

Arkansas Literacy Association
50th Annual Literacy Conference
 July 26-27, 2022 Benton, Arkansas
 www.alaliteracy.org

The 50th Annual Arkansas Literacy Association Literacy Conference is scheduled for July 26-27, 2022 in Benton, Arkansas, at The Benton Event Center. We are expecting 400+ educators at this year’s conference. Exhibits will be located in the main hall of the facility which will be in the traffic flow of the participants. Dedicated exhibit times are built into this year’s schedule.

The cost of a booth (table) is \$200.00. There will be no pipe and drape--space does not allow, but the tables will be skirted. Each exhibit area will be about 10’ x 6’. An exhibitor may purchase more than one table; however, because there is a limited number of tables available--30--exhibitors will be limited to 2 tables, initially, if the demand exceeds the supply. Tables will be assigned upon receipt of payment. Set up times for both days may begin at 7:00 AM.

Payment includes one 8’ table, two chairs, and a standard sign identifying your company. Payment should accompany the contract or may be paid with a credit card on our website. If payment is not included, the booth contract space will be held for 14 days before reverting to the end of the request list.

Sponsorships are available this year. Priority will be given to our sponsors on booth selections. Please see the options on the attached sponsor page if you would like to be a sponsor.

Exhibitor Sponsorship Opportunities

Gold - \$600	Silver - \$350	Bronze - \$275	Space - \$200
<ul style="list-style-type: none"> ● Speaker Sponsor ● Sponsor name/ad on speaker’s page in program ● Exhibitor’s Name on Presentation Slides ● Promoted prior to conference on social media and website ● Full page ad in program ● 30-second video ad before General session and Book and Author Award Ceremony (a celebration which will honor six authors). See p. 5 for specs. ● Booth in exhibit area <ul style="list-style-type: none"> ○ Includes one 8-ft table with one black table covering. 	<ul style="list-style-type: none"> ● Half-page ad in program ● Promoted prior to conference on social media and website ● Booth in exhibit area <ul style="list-style-type: none"> ○ Includes one 8-ft table with one black table covering. 	<ul style="list-style-type: none"> ● One-fourth page ad in program ● Promoted prior to conference on social media and website ● Booth in exhibit area <ul style="list-style-type: none"> ○ Includes one 8-ft table with one black table covering. 	<ul style="list-style-type: none"> ● Booth in exhibit area <ul style="list-style-type: none"> ○ Includes one 8-ft table with one black table covering.

You may register one of three ways:

- Click [HERE](#) to register and pay online and pay online. [Complete contract here.](#)
- Click [HERE](#) to complete a form online and send payment.
- Print this Exhibitor Packet and return the completed and signed forms with payment to Tara Derby, 904 Osage, Redfield, AR, 72132.

Exhibits are a special part of our annual conference. The ALA Conference Committee is always looking for new ideas to make the exhibits an attraction for our attendees. We hope you can join us this year! If you have questions regarding exhibits, please call or email me.

Tara Derby
ARA Exhibits Chair
(501)416-3992/tara@alaliteracy.org

Arkansas Literacy Association Literacy Conference

July 26-27, 2022 Benton, Arkansas

EXHIBIT BOOTH CONTRACT

Return completed and signed contract with payment to: Tara Derby, 904 Osage, Redfield, AR, 72132.

PLEASE PRINT

Company: _____

Contact: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ FAX _____

Exhibitor Name Badges (names as you wish them to appear on badges)

1. _____ 2. _____ 3. _____

COST OF SPACE PER 10' X 6' BOOTH: \$200.00 per table

Make checks payable to the Arkansas Literacy Association. Full payment must be received with your request for space. This includes a 8' table, two chairs, and standard signage. Send your payment with this form or pay online with a credit card. If payment is not included, space will be held for 14 days before reverting to the end of the request list.

Cancellation Policy: Requests received prior to July 1 will be entitled to a refund equal to 75% of the total booth rental fee. *There will be no refund for cancellation requests received after July 1.*

TOTAL NUMBER OF BOOTHS (TABLES) REQUESTED _____

AMOUNT OF CHECK: \$ _____

Date: _____

Title: _____

Authorized Signature _____

ALA USE ONLY:

Date received: _____ **Space Assigned:** _____

Amount paid: \$ _____ **Check # & Date:** _____

Literacy Conference

July 26-27, 2022

Benton, Arkansas

PROGRAM AD FORM

(Visit www.alaliteracy.org for online form)

Advertiser/Company: _____

Contact: _____

Title: _____

Address: _____

City _____ State _____ Zip _____

Phone: _____ E-mail: _____

All ads must be ready to print in camera-ready pdf format, built to trim size without crop marks. We must receive the ad copy and full payment no later than July 1. Space is available on a first-come, first-served basis, and requests will be processed in the order received. We reserve the right to refuse any advertisement. **If you have questions, contact Tammy Gillmore at tammy@alaliteracy.org.**

Payment for ad: Please make your check payable to ALA and send your request form, check, and ad copy to Tara Derby?.

OR - Request online **invoice** emailed to: _____

AD Specifications: Black & white pdf or .jpeg format without crop marks in size purchasing.

COST	AD SIZE: Height	AD SIZE: Width
_____ Full Page: \$150 - Size: 9.5" x 7" ● Included with Gold Sponsorship	9.5"	7.0"
_____ One-half Page: \$100 - Size: 4.5" x 7" ● Included with Silver Sponsorship	4.5"	7.0"
_____ One-fourth Page: \$50 - Size: 4.5" x 3.25" ● Included with Bronze Sponsorship	4.5"	3.25"

Signature _____ Date _____

Title/Position _____

Video Specs:

Videos must be submitted as mp4 file and must be compressed under 500 MB in size. You can use imovie or another video software to assist you in compressing your video. Some tips are below, but if you need further assistance please contact us.

You can easily video from your ipad, computer, or laptop that will transfer very well.

Recommended Media Format:

Because it is best to upload a video in its original format, the recording settings should match the recommended format and resolution. This way the digital file created when you record will meet the suggested specifications without any additional effort or conversion on your part.

Bitrate: To ensure your video meets the file size requirements, we recommend a video bitrate of 256Kbps. If using higher bitrate settings be aware that this will result in a larger file which may exceed the file size requirement or be more difficult to upload.

Resolution: To achieve the target file size, be sure to set the proper resolution before you start recording. Commonly used lower resolutions like "320 x 240" and "640 x 480" will yield the best results. Higher resolutions and "HD quality" will produce file sizes too large to be conveniently uploaded and should be avoided.

Imovie You may need to use iMovie to reduce the size of your video file for uploading. The recommended file size is 200 MB to 300 MB. Convert your video into a file format that meets the requirements of the system. [The link to download free of charge.](#)

Deadline to upload - Friday, July 1.