

**Literacy Builds a Better World**

Each year, the Virginia State Reading Association hosts literacy educators from the state of Virginia. During this time, conference attendees explore the strands of literacy with nationally known speakers. To better assist educators in preparing students to be real-world ready, conference sessions include research-based and peer reviewed programming. Join us at the VSRA 2020 Conference in Roanoke, VA where Literacy Builds a Better World.

**Our Mission**

The mission of the Virginia State Reading Association as an authority on literacy education is to lead in the advancement of literacy across the commonwealth.

**Our Vision**

The Virginia State Reading Association strives to be the central organization of our state providing access to current research and best practices in the field of literacy. We want to support our local councils and members of our community with current information on literacy instruction and provide direction to meet the needs of our 21st century learners.

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**STAY CONNECTED!**

Visit us at [www.vsra.org](http://www.vsra.org)

[www.facebook.com/virginiastatereadingassn/](http://www.facebook.com/virginiastatereadingassn/)

[twitter.com/vsratoday](http://twitter.com/vsratoday)

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**WHO ATTENDS?**

Join 1,200 plus Attendees

- District & School Leaders
- Principals
- Administrators
- Reading Specialists
- Librarians
- University Faculty
- Classroom Teachers
- Preservice Teachers
- Literacy Partners

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**CONTACT INFORMATION**

*Lisa Cormier*
Exhibitor and Sponsor Coordinator
Site Solutions Worldwide
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518-930-2675

**CONFERENCE LOCATION**

Hotel Roanoke & Conference Center
110 Shenandoah Ave NW
Roanoke, VA 24016
Sponsorship Opportunities

It is our pleasure to invite you to be a sponsor at our 53rd annual conference. You will enjoy venue-wide recognition for your support. Your involvement as a sponsor can offer an excellent opportunity to participate, generate exposure, and put your brand in front of your target audience.

All Sponsorships include Brand Visibility

- Logo on the conference website with link to company website.
- Company logo displayed throughout conference venue including, but not limited to registration area, entrance to exhibit hall and general session rooms.
- Company profile listed in the conference mobile app.

**Doctoral**

- Booth size: 16x16
- (5) Full conference passes
- (2) Booth staff
- Inside front or back cover + a full page ad
- Sponsor 1st time attendee reception
- Sponsor of a Breakout Session
- Sponsor of an Exhibitor Learning Lab

$10,000

**Masters**

- Booth size: 8x16
- (4) Full conference passes
- (2) Booth staff
- Full page ad in program
- Supported book signing for (1) presenting Author

$7,500

**Bachelors**

- Booth size: 8x8
- (3) Full conference passes
- (2) Booth staff
- Half page ad in program

$5,000

**Academic**

- Booth size: 8x8
- (2) Full conference passes
- (2) Booth staff
- Half page ad in program

$2,500
# Advertising Opportunities

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<thead>
<tr>
<th>Opportunity</th>
<th>Description</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Half Page Ad</td>
<td>In Conference Program</td>
<td>$400</td>
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<tr>
<td>Ad</td>
<td>In Conference Mobile App</td>
<td>$500</td>
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<tr>
<td>Full Page Ad</td>
<td>In Conference Program</td>
<td>$750</td>
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<tr>
<td>Flyer/Brochure</td>
<td>in Attendee Conference Bag</td>
<td>$1,000</td>
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<tr>
<td>Banner Ad <em>(Limited Availability)</em></td>
<td>In Conference Mobile App</td>
<td>$2,000</td>
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**Banner Ad Preview**

**Program Ad Preview**

**Mobile Ad Preview**
Join VSRA as an exhibitor at our 53rd Annual Conference, where you will find ample networking opportunities with attendees and the ability to showcase your products and services. Dedicated times will be set aside for attendees to visit the exhibit hall.

**Exhibit Hall Hours:** *(Subject to change)*
- Thursday, March 26th | 9:00am – 6:00pm
- Friday, March 27th | 8:00am – 4:00pm

**Exhibit Booth Includes**
- 8x8 Booth Space
- One 6’ skirted table
- 2 chairs and waste basket
- (1) full conference pass per 8 x 8 booth space
- Two booth staff passes

**Cost:** $800

**The Exhibit Hall for VSRA 2020 is SOLD OUT.**

**Table Top Exhibit Space Available**
*Outside General Session Room. Limited Space Available*
- One 6’ skirted table
- 2 chairs and waste basket
- (1) full conference pass per purchased table
- Two booth staff passes

**Cost:** $800

**Exhibit Add Ons**
- Author Book Signing
- Exhibitor Learning Lab

**Cost:** $1,000

Thank you to our sponsors from 2019!
Sponsor & Exhibitor Registration

Please click here to register!

*Please note the print deadline is February 1st, 2020

OR CONTACT:

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