



# CRLA

College Reading & Learning Association

54<sup>th</sup> Annual Conference

# Legacies; Futures

November 17-20, 2021

Cincinnati, Ohio

**Partner & Exhibitor  
Prospectus**

# Welcome

The College Reading & Learning Association (CRLA) will be holding its 54th Annual Conference – Legacies; Futures November 17-20, 2021, at the Hilton Cincinnati Netherland Plaza in Cincinnati, OH. We would love for you to participate at this year's event 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, coaching, 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.

Increase your visibility at this year's conference by sponsoring one of our unique promotional opportunities like branding our custom designed lanyards and registration bags, or by participating in our digital outreach programs.

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.

For more information on this year's event visit our [conference website](#).

Best wishes,

**Kathy Stein and Jeanine Williams**

Past President, CRLA and President-Elect, CRLA  
2021 CRLA Conference Co-Chairs

## Table of Contents

Welcome and Conference Overview.....	1
Hotel and Travel Information.....	2
Partnership Opportunities.....	3
Exhibit Information .....	5
Contract.....	6

## Thank You to our 2020 Partners and Virtual Exhibitors!

### Partners

#### Platinum

Knack

#### Gold

Engineerica Systems, Inc.

#### Silver

Innovative Educators

Retain

Routledge, Taylor & Francis Group, LLC

The International Center for SI at UMKC

Tutor Matching Service

### Exhibitors

Engineerica Systems, Inc.

Innovative Educators

Knack

Retain

Routledge, Taylor & Francis Group, LLC

The International Center for SI at UMKC

Townsend Press

Tutor Matching Services

# Hotel and Travel Information

All meeting sessions will take place at the Hilton Cincinnati Netherland Plaza. With a stay at the Hilton Cincinnati Netherland Plaza, you'll be located in the heart of downtown Cincinnati—located only two blocks from Cincinnati Bell Connector Streetcar stop, connecting popular Cincinnati destinations for you to enjoy.

## Hotel

Hilton Cincinnati Netherland Plaza  
35 West Fifth St.  
Cincinnati, OH

### **Reservations:**

**Click here** for online reservations.

**Phone Reservations:** 1-800-HILTONS and reference the Group Code: **CRLA**

**A block of rooms has been reserved for November 14, 2021 - November 21, 2021.**

Be sure to make your reservation by **Monday, October 25, 2021** to secure the reserved rates.

## Transportation

To schedule your transportation, **click here**.



# Partnership Opportunities

CRLA is excited to introduce our 2021 Partnership opportunities that will complement your company's marketing plan by connecting you with your target market as an official CRLA Conference 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](mailto:k.feuling@crla.net).

*Content and creative is due **October 15, 2021**. If deadlines are missed, CRLA may not be able to fulfill your sponsorship and will not provide a refund. CRLA will contact you well in advance to provide reminders and will work with you to hit those due dates.*

## Promotional Outreach

### Conference Bag Stuffer | \$250

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.

### Floor Stickers | \$550

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.*

### Registration | \$1,000 (Sole Sponsorship) **SOLD OUT**

The Registration Partner receives exclusive exposure surrounding registration.

#### Benefits include:

- Digital banner ad in conference registration emails (600 x 120 pixels)
- Floor stickers at registration area
- Single promotional piece to place in each attendee's registration bag (provided by Partner)

### Lanyards | ~~\$1,300~~ **SOLD OUT**

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~~ **SOLD OUT**

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

#### Benefits include:

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

### Face Masks | \$1,500

Provide safety and comfort to the CRLA attendees with a branded facemask they can use during and even after the event.

### Hand Sanitizer | \$1,000

Keep attendees at ease by providing an on-the-spot disinfectant with branded mini hand sanitizers for all.

# Partnership Opportunities (cont.)

## Digital Outreach

### Push Notification | \$250 ea.

Send out a data message to attendees by sponsoring a push notification. These are short text messages that will populate via the meeting app.

### E-Blast | \$350

Reach our 600+ CRLA members with a custom designed e-blast that will deploy on a date of your choosing. Let CRLA members know you will be exhibiting at the conference and to come by for a visit.

**Email Specs:** *All emails are subject to CRLA approval and should relate to the conference.*

- Emails may not contain attachments, should be less than 1 MB, and must be in HTML format that does not contain absolute positioning or javascript.
- Emails should not be a single JPEG, GIF, or PDF file.
- Graphics and images must be linked from a web server, not embedded in the communication.
- Select a date and time for your deployment.
- Emails may launch pre or post meeting, but the HTML file is due ten days prior to deployment to ensure proper time to upload, test, and proof.
- Please provide subject line and pre-header information when submitting HTML.

### Banner Ad | \$350 ea.

Banner ads play an important role in today's marketing mix, so place your ad at the finger tips of every attendee for constant exposure to your brand.

#### Ad Specs:

- 600 x 110 pixels
- Please provide a URL for us to link your ad

### Marketing Campaign Bundle | \$800

Bundle together a push notification, banner ad, and e-blast and save \$150!

### Mobile App | \$2,500

*(Sole Sponsorship)*

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:

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

## Networking Events

### Welcome Reception | \$800 **SOLD OUT**

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 event.

#### Benefits include:

- Logo display at the event
- Custom designed drink tickets that get inserted into the attendee lanyards
- One minute presentation identifying your company and welcoming attendees to the event
- One complimentary conference registration

### Hospitality Room | \$800 **SOLD OUT**

Hospitality Rooms are a chance to host your own party and are 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

# 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, coaching, 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

### Thursday, November 18, 2021

Set-Up ..... 10:00 AM – 12:00 PM

Exhibit Space Open..... 12:00 PM – 7:00 PM

### Friday, November 19, 2021

Exhibit Space Open.....7:00 AM – 2:00 PM

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

*Schedule subject to change.*

## Exhibit Details

### Exhibit Space | \$725

#### Benefits include:

- Recognition in the conference website and Guidebook
- Recognition at the conference opening session
- Exhibit table that is 6'x 30" and includes:
  - Linen draped table
  - Two (2) chairs
  - Wastebasket
  - One (1) complimentary conference registration
  - Additional name badges may be purchased for \$100 each.

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 October 15, 2021.**

## Shipping, Storage, and Materials Handling

### Hilton Cincinnati Netherland Plaza

Packages or materials sent directly to the hotel must reference a registered guest of the Hilton Cincinnati Netherland Plaza and the number of boxes in that shipment: 1 of 4, 2 of 4, 3 of 4 etc....

Shipments are accepted up to three days prior to the conference or arrival date. Excessive and or lengthy storage by the hotel will result in daily storage fees.

To ship packages from the hotel, you must provide your own return shipping labels, packing tape, and the account number for a shipper (i.e. UPS, Federal Express, etc.). If an account number is not provided, there will be a 30% surcharge on all shipments.

#### Please use the following format for your shipping labels:

**To: Hilton Cincinnati Netherland Plaza Hotel**  
**Attn: (on-site representative & company name – preferably a hotel guest)**  
**CRLA Annual Conference**  
**11/17-11/20**  
**35 West Fifth Street**  
**Cincinnati, Ohio 45202**  
**Box #1 of 4 etc...**

Additional shipping information will go out in an informational email closer to the conference date.

## Cancellation Policy

If an exhibitor wishes to cancel or reduce exhibit space, a written notification must be sent to Kate Feuling ([k.feuling@crla.net](mailto:k.feuling@crla.net)) by **September 1, 2021**. Any notification received after September 1, 2021 will not be refunded.

# Partnership and Exhibitor Contract

Completed forms may be emailed to Kate Feuling at [k.feuling@crla.net](mailto:k.feuling@crla.net).

Exact Company Name as it should appear in all listings: \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State/Prov \_\_\_\_\_ Zip \_\_\_\_\_

On-Site Contact Name \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Company Website URL \_\_\_\_\_

## Partnership Opportunities

<input type="checkbox"/> Conference Bag Stuffer	\$250
<input type="checkbox"/> Floor Stickers	\$550
<input type="checkbox"/> Registration <b>SOLD OUT</b>	\$1,000
<input type="checkbox"/> Lanyards <b>SOLD OUT</b>	\$1,300
<input type="checkbox"/> Registration Bags <b>SOLD OUT</b>	\$2,000
<input type="checkbox"/> Face Masks	\$1,500
<input type="checkbox"/> Hand Sanitizer	\$1,000
<input type="checkbox"/> Push Notification	\$250/ea.
<input type="checkbox"/> E-Blast	\$350/ea.
<input type="checkbox"/> Banner Ad	\$350/ea
<input type="checkbox"/> Marketing Campaign Bundle	\$800
<input type="checkbox"/> Mobile App	\$2,500
<input type="checkbox"/> Welcome Reception <b>SOLD OUT</b>	\$800
<input type="checkbox"/> Hospitality Room <b>SOLD OUT</b>	\$800

Content and creative is due **October 15, 2021**. If deadlines are missed, CRLA may not be able to fulfill your sponsorship and will not provide a refund. CRLA will contact you well in advance to provide reminders and will work with you to hit those due dates.

## Exhibitors

Exhibit space must be reserved by **October 15, 2021**. Each exhibit table comes with one complimentary name badge, additional badges may be purchased for \$100 ea.

<input type="checkbox"/> Exhibit Space	\$725
<input type="checkbox"/> Additional Name Badge(s) (\$100 ea x _____)	\$

**PARTNERSHIP and EXHIBITOR TOTAL:** \$

Exhibit space includes a single 6'x 30" table with linen, two chairs, and wastebasket.

Cancellations must be emailed to Kate Feuling by **September 1, 2021**. Cancellation requests before September 1 will be refunded less a \$100 processing fee. **No refunds** will be made for cancellations received after September 1, 2021.



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

## Payment Options

Check enclosed or in mail (payable to CRLA)

Invoice me

Visa    Mastercard    American Express    Discover

Date \_\_\_\_\_

Total Amount \$ \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

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 Kate Feuling at [k.feuling@crla.net](mailto:k.feuling@crla.net). 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 15, 2021**. If the assigned space is not paid in full by October 15, 2021, 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  
[k.feuling@crla.net](mailto:k.feuling@crla.net)