

Sponsorship OPPORTUNITIES

All Conference Sponsors will be recognized for their contributions in many ways including: recognition in IDA Conference Program & Special Conference Edition of *Perspectives* and on conference website, logo and/or name on signage throughout conference, podium acknowledgements, sponsor identification ribbons for badges and booths, and more. Additionally, sponsors will also receive the following benefits for their contributions.



Titanium Level: \$15,000

★ Stage & Sound Sponsor (LIMIT 1)

- Exclusive Sponsor on Name Badge Holders
- Exclusive Sponsor of Plenary Sessions
- Custom gobo light for Thursday & Friday Plenary Sessions
- Full Page full color ad in Conference Program
- Sponsor Logoed Item as Totebag stuffer
- Full Page ad in Conference Edition of *Perspectives*

Gold Level: \$7,500

★ Badge Sponsor (LIMIT 1)

- Exclusive Sponsor on Name Badge Holders
- Half Page full color ad in Conference Program
- Choice of Totebag stuffer -or- Half Page ad in Conference Edition of *Perspectives*

★ Welcome Reception & Keynote Address Sponsor (LIMIT 1)

- Exclusive Sponsor of Welcome Reception on Wednesday Night **New this year** Official kick-off for conference, keynote address and entertainment; free to all conference participants
- Half Page full color ad in Conference Program
- Choice of Totebag stuffer -or- Half Page ad in Conference Edition of *Perspectives*

Platinum Level: \$10,000

★ Bag Sponsor (LIMIT 1)

- Exclusive Sponsor on Conference Bags
- Full Page full color ad in Conference Program
- Sponsor Logoed Item as Totebag stuffer
- Half Page ad in Conference Edition of *Perspectives*

★ Technology Sponsor (LIMIT 1)

- Exclusive Sponsor of Internet Café (8 computer kiosks in Exhibit Hall)
- Full Page full color ad in Conference Program
- Sponsor Logoed Item as Totebag stuffer
- Half Page ad in Conference Edition of *Perspectives*

★ President's Celebration Presenting Sponsor (LIMIT 1)

- Sponsor Presentation at Celebration
- Sponsor Logo on Give-away and ancillary items (i.e. napkins, table tents, etc.)
- Full Page full color ad in Conference Program
- Sponsor Logoed Item as Totebag stuffer
- Half Page ad in Conference Edition of *Perspectives*

★ **New!** Dyslexia Dash Start Line Sponsor (LIMIT 2)

- Sponsor Logo on Give-away as well as Sleeve and Back of Race T-Shirt
- Full Page full color ad in Conference Program
- Sponsor Logoed Item as Totebag stuffer
- Half Page ad in Conference Edition of *Perspectives*

Silver Level: \$5,000

★ Exhibit Hall Grand Opening Sponsor (LIMIT 1)

- Exclusive Sponsor of the Exhibit Hall Grand Opening on Wednesday Evening
- Quarter Page b&w ad in Conference Program
- Choice of Totebag stuffer -or- Half Page color ad in Conference Edition of *Perspectives*

★ President's Celebration Sponsor (LIMIT 2)

- Sponsor Logo ancillary items (i.e. napkins, table tents, etc.)
- Quarter Page b&w ad in Conference Program
- Choice of Totebag stuffer -or- Half Page ad in Conference Edition of *Perspectives*

★ **New!** Dyslexia Dash Finish Line Sponsor (LIMIT 2)

- Sponsor Logo Back of Race T-Shirt
- Quarter Page b&w ad in Conference Program
- Choice of Totebag stuffer -or- Half Page ad in Conference Edition of *Perspectives*

CREATE YOUR OWN!

Don't see a package here that fits your company? NO PROBLEM; let us create package that is just for you!
Call or e-mail today!



IDA Corporate Opportunities Contact:
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40 York Road, 4th Floor, Baltimore, Maryland 21204
Telephone: (410) 561-6402
Fax: (410) 321-5069
E-mail: rhott@interdys.org



Bronze Level: \$3,500

★ Private School Administrators Symposium (LIMIT 3)

- Symposium and Luncheon Sponsor (noted in Conference Program and at Symposium)
- Quarter Page b&w ad in Conference Program

★ Wednesday Symposium (LIMIT 3)

- Symposium and Luncheon Sponsor (noted in Conference Program and at Symposium)
- Quarter Page b&w ad in Conference Program

★ Speaker Hospitality Sponsor (LIMIT 3)

- Hospitality Suite and Appreciation Gift Sponsor for all Speakers
- Quarter Page b&w ad in Conference Program

Marketing: \$500

★ Conference Totebag Stuffer

- Provide 3,000 of your advertising specialty item to include in our Conference canvas totebags
- Logo items only (No fliers, literature, publication order forms or the like)

★ Exhibitor Bingo Card (LIMIT 24)

- Encourage attendance at your booth by purchasing a spot on the IDA conference Bingo Card
- Attendees visit each sponsoring booth and upon filling the card, are eligible for prize drawings

“ I gained an amazing amount of information at this conference. I highly recommend the IDA Conference to anyone that deals with struggling or dyslexic readers. ”

Ann Slepitis-Brady, Educator,
Tongue River Elementary School,
Ranchester, WY

Advertising OPPORTUNITIES

Reinforce your organization's brand, product or service with an ad in the IDA Conference Program. Make sure every Conference delegate sees your brand and your company with an ad in our Annual Conference Program or Special Conference Edition of *Perspectives on Language and Literacy* (distributed to all attendees).

Run the same ad in both publications and take 10% discount off the price of both ads. (applies to black & white ads only; color ads will need to be converted)

CONFERENCE PROGRAM ADVERTISING

- 30,000 circulation
- Deadline for ad reservation form: April 30, 2009
- Ad copy due: May 6, 2009

Advertising Rates:

1-COLOR Ads

Full-page	7-1/2" x 10"	\$1,250
1/2-page	7-1/2" x 5" horizontal	\$800
1/4-page	3-3/4" x 5" vertical	\$600

4-COLOR Ads (limited; available on first come, first served basis)

Full-page – Inside Front, Inside Back	\$1,750 per page
Half-page – Back Cover	\$1,750

SPECIAL CONFERENCE EDITION OF PERSPECTIVES

- 3,500 circulation (free to all registered attendees)
- Deadline for ad reservation form: June 1, 2009
- Ad copy due: July 1, 2009

Advertising Rates:

1-COLOR Ads

Full-page	7-1/2" x 10"	\$750
1/2-page	7-1/2" x 5" horizontal	\$425
1/4-page	3-3/4" x 5" vertical	\$300
Business card		\$150

4-COLOR Ads

Full-page – Inside Front, Inside Back	\$1,250 per page
Half-page – Back Cover	\$1,250 each



IDA Advertising Opportunities Contact:
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