

COLLEGE READING & LEARNING ASSOCIATION
52ND ANNUAL CONFERENCE



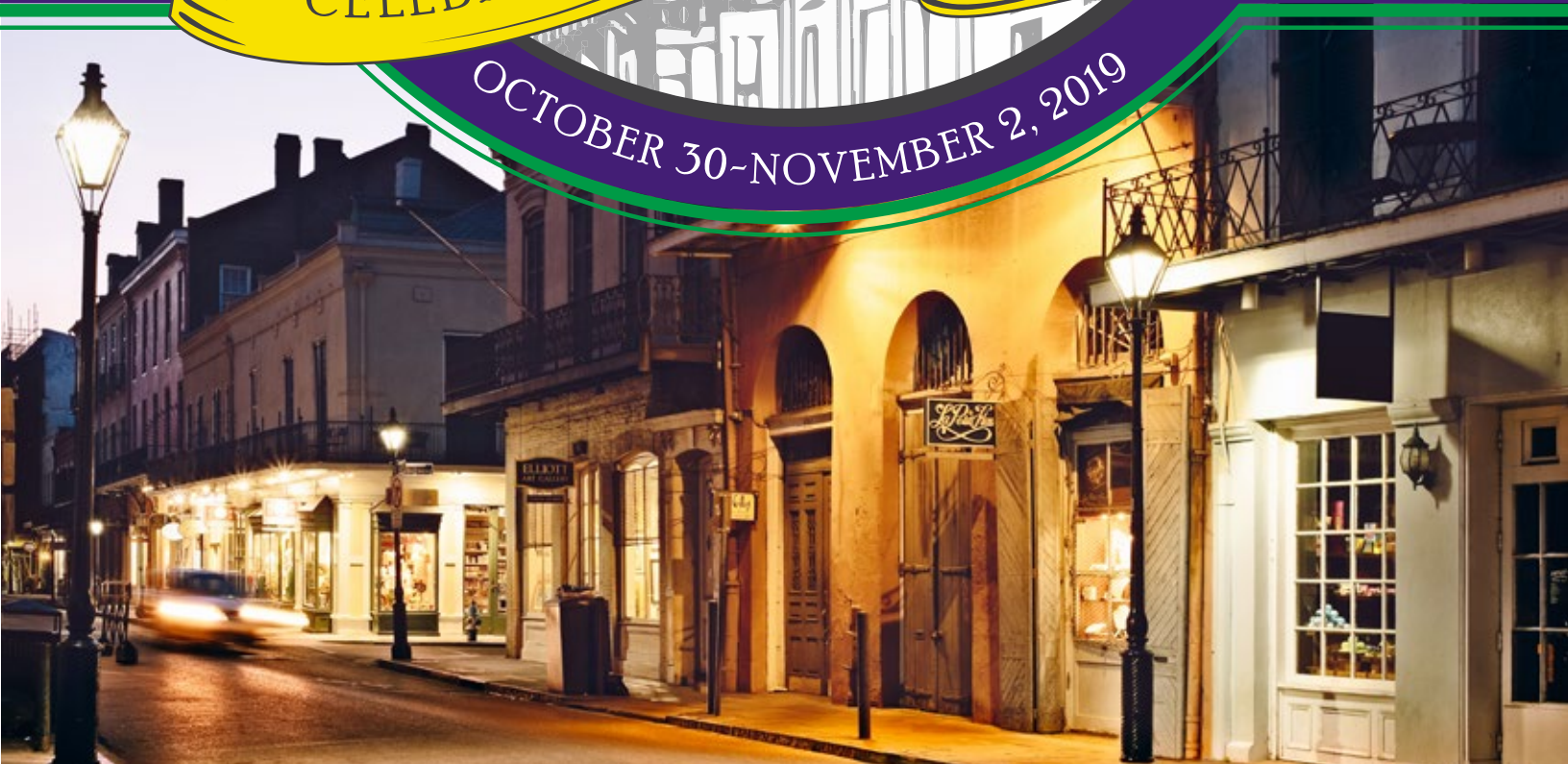
Les BON TEMPS

CELEBRATING SUCCESS

OCTOBER 30-NOVEMBER 2, 2019

LOUISIANA

NEW ORLEANS



PARTNER & EXHIBITOR PROSPECTUS





The College Reading & Learning Association (CRLA) will be holding its 52nd Annual Conference – Les Bon Temps: Celebrating Success October 30-November 2, 2019, at the Sheraton New Orleans in New Orleans, Louisiana. We would love for you to participate in our 2019 conference as a partner and/or exhibitor.

CRLA is a professional organization for higher education professionals in the fields of reading, learning assistance, developmental education, tutoring, and mentoring at the college/adult level in the U.S., Canada, and several other countries. Conference attendees include college instructors, counselors, advisors, learning assistance program directors, teacher education professors, orientation program directors, first-year staff, and adult literacy professionals. CRLA members work in universities, colleges, community colleges, and technical colleges.

As a partner, you can increase your visibility at the conference at a networking event such as the Welcome Reception, Keynote Speaker Reception, Endnote Speaker and Breakfast, or choose from one of our unique promotional opportunities like branded hotel key cards, custom designed elevator clings, lanyards, and more. The different networking events have different benefits, so please feel free to look through the prospectus to find the benefits that best support the mission of your company.

The CRLA annual conference provides exhibitors the opportunity to meet attendees from throughout North America and beyond who are interested in learning about your products and services in order to keep them on the cutting edge of new technologies and help them maintain the highest standards of the field.

CRLA also gives its partners and exhibitors the opportunity to submit a proposal for a one-hour presentation during the conference to demonstrate products and services. Please reach out to Kate Feuling at k.feuling@crla.net with your submission proposal by July 9, 2019, for consideration.

CRLA is managing exhibits differently this year. Exhibits will be held in the spacious hallway of the fourth floor of the Sheraton New Orleans Hotel to maximize your ability to connect with our attendees. Space is limited, so be sure to reserve your spot soon.

Exhibit Hours:

Thursday, October 3112:00 PM - 7:00 PM

Friday, November 1 7:00 AM - 2:00 PM

For additional details about partnership and exhibitor opportunities, please review the full Partnership & Exhibitor Prospectus.

Best wishes,

Kathy Stein

President-Elect, CRLA

2019 CRLA Annual Conference Chair

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Thank You to our 2018 Sponsors and Exhibitors!

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EXHIBITORS

Accudemia by Engineerica Systems

AVID

Association for the Coaching & Tutoring Profession (ACTP)

Association of Colleges for Tutoring & Learning Assistance (ACTLA)

Grand Canyon University

H & H Publishing Company

Link-Systems International, Inc. (Net Tutor, Pisces, & Sofia)

National Organization for Student Success (NOSS, formerly NADE)

National Center for Developmental Education (NCDE)

National College Learning Center Association (NCLCA)

Redrock Software Corp.

Routledge, Taylor & Francis Group

Texthelp

ThinkingStorm Online Tutoring

Townsend Press

Twenty Six Designs, LLC

HOTEL AND TRAVEL INFORMATION



All meeting sessions will take place at the Sheraton New Orleans Hotel. With a stay at Sheraton New Orleans Hotel, you'll be centrally located in New Orleans, steps from Canal Street and within a five minute drive of Bourbon Street. This four-star hotel is 0.3 mi from Audubon Aquarium of the Americas and 0.6 mi from National World War II Museum.

Hotel

Sheraton New Orleans Hotel
500 Canal Street
New Orleans, LA 70130

web address: <http://2019conference.crla.net/index.php/hotel>

A block of rooms is being held at the hotel at the following rates per night:

Single Occupancy: \$189
Double Occupancy: \$189
Triple Occupancy: \$214
Quadruple Occupancy: \$239
Executive Suite (1 BR): \$239
Governor Suite (1 BR): \$659

Rates do not include applicable sales and local taxes or other hotel-specific fees currently at 14% plus \$3 occupancy tax per room per night.

Complimentary internet access is provided in guest rooms and lobby spaces. Be sure to make your reservation by Monday, September 30, 2019, to secure these rates. These rates are available three days prior to and three days after the conference.

Transportation

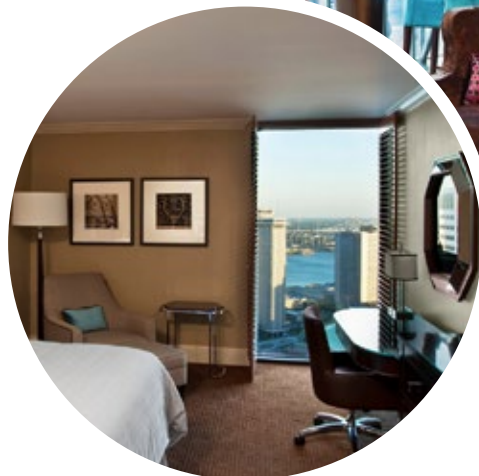
To schedule your transportation, visit:

<https://www.neworleans.com/plan/transportation>

Things to do in New Orleans

Visit the link below for a list of NOLA sites and attractions:

<http://2019conference.crla.net/index.php/new-orleans>



PARTNERSHIP OPPORTUNITIES



CRLA is excited to introduce 2019's NEW Partnership opportunities that will complement your company's marketing plan by connecting you with your target market as an official CRLA Partner. Partnership opportunities increase your visibility and help your company stand out from the crowd to get recognized. If you have any questions or are in need of additional information, please reach out to Kate Feuling at k.feuling@crla.net. *Creative is due by September 30, 2019.*

Registration

CONFERENCE BAG STUFFERS | \$250 (5 AVAILABLE)

Give attendees something to remember. You supply the materials, and we'll do the stuffing. This opportunity is limited to one promotional item per Partner.

REGISTRATION | \$1,000

The Registration Partner receives exclusive exposure during onsite registration.

Benefits include:

- Welcome banner
- Floor stickers
- Single promotional piece to place in each attendee's registration bag

LANYARDS | \$1,300

Attendee lanyards are required for entry into every conference function and are an effective way to have your company's brand seen by all conference participants throughout the entire event.

Benefits include:

- Branded lanyards
- One complimentary conference registration

REGISTRATION BAGS | \$2,000

See your company name on each attendee's bag as they carry meeting essentials throughout the conference.

Benefits include:

- Your company logo co-branded with the CRLA logo
- One complimentary conference registration

Digital

PUSH NOTIFICATIONS | \$200 EA. (4 AVAILABLE) BANNER ADS | \$350 EA. (4 AVAILABLE)

As mobile apps mature into their role in the meeting and event experience, new opportunities are emerging that help meeting professionals, like you, turn opportunities into cash partnerships. From banner ads to custom push notifications, the opportunities to generate revenue through partnerships are truly endless. See your push notifications and banner ads on CRLA's 2019 Guidebook App.

MOBILE APP | \$2,500

Bring attendees the official CRLA meeting mobile app, Guidebook, where they can easily find event happenings, locations, times, and more! This mobile application is heavily used by attendees, who will see your company as providing a great service.

Benefits include:

- Guidebook banner ad
- Push notification
- Logo identification at Guidebook table
- Logo displayed every time an attendee logs onto Guidebook
- One complimentary conference registration

Promotional

FLOOR STICKERS | \$550 (3 AVAILABLE)

Line the hallway with custom designed floor stickers promoting your brand. *A maximum of four stickers are available, not to exceed 2.5' in diameter. Additional sizes and quantity may be discussed at the time of purchase.*

HOTEL LOBBY WELCOME BANNER | \$500 (5 LOGO SPACES AVAILABLE)

Your company name and logo will welcome attendees as they enter and leave the hotel each day. This is a single banner that will host up to five Partners.

ESCALATOR CLINGS | \$1,000

Place your logo in a prominent, high traffic area to capture attendee's attention as they come and go from meeting spaces.

ELEVATOR CLINGS | PRICING AVAILABLE UPON REQUEST

Capture the attention of conference attendees with your company's graphic on elevator doors. *Choose main level or lower level placement. Size of graphic is 46" wide by 77" high.*



PARTNERSHIP OPPORTUNITIES (CONT.)

HOTEL KEY CARDS | \$3,500

During the lifespan of an event, an attendee will actively look at their keycard 8-12 times per day! This represents repeat impressions to your targeted demographic. Place a QR code to link to a landing page for your clients, track participation, download an app, or provide fluid and updated event information for attendees.

Networking Events

NETWORKING REFRESHMENT BREAKS | \$500 (2 AVAILABLE)

This partnership provides a great opportunity for attendees to network and socialize in a relaxed environment, all while gaining exposure for your brand.

Benefits include:

- Signage
- Beverage napkins displaying your company name and logo will be available

HOSPITALITY ROOM | \$800 (3 AVAILABLE)

Hospitality Rooms are a chance to host your own party and is a cost-effective way to promote several programs at once. Provide food, drinks, and a giveaway for a memorable event! You may also set up a table to promote your business.

Benefits include:

- Branded beverage napkins
- One complimentary conference registration

WELCOME RECEPTION | \$800

Welcome attendees on behalf of your business at the CRLA Welcome Reception with a personalized promotional table placed at the entrance to this grand event. Drive attendees to your station with a raffle prize giveaway that you can personally deliver in a unique manner during the Welcome Reception.

Benefits include:

- Logo display at the session
- Beverage napkins with your company's logo
- One complimentary conference registration

KEYNOTE SPEAKER RECEPTION | \$1,100

Align your company with CRLA professionals by sponsoring the keynote presentation. Our keynote presenters are recognized as experts in their industries and can provide great recognition to your company.

Benefits include:

- Keynote Introduction
- One Minute Video (opportunity to play a short, pre-approved video prior to the keynote presentation)
- Deck Screen Branding
 - Logo/message inclusion on the keynote theater screen prior to and after the presentation
- Gift Distribution
 - Opportunity to provide all keynote attendees with a mutually approved gift or gift bag (items can include a pen, flash drive, company brochure, etc.)
- One complimentary conference registration

ENDNOTE SPEAKER & BREAKFAST | \$1,000

Align your company with CRLA professionals by sponsoring the Endnote Speaker. Our endnote presenters are recognized as experts in their industries and can provide great recognition to your company.

Benefits include:

- Endnote Introduction
- One Minute Video (opportunity to play a short pre-approved video prior to the endnote presentation)
- Deck Screen Branding
 - Logo/message inclusion on the endnote theater screen prior to and after the presentation
- Gift Distribution
 - Opportunity to provide all endnote attendees with a mutually approved gift or gift bag (items can include a pen, flash drive, company brochure, etc.)
- One complimentary conference registration

Exhibit Space

EXHIBIT SPACE | \$625 PER TABLE

This year we have moved our exhibitor tables into the spacious, high traffic hallway located on the hotel's 4th floor. See page 6 for exhibitor benefits and inclusions.

Looking to Customize Your Own Unique Partnership?

Reach out to Kate Feuling at k.feuling@crla.net to work on a custom partnership that works best for your needs.



EXHIBITOR INFORMATION

The CRLA Annual Conference is the perfect place to meet hundreds of higher education professionals in the fields of reading, learning assistance, developmental education, tutoring, and mentoring. Our conference attendees are looking for products and services that will help them serve their students, and we provide ample opportunities for you to network with them at the conference.

Exhibit Schedule

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

THURSDAY, OCTOBER 31, 2019

Set-Up 10:00 AM – 12:00 PM

Exhibit Space Open 12:00 PM – 7:00 PM

FRIDAY, NOVEMBER 1, 2019

Exhibit Space Open 7:00 AM – 2:00 PM

Exhibit Space Closes 2:00 PM

Tear-Down and Move Out 2:00 PM – 5:00 PM

Exhibit Space

Benefits include:

- Recognition on the Conference Website and Guidebook
- Recognition at the Conference General Session
- Exhibit space that is 6' x 30" and includes:
 - Linen draped table
 - Two (2) chairs
 - Wastebasket
 - One complimentary conference registration

Exhibit Space is limited, so reserve your space ahead of time to secure your spot. Exhibit spaces will be assigned on a first-come, first-served basis. CRLA will make every attempt to assign exhibit space and accommodate the requested needs and compatibility of each exhibitor. **Exhibit spaces must be reserved by September 20, 2019.**

Shipping, Storage, and Materials Handling

Sheraton New Orleans offers a FedEx Office for receiving and shipping conference materials. CRLA encourages you to contact the FedEx Office in advance of shipping your items. In most cases, the on-site FedEx Office will complete delivery or pickup of packages within the conference and meeting rooms, lobby area, and guest suites of the Sheraton New Orleans, but please check with the business center for specific delivery limitations that may exist.

Schedule your shipment(s) to arrive 3-4 days prior to the conference start date to avoid additional storage fees. Use the name of the recipient who will be on-site to receive and sign for the package(s).

All outbound packages must have a completed carrier airbill affixed to each package. Outbound handling fees will be applied to all packages, regardless of carrier, in addition to shipping/transportation fees.

Please review FedEx Office Package Handling and Storage Fees:

Package Weight	Package Pickup or Drop Off by Guest	Package Pickup or Delivery by FedEx
Flat Envelopes	No charge	\$5.00
0.0 – 1.0 lbs.	\$2.00	\$5.00
1.1 – 10.0 lbs.	\$10.00	\$15.00
10.1 – 20.0 lbs.	\$15.00	\$20.00
20.1 – 30.0 lbs.	\$20.00	\$30.00
30.1 – 40.0 lbs.	\$25.00	\$40.00
40.1 – 50.0 lbs.	\$25.00	\$50.00
50.1 – 60.0 lbs.	\$25.00	\$50.00
Over 60.0 lbs.	\$25.00	\$70.00

For more information, please contact the FedEx Office Business Center at usa5671@fedex.com or (504) 522-9378.

Cancellation Policy

If an exhibitor wishes to cancel or reduce exhibit space after assignment has been made, written notification must be sent to Kate Feuling (k.feuling@crla.net). Please see the contract for space/application on [page 6](#) for the deadlines by which cancellations must be received.



PARTNERSHIP AND EXHIBITOR CONTRACT

Completed forms may be emailed, faxed, or mailed to Kate Feuling at the address at the bottom of this form.

Exact Company Name as it should appear in all listings: _____

Address _____ City _____ State/Prov _____ Zip _____

On-Site Contact Name _____ Email _____

Phone _____ Company Website _____

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

PARTNERSHIP OPPORTUNITIES

<input type="checkbox"/> Conference Bag Stuffers (5 available)	\$250
<input type="checkbox"/> Registration	\$1,000
<input type="checkbox"/> Lanyards	\$1,300
<input type="checkbox"/> Registration Bags	\$2,000
<input type="checkbox"/> Push Notifications (4 available)	\$200/ea.
<input type="checkbox"/> Banner Ads (4 available)	\$350/ea.
<input type="checkbox"/> Mobile App	\$2,500
<input type="checkbox"/> Floor Stickers (3 available)	\$550
<input type="checkbox"/> Hotel Lobby Welcome Banner (5 available)	\$500
<input type="checkbox"/> Escalator Clings	\$1,000
<input type="checkbox"/> Elevator Clings	<i>Pricing available upon request</i>
<input type="checkbox"/> Hotel Key Cards	\$3,500
<input type="checkbox"/> Networking Refreshment Breaks (2 available)	\$500
<input type="checkbox"/> Hospitality Room (3 evenings available)	\$800
<input type="checkbox"/> Welcome Reception	\$800
<input type="checkbox"/> Keynote Speaker Reception	\$1,100
<input type="checkbox"/> Endnote Speaker & Breakfast	\$1,000

EXHIBITORS

(Exhibit space must be reserved by September 20, 2019.)

<input type="checkbox"/> Exhibit Space	\$625.00
<input type="checkbox"/> Additional Name Badge(s) (\$100 ea x ____)	
Name One:	
Name Two:	

Exhibit space includes a single 6'x 30" table with linen, two chairs, and wastebasket. Exhibit Space will be located in 4th floor hallway. For additional inclusions, please reference page 5.

Cancellation Policy: Any cancellations must be made in writing to CRLA (by mail to the above address, fax to 414-768-8001, or e-mail to k.feuling@crla.net). Cancellations received before **October 4, 2019** will be refunded less a \$100 processing fee. No refunds will be made for cancellations received after **October 4, 2019**.

CRLA is a 501(c)(6) organization.

PAYMENT OPTIONS

☐ Check enclosed or in mail (payable to CRLA)

☐ Invoice me

☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Card Number _____

Expiration Date _____

Authorizing Signature _____ Date _____

Print Name on Card _____

Billing Address (if different than above):

E-mail _____

An e-mailed receipt from authorize.net will be sent to the above e-mail address when a credit card is processed.

The personal information provided will not be used for any purposes other than those stated upon this form unless you provide your consent. Should you have any questions concerning your personal information, please contact Sedrick Gray at 414-908-4961 Ext. 105 or sgray@associationeg.com. CRLA endeavors at all times to treat your personal information in accordance with all applicable laws.

By signing below, we acknowledge that all space must be paid for in full by **October 4, 2019**. If the assigned space is not paid in full by October 4, 2019, it may be reassigned to another exhibitor at the discretion of CRLA.

Signature _____

Print Name _____

Date _____

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

CRLA

Attn.: Kate Feuling

7044 S. 13th St.

Oak Creek, WI 53154

Phone: 414-908-4961 Ext. 111

Fax: 414-768-8001

kfeuling@crla.net