

EXHIBITOR & SPONSOR PROSPECTUS



MRA 53rd Annual Conference

April 25 - 26, 2024

Sturbridge Host Hotel and Conference Center
366 Main Street, Sturbridge, MA 01566

massreading@comcast.net

www.massreading.org

(508) 437-199

MRA 2024 SPONSORSHIP LEVELS

We invite you to explore the sponsorship opportunities available at our 53rd Annual Conference. Enjoy venue-wide recognition, generate exposure, and put your brand in front of your target audience.

PLATINUM SPONSOR BENEFITS - \$10,000

- Prominent placement of your Platinum level sponsorship on all marketing materials, email marketing & social media posts, and special recognition on the conference online registration site
- Splash Page: your company logo on the app landing page
- App Banner Ad and Conference Bag insert
- Company logo on app listing with live link to your website, your contact information, and to documents and videos clips that you can upload
- If sponsoring a speaker or an event at \$5,000, your company will be featured in social media posts announcing that speaker, listed in the Conference Program Book, and announced at the beginning of that session or event.
- Four 8-foot tables draped, with power source and Wi-Fi in the Exhibit Hall
- Four complimentary conference registrations for company representatives
- Full page ad in the Conference Program Book, and online *MRA Today*
- Company logo and name listed on *Thank You to our Sponsors* Page in the Conference Program Book

GOLD SPONSOR BENEFITS - \$5,000

- Prominent placement of your Gold level sponsorship on all marketing materials, email marketing & social media posts, and special recognition on the conference online registration site
- App Banner Ad and Conference Bag insert
- Company logo on app listing with live link to your website, your contact information, and to documents and videos clips that you can upload
- Three 8-foot tables draped, with power source and Wi-Fi in the Exhibit Hall
- Three complimentary conference registrations for company representatives
- Full page ad in the Conference Program Book, and online *MRA Today*
- Company logo and name listed on *Thank You to our Sponsors* Page in the Conference Program Book

SILVER SPONSOR BENEFITS - \$2,500

- Prominent placement of your Silver level sponsorship on all marketing materials, email marketing & social media posts, and special recognition on the conference online registration site
- Company logo on app listing with live link to your website, your contact information, and to documents and videos clips that you can upload
- Two 8-foot tables draped, with power source and Wi-Fi in the Exhibit Hall
- Two complimentary conference registrations for company representatives
- Half page ad in the Conference Program Book, and online *MRA Today*
- Company logo and name listed on *Thank You to our Sponsors* Page in the Conference Program Book

BRONZE SPONSOR BENEFITS - \$1,500

- Placement of your Bronze level sponsorship on all marketing materials, email marketing & social media posts, and special recognition on the conference online registration site
- Company logo on app listing with live link to your website, your contact information, and to documents and videos clips that you can upload
- One 8-foot table draped, with power source and Wi-Fi in the Exhibit Hall
- One complimentary conference registration for company representatives
- Half page ad in the Conference Program Book, and online *MRA Today*
- Company logo and name listed on *Thank You to our Sponsors* Page in the Conference Program Book

MRA 2024 SPONSORSHIP OPPORTUNITIES

CONFERENCE EVENTS AND OTHER OPPORTUNITIES:

MRA Café **\$1,000-\$2,000**

Coffee, tea, and pastries for conference attendees before the morning Keynote each day.

President’s Dinner **\$2,000-\$3,000**

This event is held Wednesday evening for about 40 people. The MRA President thanks officers and the conference Committee who have worked all year. A sponsor would be able to say a few words about their products, provide a flyer, book, or packet at each seat, and be recognized on all promotional material.

Thursday or Friday Luncheon with Speaker **\$3,000**

Speakers have been secured. A sponsor would be able to say a few words about their products, provide a flyer, book, or packet at each seat, and be recognized on all promotional material.

Conference Attendee Bag Inserts **\$.500**

Your brochure or flyer will be placed in conference bags so that each attendee will receive one.

CONFERENCE MOBILE APP:

Splash Page **\$.800**

Only one available. Your company logo will be featured on the home page of the app. Example below. We will be in touch and work with you to combine the MRA Conference logo and yours.

Banner Ad **\$.400**

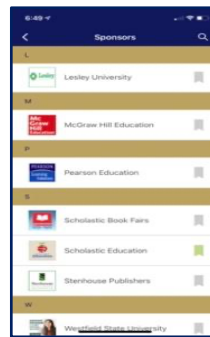
Ten available. This features a flashing banner with your company logo, a live link to your profile, contact information, and a sponsor listing with logo in the app. Example below. Full Color jpg or png rectangle image (640 x 300 pixels)



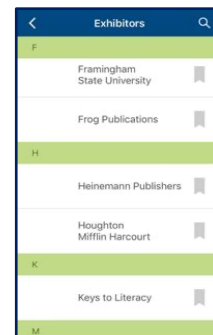
Splash Page



Banner Ad



Sponsor Listing



Exhibitor Listing

CONFERENCE PROGRAM BOOK, ONLINE *PRIMER JOURNAL*, and ONLINE *MRA TODAY* ADVERTISING:

- Inside Front Cover Conference Program Book, online *Primer Journal*, and *MRA Today* \$900**
Only one available. Full page ad (8 ½" x 11" portrait/vertical, Conference Book: black and white or grey scale; Online Primer Journal and MRA Today: full color)
- Inside Back Cover Conference Program Book, online *Primer Journal*, and *MRA Today* \$900**
Only one available. Full page ad (8 ½" x 11" portrait/vertical, Conference Book: black and white or grey scale; Online Primer Journal and MRA Today: full color)
- Full Page Conference Program Book, online *Primer Journal*, and *MRA Today* \$700**
Full page ad (8 ½" x 11" portrait/vertical, Conference Book: black and white or grey scale; Online Primer Journal and MRA Today: full color)
- Full Page online *Primer Journal*, and *MRA Today* only \$250**
Full page ad (8 ½" x 11" portrait/vertical, full color)
- Full Page Conference Program Book only \$500**
Full page ad (8 ½" x 11" portrait/vertical, black and white or grey scale)
- Half Page Conference Program Book, online *Primer Journal*, and *MRA Today* \$500**
Half page ad (5 ½" x 8 ½" landscape/horizontal, Conference Book: black and white or grey scale; Online Primer Journal and MRA Today: full color)
- Half Page online *Primer Journal*, and *MRA Today* only \$200**
Half page ad (5 ½" x 8 ½" landscape/horizontal, full color)
- Half Page Conference Program Book only \$350**
Half page ad (5 ½" x 8 ½" landscape/horizontal, black and white or grey scale)

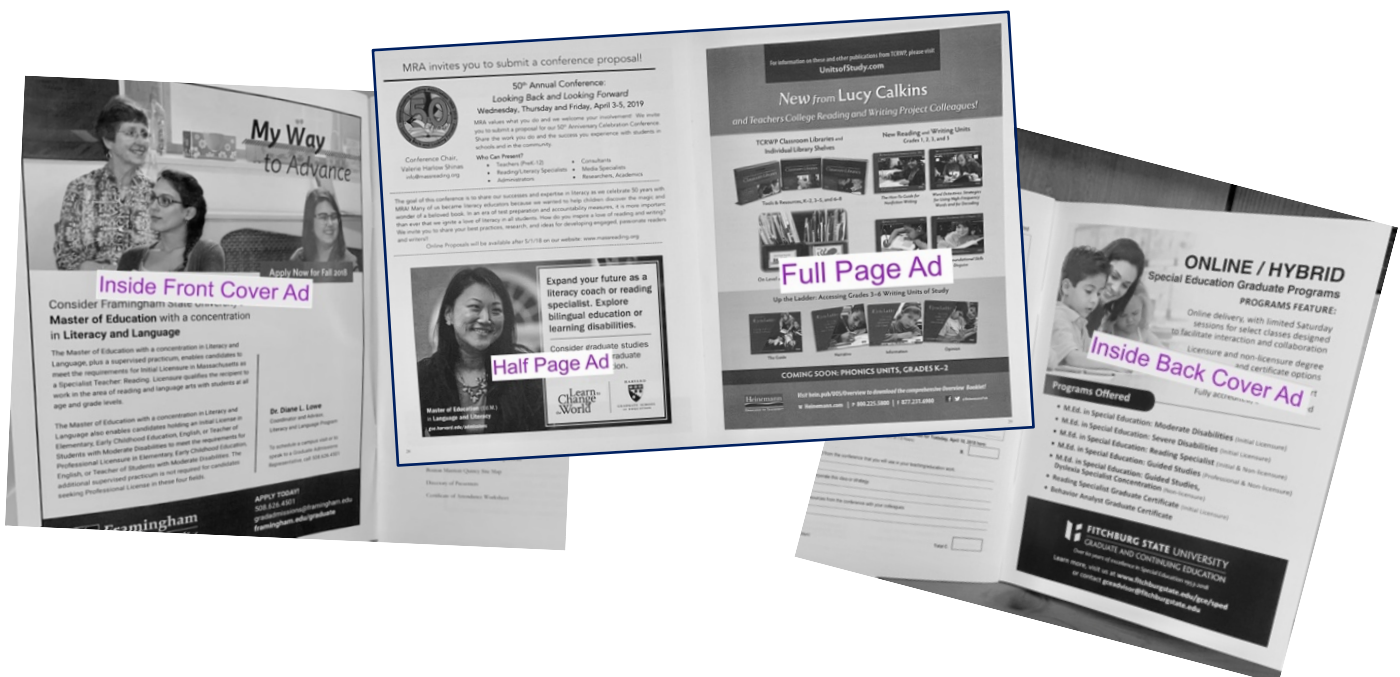




EXHIBIT OPPORTUNITIES

Join MRA 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. More than 800 teachers, literacy specialists and coaches, administrators, and other educators are expected to attend. Dedicated times will be set aside for attendees to visit exhibitors.

EXHIBIT TABLE INCLUDES:

One 8' x 30" draped table, two chairs, electricity, and Wi-Fi are included. We will be using the mobile app so you will be listed as an Exhibitor. Attendees will have easy access to your profile, website, and contact information. Opportunities to sponsor the app are available. The Sturbridge Host Hotel is available for sponsors and exhibitors from Wednesday, April 24 to Friday, April 26, 2024, at Conference Discounted Rates. Please call the hotel directly and let them know you are with the MRA Conference: 508-347-7393. Please see the Hawthorne Exhibit Hall floor map below. Leveled Sponsors will have first choice.

Sponsor Listing on the App: *Full Color jpg or png square image (300 x 300 pixels)*

FEES:

Table in Hawthorne Exhibit Hall **\$750/table**

SET UP:

Wednesday, April 24th 5:00 PM to 9:00 PM

EXHIBIT HOURS:

Thursday, April 25th 8:00 AM to 5:00 PM

Friday, April 26th 8:00 AM to 3:00 PM

BREAKDOWN:

Friday, April 26th 3:00 PM to 5:00 PM

REFUND POLICY: A full refund will be granted if a written request is received by December 15, 2023. If the request is received after December 15th but before February 15th, 2023, one half of the fee paid will be refunded. No refunds will be granted after February 15, 2024.

Click to Order
Advertisements or Exhibit Tables:
<https://cvent.me/eYzXPw>



Hawthorne Exhibit Hall Floor Map

