



# LitCon

National K-8 Literacy  
& Reading Recovery Conference

January 30 - February 6, 2021

## EXHIBITOR AND SPONSOR PROSPECTUS

For the past 35 years, the Reading Recovery Council of North America's annual conference has been an internationally recognized educational event for literacy professionals from around the world, drawing thousands of attendees annually. Now a virtual conference, LitCon 2021 is a unique opportunity to reach potential customers from anywhere - without the added costs of travel for your team.

Space is limited - contact us today!

## FAST FACTS FOR EXHIBITORS



The 2020 conference welcomed 2,000+ attendees from 6 countries and 41 states



98.8% of past attendees said they would recommend LitCon to another educator



96% of last year's attendees visited the exhibit hall, and 70% made at least one purchase



1000+ of last year's attendees made or influenced purchasing decisions for their school or district

### VIRTUAL EXHIBIT HALL HOURS

Sunday 1/31  
12:30 pm - 4:30 pm

Tuesday 2/2  
3:00 pm - 6:30 pm

Thursday 2/4  
3:00 pm - 6:30 pm

Saturday 2/6  
12:30 pm - 4:30 pm



# SPONSOR PACKAGES

PREMIUM BENEFITS	SILVER \$4,000 MULTIPLE AVAILABLE	GOLD \$9,000 MULTIPLE AVAILABLE	PLATINUM \$15,000 ONLY 1 AVAILABLE!
Full Virtual Exhibit Booth Benefits	✓	✓	✓
Sponsor Only Exhibit Hall placement for maximum visibility	✓	✓	✓
Special recognition on event page	✓	✓	✓
Recognition in the spring 2021 issue of <i>The Journal of Reading Recovery</i>	✓	✓	✓
Conference registration for company representatives	3	5	10
Clickable logo displayed in rotating banner in main lobby of platform *	✓	✓	
Full wall banner featured in main lobby space of virtual platform**			✓
Host a 1-hour live chat session in the networking lounge with the author of your choice. Featured as content in the official event schedule!		✓	✓
Host a Twitter chat with an author/educator prior to the conference (subject to approval)			✓
LitCon social media posts/mentions (on various platforms) within 30 days prior to conference		3	5
Video ad played before all three general sessions			✓
Clickable logo featured in "know before you go" emails to all registrants			✓

## DON'T SEE EXACTLY WHAT YOU ARE LOOKING FOR?

Contact Sally Ann DeBolt at [info@literacyconference.org](mailto:info@literacyconference.org) with your ideas for a custom package to meet your business goals.

\*Gold & silver logos rotate here

\*\*Platinum logo here



# ADDITIONAL OPPORTUNITIES

Help support one or more educators' development by sponsoring their LitCon experience! Includes:

- Donor info featured as a donor on LitCon website
- Sponsor recognition during the event
- Contact info for your sponsored attendees

**PROFESSIONAL  
DEVELOPMENT  
AWARD SPONSOR**

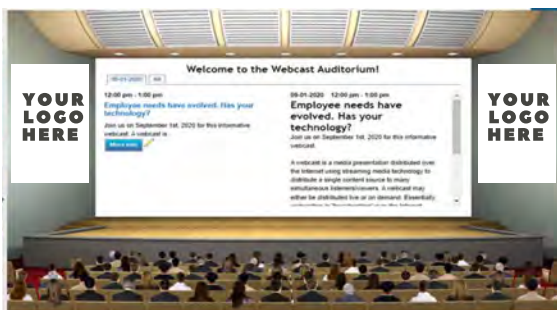
**\$500 EACH**

## ON DEMAND AUDITORIUM SPONSOR

**\$5,000**

**ONE AVAILABLE**

Be seen by attendees of every live session!



## LIVE EVENT AUDITORIUM SPONSOR

**\$5,000**

**ONE AVAILABLE**

Be seen by attendees of every recorded session!

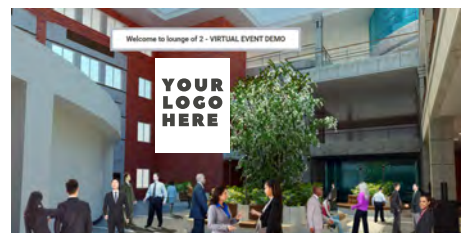
- High-visibility exposure to attendees!
- Linkable logo featured on both sides of auditorium

## NETWORKING LOUNGE SPONSOR

**\$5,000 EACH**

Be seen by attendees of every networking session!

- Your company's full wall logo will be displayed in the networking lounge
- Host up to four 30-minute topical chats



## IMPORTANT DATES

Sponsor Package & Additional Opportunities purchase deadline

01/08/2021

Sponsor Package videos and networking session deadlines

01/08/2021

Virtual booth purchase deadline

01/16/2021

Virtual booth setup deadline

01/22/2021

## CONTACT INFO



[www.literacyconference.org](http://www.literacyconference.org)



614-310-READ (7323)



[info@literacyconference.org](mailto:info@literacyconference.org)



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## Contact Information

Company Name: \_\_\_\_\_

(Please provide name as you would like it to appear online)

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Company URL: \_\_\_\_\_

Social Media Handles: Instagram \_\_\_\_\_ Twitter \_\_\_\_\_

Facebook \_\_\_\_\_ LinkedIn \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Marketing/Design Contact Email:

Will you be linking to an ecommerce site from your exhibitor booth? Yes \_\_\_ No \_\_\_

### Select One:

**Exhibitor Only – \$1,000**

**Platinum Sponsor Package – \$15,000**

**Gold Sponsor Package – \$9,000**

**Silver Sponsor Package – \$4,000**

### Additional Opportunities:

**PD Awards – # of awards at \$500 each**

~~**On Demand Auditorium Sponsor – \$5,000**~~

~~**Live Event Auditorium Sponsor – \$5,000**~~

**Networking Lounge Sponsor – \$5,000**

### Total Amount to be Invoiced:

### Payment Methods

Checks made payable to RRCNA or Credit Card (VISA, MC, AMEX, DISCOVER)

Mail Checks to: RRCNA – LitCon 2021

150 E. Wilson Bridge Rd., Ste. 200

Worthington, OH 43085

ATTN: Team LitCon

### Exhibitor Terms & Conditions

Each exhibitor application is reviewed by Team LitCon prior to approval. Please review the [Exhibitor Terms & Conditions](#) and acknowledge below.

I have read and accept the Exhibitor Terms & Conditions.

\_\_\_\_\_  
AUTHORIZED SIGNATURE

\_\_\_\_\_  
DATE