



Virginia State  
Literacy Association



**VSLA**

VIRGINIA STATE LITERACY ASSOCIATION'S 57<sup>TH</sup> ANNUAL CONFERENCE  
MONDAY, MARCH 18 – WEDNESDAY, MARCH 20, 2024 | NORFOLK, VA

# Every Page Tells a Story

PROSPECTUS



## 57<sup>TH</sup> ANNUAL CONFERENCE

Join us at the VSLA 2024 Conference! Each year, the Virginia State Literacy Association hosts literacy educators. 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. Our focus on the Science of Reading, Adolescent Literacy and writing will continue our effort to help prepare educators for real-life teaching needs.

## OUR MISSION

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

## OUR VISION

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

# THE 57<sup>TH</sup> ANNUAL CONFERENCE OF THE VIRGINIA STATE LITERACY ASSOCIATION WILL BE HELD MARCH 18-20, 2024

## WHO ATTENDS?

- Pre-service Teachers
- University Faculty
- Reading Specialists
- Librarians
- District & School Leaders
- Teachers
- Principals
- Administrators and
- Literacy Partners

## CONTACT INFORMATION

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Exhibitor and Sponsor Coordinator  
Site Solutions Worldwide  
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518-930-2678

## STAY CONNECTED

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



<https://www.facebook.com/VSLAToday>



<https://twitter.com/VSLAToday>



<https://www.instagram.com/vslatoday/>



## SPONSORSHIP OPPORTUNITIES

You are invited to the 57<sup>th</sup> Annual Conference! As a sponsor, you will be recognized for your support throughout the conference and venue. Your involvement is 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 the conference venue.
- Company profile listed on the conference mobile app.

## ASK US ABOUT OTHER OPPORTUNITIES

### Doctoral - \$10,000 Limited Availability

- Booth Size 16'x20'
- Five (5) Full Conference Passes
- Eight (8) Booth Staff Passes
- Sponsor a speaker and provide company handouts in the sponsored session
- Sponsor 1<sup>st</sup> Time Attendee Reception
- Sponsor (1) Textbook Fair
- Supported Book Signing for One (1) Presenting Author
- Banner Ad In Conference Mobile App
- Advertisement In Conference Mobile App
- One (1) Full Page Advertisement in the VSLA's Reading in Virginia Journal
- Three (3) Push Notifications
- Access To Attendee List (Name, Email Address and School)



### Masters - \$7,500

- Booth Size 8'x20'
- Four (4) Full Conference Passes
- Four (4) Booth Staff Passes
- Supported Book Signing for One (1) Presenting Author
- Banner Ad in Conference Mobile App
- Advertisement In Conference Mobile App
- Two (2) Push Notifications
- One (1) Half Page Advertisement in VSLA's Collection Journal
- Access to Attendee List (Name, Email Address and School)

### Bachelors - \$5,000

- Booth Size 8'x10'
- Three (3) Full Conference Passes
- Two (2) Booth Staff Passes
- Sponsor a speaker and provide company handouts in the sponsored session
- Advertisement In Conference Mobile App
- One (1) Push Notification
- Access to Attendee List (Name, Email Address and School)

### Academic - \$2,500

- Booth Size 8'x10'
- Two (2) Full Conference Passes
- Two (2) Booth Staff Passes
- Advertisement In Conference Mobile App



# MARKETING OPPORTUNITIES

Co-sponsor coffee break

**\$2,500**

Banner Ad in Conference App  
(Limited Number Available)

**\$1,000**

One (1) Pre-Conference Email Blast to Attendee List  
(Advertisement supplied by purchasing company)

**\$1,200**



## MOBILE AD PREVIEW



## BANNER AD PREVIEW

**ASK US ABOUT OTHER OPPORTUNITIES!**

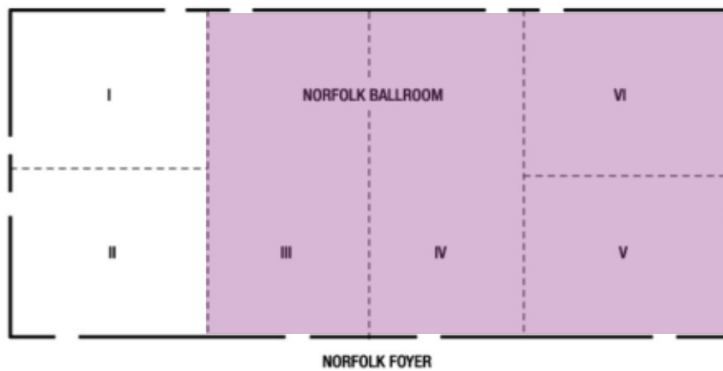
# EXHIBIT OPPORTUNITIES

Join VSLA as an exhibitor at the 57<sup>th</sup> Annual Conference, where you will find 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.

# \$1,000

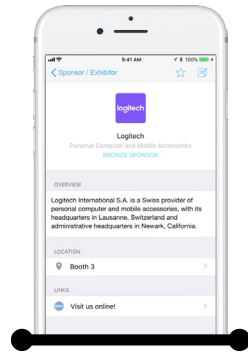
## EXHIBIT HALL NORFOLK BALLROOM III - VI

FIRST FLOOR



### EXHIBIT OPPORTUNITY INCLUDES

- 8'x10' Booth Space
- One 6' Table
- Two Chairs and a Waste Basket
- Two Booth Staff Passes
- Company Logo And Profile On Conference App
- Ability To Connect With Attendees in-Person and Through App



**EXHIBITOR VISIBILITY IN THE MOBILE APP - YOU CAN'T BEAT IT!**

## SPONSOR AND EXHIBITOR ADD-ONS

Author Book Signing \$1,000

Textbook and Supplemental Fair \$1,000

VSLA's Annual Professional Journal Ads Full Page \$750 | Half Page \$450

The Textbook and Supplemental Fair is a session that is offered during the conference hours and is promoted by VSLA. This event will take place during a concurrent session for 30 minutes. The Book Fair provides the company with greater exposure through the Conference app and in the Conference agenda. The company would benefit from its own marketing of the 30-minute session as well. The company can provide specifics during its session regarding their books and materials.



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# **SPONSOR & EXHIBITOR REGISTRATION**

**CLICK HERE TO REGISTER**

**MARCH 18-20, 2024**

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