

Style Sheet for ILA 2017

Updated 6.28.17

21st-century literacy, 21st-century literacy learning

Lowercase the c in century (except when using title/headline style), and do not use superscript.

62nd Annual, 62nd Anniversary

AVOID USING ENTIRELY. Instead, refer to "**conference name—capitalization and usage**" below; "**annual**," "**annually**," and "**yearly**" may be used to describe conference occurrence, but are not part of the official conference name.

ampersand (&)

Used on the conference website in place of "and" in everything but body copy. Exception: If using a title in body copy (i.e., Conference & Exhibits, Rates & Deadlines), the ampersand is maintained.

Do not use a serial (Oxford) comma before an ampersand. (Hotel List, Map & Amenities)

Do not use ampersands in session titles.

app: ILA 2017 Conference & Exhibits app

a in app should be lowercase, unless used in headlines or other areas where title-style caps are required

attendee (preferred over registrant)

Author Meetup (one session); **Author Meetups** (multiple sessions)

Primary Author Meetup (ages 4–8), Mid-Level Author Meetup (ages 8–12), Young Adult Author Meetup (ages 12+)

Primary Speakers:

- Jason Chin
- Arree Chung
- Chris Van Dusen
- Matthew McElligott
- Isabel Quintero
- Melissa Sweet
- Adam F. Watkins

Mid-Level Speakers:

- Ruth Behar
- Michael Bornstein & Debbie Bornstein
- Kenneth Davis
- Donna Gephart
- Sarah Mlynowski
- Sherri Winston
- Lisa Yee

Young Adult Speakers:

- LJ Alonge
- J.C. Geiger
- Nikki Grimes
- Ellen Hopkins
- Benjamin Alire Sáenz
- Tanya Lee Stone
- Renée Watson

badge holder

Booth 219 (no “#” or “No.”)

Do not use “#” or “No.” when listing the booth number without the word “booth”.

canceled, canceling, cancellation

capitalization

We follow [ILA Style](#) (which is consistent with APA, Chicago, and AP) for capitalization of session names, etc.: “In titles of works (books, chapters, stories, essays, tests, works of art, music, film, etc.), capitalize the first word, the first word after a colon or a dash, the last word, the last word preceding a colon, all nouns, pronouns, verbs, adverbs, and most adjectives. When a capitalized word is a hyphenated compound, capitalize both parts. Articles (a, an, the), coordinating conjunctions (and, or, but) and prepositions of three letters or fewer should be lowercase; all other prepositions are capitalized.”

For individual terms (like attendee vs. Attendee), please refer to the style sheet.

Certificate of Attendance

Clock Hours

CMR (Convention Management Resources): refer to as **ILA’s registration and hotel partner**

CMR’s (Convention Management Resources’) hotel and registration support website:
ILA Support Center

co (prefix)

Use without hyphen (aligned with ILA Style), i.e. cochair, cochairing, coheadquarter, cohost

Common Core State Standards

Common Core State Standards upon first mention, Common Core thereafter

Conference & Exhibits (formerly full conference)

conference marketing copy

Please use the following hierarchy of information to include (as space permits) in short marketing copy:

1. conference name (see **capitalization and usage** below)

2. Orlando, FL
3. July (no specific dates unless space permits)
4. July 15–17 (use en-dash in numerical ranges)
5. Preconference Institutes July 14

conference name—capitalization and usage

Please use the following hierarchy of information:

1. On first reference: the **International Literacy Association 2017 Conference & Exhibits** (even if the ILA 2017 logo is above it)
2. After: the **ILA 2017 Conference** (preferred thereafter unless space prohibits)
3. Third choice: **ILA 2017**

On top-level or first level web pages, include the full conference name. However, if the full name is at the top of the header, it does not need to be included.

Only capitalized when used as part of the proper name: "I can't wait to attend the ILA 2017 Conference; I always come to ILA's conference."

"**annual**," "**annually**," and "**yearly**" may be used to describe conference occurrence, but are not part of the official conference name.

Conference Plus

A new registration category that will incorporate one Preconference Institute, three-day conference attendance, and three lunch events according to ILA member or nonmember status

Conference Plus VIP Lounge

conference program (print publication) will now be the **ILA 2017 Conference Program**.

conference program (speaker lineup, sessions, etc.) will be **program** or **programming**.

conference track, conference tracks

Only capitalize "Conference Track" or "Conference Tracks" if it appears where the style is title-capped, otherwise use lower-case. Always capitalize track titles: Research, Leadership, Changemaker.

Core-apps

Current Events Panel: **Disrupting a Destructive Cycle: How Literacy Drives Social Change**

Panelists:

- Monita K. Bell
- Deborah Delisle
- Zareen Jaffery
- Ebony Elizabeth Thomas
- Gene Luen Yang

dates

Conference & Exhibits July 15–17 should always appear before **Preconference Institutes July 14**.

degrees and titles

We do not use speakers' degrees and titles (PhD, M. Ed, etc.). We also do not use "Dr." etc. unless it is requested in special circumstances.

Early Bird rate (for marketing copy), **Early Bird Registration**, **Early Bird Registration rate** (see Registration categories for more details)

Edcamp Literacy (never capitalize the c in Edcamp)

e-mail (with hyphen)

em dash and en dash

We follow [ILA Style](#) (with one exception; please see below). Most commonly, an en dash is used like the word *to*, between numerals, dates, grades, pages, etc.: Grades K–8, May 13–17. Further, an en dash is used in place of a hyphen (a) in a compound adjective when one of its elements consists of an open compound or (b) when both elements consist of hyphenated compounds or (c) to join a prefix to an open compound: e.g., pre–Civil War, non–Roman Catholic, Newbery Medal–winning author

Like a pair of commas or a pair of parentheses, a pair of em dashes* can be used to set off an interrupting element in a sentence: Stephen Crane—a man who never saw combat—is credited with writing one of the most powerful of all war stories, *The Red Badge of Courage*.

Exception: **Exhibit Hall-only hours** uses a hyphen instead of an en dash.

Exhibit Hall

Exhibit Hall-only hours

exhibitor

FAQ = frequently asked question(s); not FAQs

Featured Speakers

Featured Speakers:

- Harvey "Smokey" Daniels & Sara Ahmed
- Peter Johnston
- Gene Luen Yang

Fees & Deadlines will be **Rates & Deadlines** (rates, deadlines). We no longer use "Fees & Deadlines."

first-come, first-served basis

First-Timers Gathering (no apostrophe)

FL

full conference will be referred to as **Conference & Exhibits**. We no longer use the term “full conference.”

General Information

General Session, Opening General Session, Closing General Session, Opening General Session speaker(s), Closing General Session speaker(s), General Session speaker(s)

Opening General Session Speakers:

- Carmen Agra Deedy
- Enrique C. Feldman
- Precious Symonette

Closing General Session Speakers:

- Byron V. Garrett
- Katie Lett
- Marie Lu

hotel

We no longer use the term “housing” to describe hotel reservations.

Hotel List, Map & Amenities

housing will be **hotel**. We no longer use the term “housing” to describe hotel reservations.

#ILA17

ILA 2017 Conference & Exhibits app

a in app should be lowercase, unless used in headlines or other areas where title-style caps are required

ILA 2017 Conference Program (print publication)

ILA 2017 Literacy Leaders Awards

ILA 2017 Literacy Leaders Reception

ILA Annual Business Meeting

ILA Central, includes membership and the bookstore

ILA Lunches (no longer referred to as “luncheons” or “literature luncheons”)

ILA Meet & Eat Networking Lunch (Saturday, July 15)

ILA Sparks Lunch (Sunday, July 16)

ILA Power Hour Lunch (Monday, July 17)

May be referred to as **lunch events** when talking about lunches in generic terms (for example, “Conference Plus includes entrance to three lunch events.”). When discussing them as a whole or talking about them in proper form, they should be “ILA Lunches,” and full names should be used for individual events (for example, “ILA Meet & Eat Networking Lunch”).

ILA members

Use a lowercase *m* in ILA member / ILA membership except when describing specific membership categories or membership types or when employing title style in headlines or other copy.

Membership products retain capital *M* as part of a proper name:

- **Basic Member or Basic Membership**
- **Online Member or Online Membership**
- **Student Member or Student Membership**
- **Emeritus Member or Emeritus Membership**
- **Developing Economy Member or Developing Economy Membership**

Examples of title-style caps for headlines or envelope copy: Renew Your ILA Membership Now! / Spotlight on ILA Members

ILA Press Lounge

ILA Quest

ILA Registration & Hotels

ILA’s registration and hotel partner (use this term to refer to CMR)

ILA Support Center (CMR’s hotel and registration support website)

Information Booth (not Info Booth)

institutes (please see Preconference Institutes)

lineup

Literacy Night at Universal (Literacy Night will be customized for each conference year)

- **Note: For promotional copy**, we are to use Literacy Night at Universal Orlando Resort™, Universal Studios Florida™, and/or Universal’s Islands of Adventure™, which has been approved by Universal’s reps.
- **As a headline for the ILA 2017 event**, we can continue to use “Literacy Night at Universal” (as per Nicola 1/18)

Literacy Night at Universal

- Take the night off and join your fellow attendees for an evening of fun at Literacy Night at Universal Orlando Resort™ on July 15, from 7:00 PM until 10:00 PM.

Explore Universal Studios Florida™ or Universal's Islands of Adventure™ theme park—or both!

middle initials

We use middle initials when provided.

mid-level

New Member Meetup

nonmember

nonticketed

numbers and numerals

We follow [ILA Style](#) for the use of numbers.

Use numerals to express numbers 10 and above. Spell out numbers below 10. Spell out numbers below 10 that appear with units of time. (This is a departure from earlier ILA style). Examples: two months, four years, three hours, 64 years, 21 months. Also, ninth century, 14th century, ninth grade, 11th grade.

Use numerals for numbers under 10 that are grouped or compared with numbers over 10 (and appear in the same paragraph): members receive 9 to 12 new publications each year; a list of 7 nouns and 14 verbs; of 26 students in the sample, only 3 failed to qualify.

on-site

(Merriam-Webster hyphenates on-site, which is why we're making this change and using it for future conferences.)

On-Site rate (for marketing copy), **On-Site Registration**, **On-Site Registration rate**
(see Registration categories for more details)

Orange County Convention Center

Where applicable, use full name of facility, otherwise refer to as the convention center.

phone numbers

We will be using the following style for phone numbers: 302.731.1600. We will NOT add the 1 in front of the number. Care must always be taken to provide numbers for use outside of the U.S. and Canada.

Multiple numbers given should be separated by the vertical bar (pipe) that looks like this: |

Ex. 800.336.7323 (U.S. and Canada) | 302.731.1600 (all other countries)

Preconference Institutes

May be described as **courses**.

Suggested formatting for Preconference Institute titles:

One line (used in CMR):

Institute 01: The ILA 2017 Research Institute

Two lines (used on AC17 website):

Institute 01

The ILA 2017 Research Institute

in print: formatting (bold, italics, etc.) will be left up to design.

institutes is always lower-case; Preconference Institutes is always upper case;
formal titles of institute courses are capitalized.

preservice (do not use hyphen in preservice to align with ILA style)

program, programming (speaker lineup, sessions, etc.)

Putting Books to Work

Putting Books to Work is always uppercase; all words are capped in a header. In generic references and descriptive text, refer to as workshops as opposed to panels or sessions.

Levels: **Putting Books to Work: Primary Level**

Authors:

- Carmen Agra Deedy
- LaTisha Redding
- Carole Boston Weatherford

Facilitated by Valerie Ellery

Putting Books to Work: Mid-Level

Authors:

- Pablo Cartaya
- George O'Connor
- Jordan Sonnenblick

Facilitated by Julie D. Ramsay

Putting Books to Work: Young Adult

Authors:

- Tonya Bolden
- Nikki Grimes
- Lilliam Rivera

Facilitated by the Crazy Reading Ladies, Mary Cotillo & Erin O'Leary

Rates & Deadlines (rates, deadlines)

Registration (for the on-site booth location), registration (n.)

Registration badge types: **Conference & Exhibits** (three-day Conference attendance; does not include ticketed sessions), **Single Day** (Saturday, Sunday, or Monday attendance), **Exhibitor** (includes all nonticketed sessions), **Exhibit Hall-Only** (usually purchased by attendees on-site)

Registration categories: **Early Bird Registration** (available until 11:59 PM ET April 24, 2017), **Standard Registration** (available until 11:59 PM ET June 5, 2017), and **On-Site Registration** (available from June 6–July 17, 2017).

registrant (attendee is preferred)

Research Into Practice sessions

Response to Intervention, RTI

Room 219 (no #)

Schedule at a Glance

Send Us a Message (the link to the form to e-mail the ILA Support Center)

sessions

If the word “sessions” is part of the title, it should be capitalized, but if it’s not, it should be lowercase. If you are referring to a potential for plural sessions, you should format this as session(s).

speaker affiliations

When appropriate, we include speakers’ school affiliations, but not their specific departments. We include the publisher information for authors as submitted by the publisher. We are investigating when to list the parent publisher or the imprint. Any changes about publisher listings should be discussed on a case-by-case basis.

Standard rate (for marketing copy), **Standard Registration, Standard Registration rate** (see Registration categories for more details)

Talking Points and Mentions

Talking Points:

- Literacy is our focus, our expertise, and our foundation for everything, including our conference.
- We carefully select the best conference presenters through an intensive peer-review process.
- You can relate to our conference speakers because these practicing literacy educators understand your daily challenges and celebrations. *[do not use when referring to GS speakers since they may be an author or hold another position]*
- Our conference focuses on *you*—finding solutions to the real-life teaching challenges you’re facing, giving you the new materials and resources you need to help your students, and fostering global connections to build your PLC and further develop your career.

- At an ILA conference, you'll experience upbeat, professional learning in a positive, personable, and welcoming environment.
- Educators' change and growth begins at an ILA conference.
- We believe that students are individuals, not just test scores. Our programming takes a whole-child approach to literacy education.
- The definition of literacy has expanded and shifted, and so will your perspective at ILA 2017.
- Experience affordable professional development at a family-friendly vacation destination at ILA 2017.

Mentions:

- High-quality programming on a diverse range of topics.
- Connect and interact with your peers and other literacy leaders.
- Summer timing allows you to get inspired during your free time and to kick-start the next school year. *[use only in US marketing]*
- Our sessions are rooted in research and offer practical applications of that research.
- The energy at an ILA conference is electrifying!
- Learn and grow as a professional.
- Connect with your community.
- Customize your PD.
- Have a lot of fun while learning.
- Energize your teaching and transform your practice.
- Learn from practicing educators and renowned researchers.

Teaching Edge, Teaching Edge sessions

Teaching Edge Speakers:

- Gerald Campano & María Paula Ghiso
- Kelly Cartwright
- Shawna Coppola
- Kate Roberts
- Annie Ward

Terms & Conditions will be **General Information**. We no longer use "Terms & Conditions" for registration documents, but we still use it for exhibitor documents.

Theme of ILA 2017: **Literacy Reimagined**

times

12:00 PM ET

8:00 AM–7:30 PM (always use en-dash in numerical ranges)

travel, traveling, traveled

undergraduate preservice teacher

Do not use hyphen in preservice (to align with ILA Style)

Website: ilaconference.org

Do not use <http://www>.

Wi-Fi

TBD items that need to be finalized before use:

ILA Center Stage