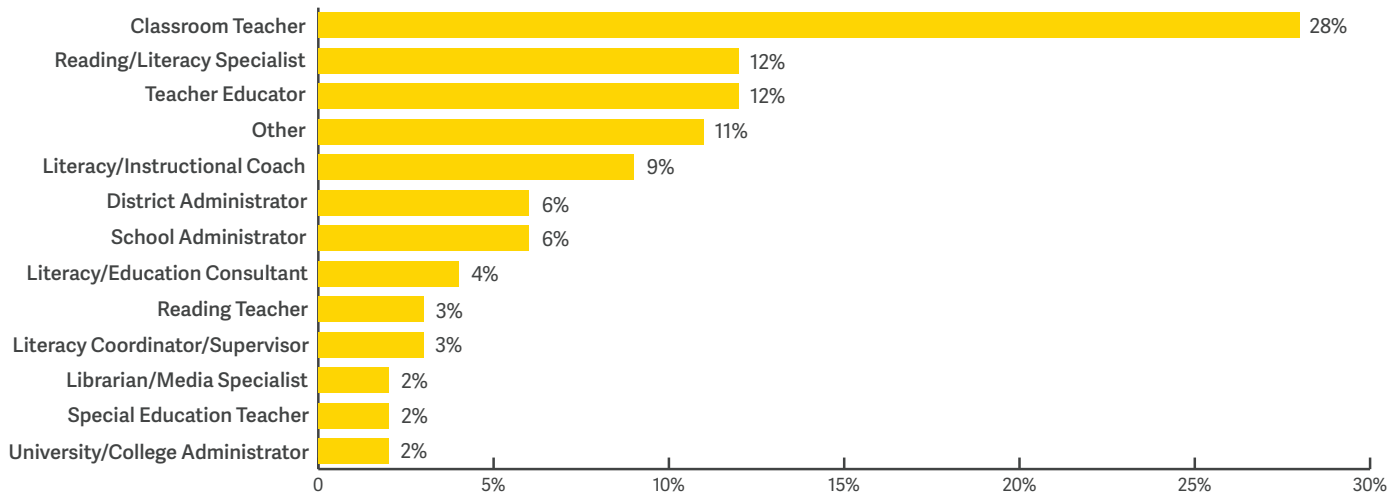
Advertising

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

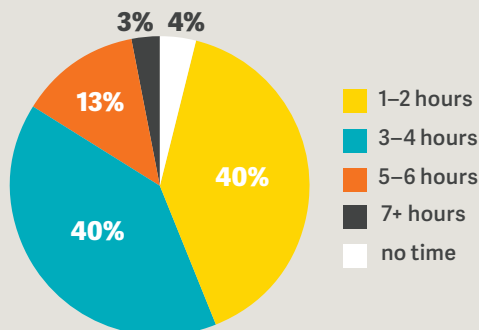
- ILA 2018 Conference Program
- Coupon booklet
- Tote inserts
- ILA 2018 Conference & Exhibits app
- Ability to purchase attendee lists
- Discounts on ads in *Literacy Today* and ILA journals

Who Attends the ILA Conference?

OCCUPATIONS



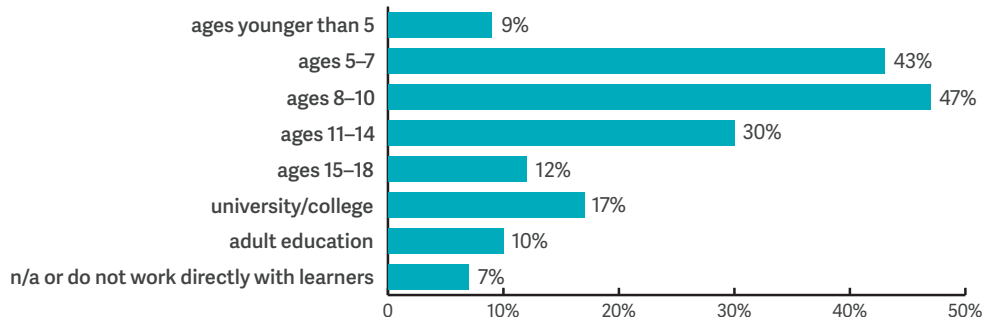
TIME SPENT IN THE EXHIBIT HALL



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%