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 78 countries. Visit ILA at literacyworldwide.org.

About the ILA 2019 Conference
Thousands of literacy professionals and leaders from around the world will attend the ILA 2019 Conference, October 10–13, in New Orleans, LA. 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 placements. ILA will work with you and your team to create a customized package to maximize your exposure and meet your goals. Plus, as an ILA 2019 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 2019 marketing opportunities and our engaged audience in the following pages.

We look forward to working with you!

Megan Ferguson
Sponsorship & Advertising
302.731.3831
mferguson@reading.org

Clavel Jones
Exhibits
302.731.3482
cjones@reading.org
ILA 2019 Conference
Marketing Opportunities

Your goals are our priority. By becoming an ILA 2019 sponsor, exhibitor, or advertiser, ILA can help you meet—and surpass—them!

Let’s work together to create a customized ILA 2019 sponsorship and marketing package that will allow you to:

- 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 2019 events, sessions, and areas like these:

- Literacy Night
- Edcamp Literacy
- First-Timers & New Members Welcome Event
- Institute Meals & Breaks
- Equity in Education Program
- Literacy Leaders Awards & Reception
- General Session
- Administrators Forum

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 2019 Core Conference badges for October 10–12* (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 2019 Conference Program, ILA 2019 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 2019 exhibitors get exclusive access to these conference advertising opportunities:

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

Megan Ferguson | Sponsorship & Advertising | 302.731.3831 | mferguson@reading.org
Clavel Jones | Exhibits | 302.731.3482 | cjones@reading.org
Who Attends the ILA Conference?

**OCCUPATIONS**

- Classroom Teacher: 35%
- Literacy Specialist: 28%
- Teacher Educator: 15%
- School/District Administrator: 11%
- Other: 11%

**TIME SPENT IN THE EXHIBIT HALL**

- 5–6 hours: 32%
- 1–2 hours: 32%
- 3–4 hours: 17%
- 7+ hours: 7%
- No time: 2%

**LEARNER LEVELS TAUGHT***

- Ages younger than 5: 9%
- Ages 5–7: 40%
- Ages 8–10: 45%
- Ages 11–14: 29%
- Ages 15–18: 12%
- Ages over 18: 24%
- N/a or do not work directly with learners: 7%

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

50% of attendees are influential in purchasing products for their schools.
An additional 20% are purchasing decision makers.