



The North Star

*Navigating Teaching
& Learning*

**EXHIBITOR
& SPONSOR
PROSPECTUS**

**College Reading & Learning Association (CRLA)
47th Annual Conference**

November 5-8, 2014 • St. Paul, MN

WELCOME MESSAGE FOR EXHIBITORS

Dear Exhibitor:

The College Reading & Learning Association (CRLA) cordially invites you to exhibit at our 47th Annual Conference—The North Star Navigating Teaching and Learning—scheduled to be held November 5-8, 2014, at the Crowne Plaza Riverfront in St. Paul, MN. The conference Exhibit Hall is scheduled to be open during the hours listed below. An Exhibitors' Reception (Thursday) and Continental Breakfast (Friday), both of which are open to all conference attendees, are designed to draw participants into the Exhibit Hall, thus increasing traffic through the hall and encouraging attendees to stop and learn more about your products and services.



Melissa Thomas, J.D.
CRLA Exhibits Chair

Thursday, November 6

1:00 pm – 7:00 pm Exhibit Hall Open
6:00 pm – 7:00 pm Exhibitors' Opening Reception

Friday, November 7

7:00 am – 8:00 am Exhibitors' Continental Breakfast
7:00 am – 2:00 pm Exhibit Hall Open

CRLA is a professional organization of primarily U.S. and Canadian higher education professionals in the fields of reading, learning assistance, developmental education, tutoring, and mentoring. Conference attendees include college instructors, counselors, advisors, learning assistance program directors, orientation program directors, first-year experience staff, and adult literacy professionals. Our members work in universities, colleges, community colleges, and technical colleges.

We have increasing numbers of developmental mathematics instructors joining us, so we would like to encourage you to include math materials in your displays. Additionally, this conference continues the organization's technology push and we encourage any exhibits related to technology use in the classroom or learning center.

CRLA wants to put its members in touch with publishers and providers of useful materials and has therefore planned crowd-pleasing food at the Exhibitors' Reception and the Continental Breakfast to encourage members to visit the Exhibit Hall during these time frames and learn more about your materials at the conference. Additionally, a cash bar will be available at the grand opening of the exhibits on Thursday. CRLA offers the following for our exhibitors who buy a booth:

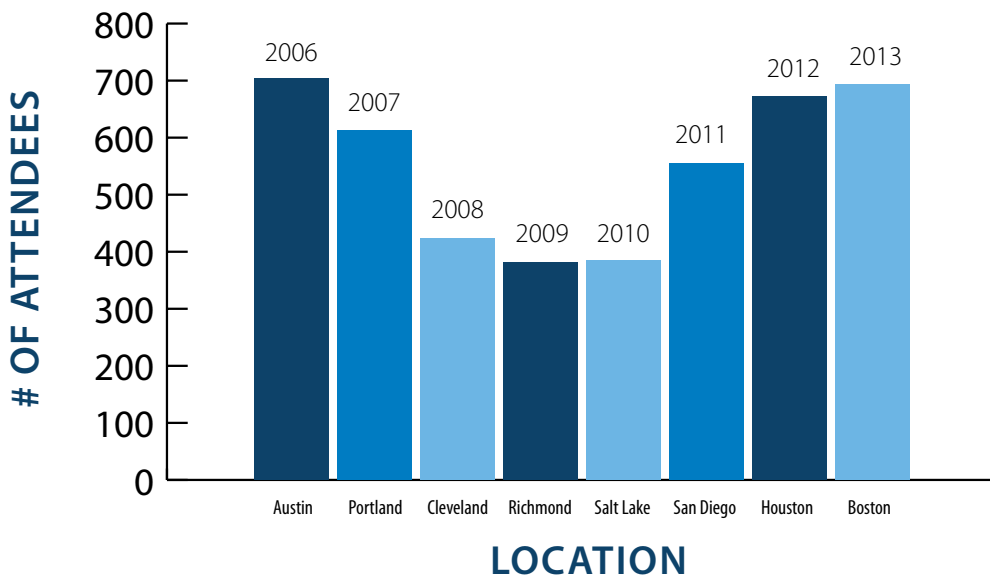
- Exclusive time for exhibitors to visit with conference attendees.
- An optional one-hour presentation time during the conference to demonstrate products and services. (Submissions will be accepted from June 1-August 1, 2014. Note: All members of the exhibition team who present at the session must be registered for the conference.)
- Autographing sessions by current CRLA authors of represented publishers during the Opening Reception.
- Exhibitors' Reception and the Continental Breakfast held in the Exhibits area.
- Recognition of all exhibitors at the Second General Session of the CRLA membership on Friday morning.
- Recognition of all exhibitors in the conference program with a 50-word statement of services. Exhibitors should also submit a high-resolution black and white and color logo to Amanda Dombrowicki at CRLA headquarters at a.dombrowicki@crla.net by August 21, 2014.
- Free conference registration for one member of your staff.

For details about the Exhibitors' options for participating, please see the following pages. For more information about the College Reading & Learning Association, please go to www.crla.net.

Best regards,
Melissa Thomas, J.D.
CRLA Exhibits Chair
exhibits@crla.net
(843) 953-8178

CRLA ASSOCIATION AND ANNUAL CONFERENCE ATTENDEE PROFILES

2006 – 2013 Annual Meeting Attendance



↑
Attendance for Past Four Years on the Rise. Join Us in 2014!

Members in Attendance (2013 – Boston)

55% CRLA MEMBERS



45% NON-MEMBERS



Domestic and International Attendance (2013 – Boston)

97% DOMESTIC ATTENDEES

3% INTERNATIONAL ATTENDEES

Technology Used by Attendees

GUIDEBOOK WAS USED BY 41% OF 2013 CONFERENCE ATTENDEES

Platform

IOS (39%)

Android (13%)

Mobile Web Unique Sessions (47%)

EXHIBITOR INFORMATION

CRLA will make every attempt to assign booth space and accommodate the requested needs and compatibility of each exhibiting company. Booth space is assigned with location preference given to Gold and Silver Level Patron Sponsors ([see page 6](#) for more information). All space will be assigned strictly on a first-come, first-served basis. (CRLA reserves the right to reassign requested space in order to arrange the floor plan, if necessary.)

EXHIBIT SCHEDULE

(Tentative – to be confirmed in the Exhibitor Service Kit)

Thursday, Nov. 6, 2014

Set-Up.....10:00 AM-12:00 PM
Exhibit Hall Open1:00 PM – 7:00 PM
Welcome Reception6:00 PM – 7:00 PM
Author Signings6:00 PM – 7:00 PM
Exhibitor Prize Drawings 6:45 PM

Friday, Nov. 7, 2014

Exhibit Hall Open7:00 AM – 2:00 PM
Exhibitors' Continental
Breakfast..... 7:00 AM – 8:00 AM
CRLA Business Meeting8:30 AM - 9:30 AM
(Exhibitors are recognized during the meeting.)
Exhibit Hall Closes 2:00 PM
Tear-Down and Move Out 2:00 PM - 5:00 PM

SINGLE INSIDE BOOTH \$625

- One (1) 8' x 10' booth

Inside booths will be assigned on a first-come, first-served basis following assignment of Gold and Silver Level Patron Sponsor booths.

PREMIER INSIDE BOOTH \$800

- One (1) 8' x 10' booth
- In a high traffic area of the hall

Premier inside booths will be assigned on a first-come, first-served basis following assignment of Gold and Silver Level Patron Sponsor booths.

DOUBLE INSIDE BOOTH \$1,050

- Two (2) side by side 8' x 10' booths
- Not an end cap space

Double inside booths will be assigned on a first-come, first-served basis following assignment of Gold and Silver Level Patron Sponsor booths.

EXHIBIT BOOTHS

- All exhibit booths will be assigned on a first-come, first-served basis.
- All commitments include personal name recognition at the General Session on Friday morning.
- One (1) complimentary conference registration for a representative of the exhibiting company (pre-conference institutes excluded). Additional Exhibitor name badges can be purchased at the price of \$100 each.
- Presently it is assumed that the dimensions of a single exhibit booth space will be 8' x 10'.
- A single exhibit booth will contain the following:
 - o 8'-high back wall and 3'-high divider rail (draping in show colors)
 - o One (1) company sign
 - o Skirted 8' table
 - o Two (2) chairs
 - o Wastebasket

EXHIBITOR SERVICE KIT

The Exhibitor Service Kit for the CRLA Annual Conference will be e-mailed with booth assignments. The kit will contain information on the following items:

- Freight shipping and handling
- Labor regulations and rates
- Furniture, display, and other rental materials
- Ordering of electrical access or internet/phone lines
- Audio/visual and computer rentals

SHIPPING, STORAGE, AND MATERIALS HANDLING

No advance freight or truck shipments will be accepted by the Crowne Plaza Riverfront. Due to physical limitations in dock and storage space on the premises, it is necessary to arrange for outside drayage and storage of exhibitor equipment and materials. This arrangement controls and simplifies movement of all shipments. An exposition company/ decorator, pre-selected by CRLA, will receive and store all display and exhibit materials, deliver the items directly to each exhibitor's booth, handle and store the empty crates for the duration of the show, return them to the exhibit space, and load them onto out-going transportation at the conclusion of the event/designated exhibit days during the conference. The exposition company will store all materials received at its warehouse for a period to be outlined in the Exhibitor Service Kit. Complete instructions and rates will be included in the kit. The kit will also include information on shipping direct to the hotel for delivery during exhibit installation hours.

EXHIBITOR PRIZE DRAWINGS

In order to increase the number of people visiting exhibitor booths, exhibitors may want to have a drawing for a prize of their choosing. We have found that bookstore gift cards are appreciated, as are flash drives and local items of interest.

Exhibitors are also encouraged to provide prizes for the drawing held during the Grand Opening of the Exhibit Hall. Exhibitors who provide prizes for the CRLA scholarship raffle are recognized.

CANCELLATION POLICY

If an exhibitor wishes to cancel or reduce exhibit space after assignment has been made, written notification must be sent to Melissa Thomas, CRLA Exhibits Chair, via e-mail (exhibits@crla.net). Please see the contract for space/application [on page 8](#) for the deadlines by which cancellations must be received.

2013 EXHIBITORS

AceReader by Stepware, Inc.
AskOnline
Bedford/St. Martin's
Cengage Learning
Engineerica Systems, Inc.
H & H Publishing
Innovative Educators
Link-Systems International, Inc.
Maricopa County
North Carolina State University
Pearson
Read Right Systems
Reading Horizons
Redrock Software Corp.
Texas State University
Townsend Press
University of Minnesota
Upswing
Weaver Instructional Systems, Inc.

SPONSOR INFORMATION

CRLA invites you to be a sponsor of the 47th CRLA Annual Conference. Sponsorship provides an outstanding opportunity for your company to increase its exposure among conference participants and show your commitment to CRLA!

- Increase your visibility among CRLA Annual Conference participants
- Create a distinction between your company and other exhibitors at the CRLA Annual Conference
- Display your company's commitment to CRLA
- Demonstrate your importance to professionals in the industry

GOLD LEVEL PATRON \$3,000

- Name recognition in program guide (if sponsorship is confirmed by August 21, 2014) and signage at event.
- Personal name recognition at a sponsored event and at the second general session. (Available events: Saturday Brunch, Lunch with a Mentor, Exhibitors' Reception, Exhibitors' Continental Breakfast)
- Exhibit Hall recognition
- Double Entrance Booth to the Exhibit Hall
- 2 full-page black and white ads (7"W x 10"T) in the printed program guide (Space reservation due by August 21, 2014 with ad due September 5, 2014). [See page 7](#) for details.
- Up to three promotional materials can be included in the conference bag
- Vendors choosing to participate as a Gold Level Patron will be given first right of refusal to continue any sponsorship for the following year's annual conference. However, companies that sponsored an event last year have the option of their first choice for the same activity this year. Please be sure to provide second and third choices.

SILVER LEVEL PATRON \$1,850

- Name recognition in program guide (if sponsorship is confirmed by August 21, 2014) and signage at event.
- Personal name recognition at sponsored event and at the second general session. (Available events: Hospitality Room for one evening, Welcome Reception entertainment, or Morning/Afternoon Coffee Break)
- Exhibit Hall recognition.
- One Entrance Booth to the Exhibit Hall
- 1 full-page black and white ad (7"W x 10"T) in the printed program guide (Space reservation due by August 21, 2014 with ad due September 5, 2014). [See page 7](#) for details.
- Up to two promotional materials can be included in the conference bag

ADDITIONAL PROMOTIONAL OPPORTUNITIES

CONFERENCE BAG INSERTS \$200

Two pieces of promotional materials (estimated 600 quantity each) per insertion order can be included in conference bags. Materials need to arrive no later than October 10, 2014 to Victoria Williams, Academic Support, St. Cloud State University, 211C Centennial Hall, 720 Fourth Avenue South, St. Cloud, MN 56301-4498. If you have questions about submitting materials, please contact Amanda Dombrowicki at CRLA headquarters at a.dombrowicki@crla.net.

AD IN GUIDEBOOK (MOBILE PROGRAM) \$200

Mobile advertisements are black and white and consist of company name, a description (no more than 50 words), and URL. This information must be e-mailed to the CRLA Exhibits Coordinator, Melissa Thomas, at exhibits@crla.net no later than August 21, 2014.

PRINTED PROGRAM GUIDE ADS \$200-\$350

The artwork must be e-mailed to Jenny Kasza at jenny@techenterprises.net no later than September 5, 2014. All ads are black and white. Full page ads are 7"W x 10"H. Half page ads are 7"W x 4.5"H.

IMPORTANT - Please Read! - Our desire is to provide you with the best possible quality printed ad. You can help us in that effort by passing this information on to your graphic designer. Considerations for submitting acceptable artwork involves proper resolution or size of file to avoid poor quality images, and proper size per above ad sizes. Submit press-resolution pdf files.

Camera-ready artwork is required. Camera-ready is defined as a completed ad that requires no additional work to be done before publication. CRLA cannot be held responsible for print errors or diminished quality of low-resolution files. If you do not comply with deadlines or file format requirements, CRLA cannot guarantee inclusion into conference materials. If you have any questions regarding artwork, please contact Jenny Kasza at jenny@techenterprises.net.



Photo courtesy of Visit St. Paul

CRLA EXHIBITOR/SPONSORSHIP CONTRACT

Company Name _____ Date _____

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

The following is exact for All Conference Printing

Company Name _____

Address _____

City _____ State _____ Zip _____

Company URL _____ Phone _____

Contact Name (will be listed in program guide) _____ Title _____

Company Description (Please limit your company description to 50 words or fewer. (CRLA reserves the right to edit)

Exhibitor Personnel Badge Name: _____ Title: _____

Vendor Drawings: Yes No Unsure

Sponsorship Opportunities	Gold	Silver	Individual Exhibitors	Total
Sponsorship Level	<input type="checkbox"/> \$3,025	<input type="checkbox"/> \$1,850	N/A	
Corporate Patron Exhibit Placement	Included	Included	N/A	
Premier Exhibit Placement	N/A	N/A	<input type="checkbox"/> \$800 each	\$
Inside Exhibit Placement	N/A	N/A	<input type="checkbox"/> \$625 each	\$
1st Choice of event to sponsor (see pg. 4):			N/A	
2nd Choice of event to sponsor (see pg. 4):			N/A	
Bag Inserts	3 pieces allowed	2 pieces allowed	<input type="checkbox"/> \$200/pc.	\$
Full Page Program Guide Ad (due August 21, 2014)	2 ads allowed	1 ad allowed	<input type="checkbox"/> \$350 each	\$
Half Page Program Guide Ad (due August 21, 2014)			<input type="checkbox"/> \$200 each	\$
Additional Name Badge: Name: _____ Title _____			<input type="checkbox"/> \$100 each	\$
Additional Name Badge: Name: _____ Title _____			<input type="checkbox"/> \$100 each	\$
Guidebook Listing			<input type="checkbox"/> \$200 each	\$
			Total of Above	\$

PAYMENT

Make a copy for your records and send completed form with check payment to:

CRLA, Attn: Jill Tucker, 7044 S. 13th St., Oak Creek, WI 53154.

We understand that all space must be paid for in full by August 21, 2014. If the assigned space is not paid in full by this date, it may be reassigned to another exhibitor at the discretion of CRLA.

Signature _____

Print Name _____

Date _____

Cancellation Policy Cancel your **booth** before **September 5, 2014** and receive 75% refund; between **September 5-October 24, 2014** and receive 50% refund; and no refund will be issued if you cancel your booth after **October 24, 2014**. Cancel your **program guide ad** before **September 5, 2014** and receive 50% refund. After **September 5, 2014** no refund will be issued. Cancel your **bag insertion order** before **July 25, 2014** and receive 75% refund; between **July 25-September 5, 2014** and receive 50% refund; and after **September 5, 2014** no refund will be issued.

Payment Options

- Check enclosed (payable to CRLA)
 Visa Mastercard Discover American Express

Card Number _____

Expiration Date _____

Signature _____

Name on Card _____

Billing Address _____

E-mail _____