

Sponsor Opportunities

Join us for the **Iowa Science of Reading Summit** hosted by the **Iowa Reading Research Center** on **July 29-30** at the **DoubleTree by Hilton Cedar Rapids Convention Complex** in downtown **Cedar Rapids, Iowa**.

In 2024, the summit gathered more than 600 in-service, school-based personnel (teachers, paraprofessionals, school administrators, district administrators, and AEA staff members) from across Iowa who were committed to improving student literacy.

The goal of this summit is to continue building a strong science of reading community in Iowa and to improve literacy outcomes for all students. As a sponsor, you can help us achieve these goals through a variety of contribution opportunities outlined below.

Sponsors should complete [sponsorship registration](#) at their earliest convenience. Applications will be accepted until exhibitor spaces are filled. Capacity is limited.

Questions?

Please contact the Iowa Reading Research Center at irrc@uiowa.edu for sponsor-related questions. For general Summit information, please visit our [summit webpage](#).



Example booth from 2024 Iowa Science of Reading Summit

Sponsor & Exhibitor Levels

Platinum level: \$4,000

- Dedicated exhibitor space (1 eight-foot skirted table, 2 chairs) guaranteed on the main floor of the Sponsor and Exhibitor areas. If space allows, may request an additional skirted table.
- Free Summit registration (including meals, badges, ability to attend sessions) for up to 4 representatives
- Name and logo (large) in prime location on Summit event site, app, and materials
- Logo in 1 social media post
- Verbal recognition in the opening and closing sessions of the Summit
- Name and logo (large) display at breakfast and lunch on both days of the Summit
- Swag items available at check-in for all attendees
- Recognition (with hyperlink to your company's website) in a post-conference attendee email
- Dedicated slide for your company in the general looping slides on display in the banquet hall for all to see (you can design!)
- **BONUS: 2 free Add-On's (your logo on the name badges and conference swag bag) valued at \$1250 included!**

Gold level: \$3,000

- Dedicated exhibitor space (1 eight-foot skirted table, 2 chairs) guaranteed on the main floor of the Sponsor and Exhibitor areas
- Free Summit registration (including meals, badges, ability to attend sessions) for up to 2 representatives
- Name and logo (large) in prime location on Summit event site, app, and materials
- Verbal recognition on both days of the Summit
- Name and logo (large) display at breakfast and lunch on both days of the Summit
- Swag items available at check-in for all attendees
- Name and logo included in the general looping slides on display in the banquet hall for all to see

Silver level: \$2,000

- Dedicated exhibitor space (1 eight-foot skirted table, 2 chairs), first-come, first-serve for access to space on the main floor of the Sponsor and Exhibitor areas (additional space available on second floor Sponsor and Exhibitor area, near workshop rooms)
- Free conference meals for up to 2 representatives
- Name and logo (medium) display on Summit event site, app, and materials
- Verbal recognition on one day of the Summit
- Name and logo (medium) display at breakfast on both days of the Summit
- Swag items available at check-in for all attendees
- Name and logo included in the general looping slides on display in the banquet hall for all to see

Bronze level: \$1,000

- Dedicated exhibitor space (1 eight-foot skirted table, 2 chairs) in one of the Sponsor and Exhibitor areas
- Free conference meals for up to 2 representatives
- Name and logo (small) display on Summit event site, app, and materials
- Swag items available at check-in for all attendees
- Name and logo included in the general looping slides on display in the banquet hall for all to see

Exhibitor level: \$300 for non-profits and institutes of higher education, \$500 for for-profit companies

- Dedicated exhibitor space (1 eight-foot skirted table, 2 chairs) in one of the Sponsor and Exhibitor areas
- Free conference meals for up to 2 representatives
- Name and logo (small) display on Summit event site, app, and materials



New this year: Sponsor Add-On's!

Take your sponsorship to the next level with additional opportunities to get your name out there and show your support for the Summit! These are available on a first-come, first-serve basis. In appreciation of your contribution, Platinum level sponsors can select 1 add-on at no additional cost!

Name and Decorate a Breakout Room: \$2,000 (7 available)

Make an impact throughout the Summit by naming and decorating a breakout room! We will utilize this name throughout our conference materials and you can customize it further by decorating the space with business cards, pop-up displays, and swag items (if tables available).

Sponsor a Snack Station: \$1,000 (2 available)

One thing we heard from our attendees was wanting more snacks! Be the sole sponsor of everyone's favorite break time and see your name in signage at the station and in the online/print materials for that snack time.

Conference Door Prizes: \$500 (unlimited)

Is your company looking to facilitate a door prize drawing at the Summit and would like IRRC staff support? Here's your chance to have the staff announce your company's name, the prizes, and winners on the main stage at the Summit!

Keynote Sponsor: \$1,500 (1 available)

Keynote speakers set the tone for the conference and often leave a memorable impression with attendees. By sponsoring the keynote speaker, your organization will be a part of this memory, receiving recognition prior to the keynote's session and throughout all print and online Summit content.

Featured Speakers Sponsor: \$1,250 (2 available)

New to the Summit this year are our 2 featured speakers. These prominent guests will host sessions for all attendees, making it a great opportunity to hear your name from the stage prior to their introduction and listed throughout our print and online content.

Social Support: \$500 (unlimited)

Interested in hosting a social for attendees? [Cedar Rapids has many great locations to consider!](#) Let the IRRC help spread the word! By choosing this option, we will send an email advertising your event to all attendees and include information for your social in the online and print schedules.

Name the Wi-Fi and Pick the Password: \$2,000 (1 available)

One of the first things someone asks for at a new location is the wi-fi and password. Help the IRRC by sponsoring the opportunity to name the Summit's dedicated wi-fi and password, which will be shared throughout the Summit!

Provide Lanyards for All Attendees: \$1,000 (1 available)

Think your company's colors are beautiful and would look great on all attendees? So do we! With this add-on, you provide us with your company's printed lanyards prior to the Summit for the total number of attendees. See your logo as a part of their stylish name badges worn throughout the Summit.

Logo Printed on Name Badges: \$750 (2 available)

Educators love to make friends, and looking at each others' name badges helps them do so! With this option, we will include your logo as a part of our badges, which will be a keepsake item for attendees.

Logo Printed on Conference Swag Bag: \$500 (unlimited)

Every great conference needs a swag bag for all of the handy freebies attendees gather! Be a part of the fun by having your logo printed on our bags this year.



Sponsorship Level Comparisons

BONUS Add-On's	Platinum \$4000	Gold \$3000	Silver \$2000	Bronze \$1500
2 free Add-On's (your logo on the name badges and conference swag bag) valued at \$1250 included!	X			

Exhibitor Experience	Platinum \$4000	Gold \$3000	Silver \$2000	Bronze \$1500
Dedicated exhibitor space guaranteed on main floor (should space allow, may have an additional space)	X			
Free Summit registration (meals, badges, and ability to attend sessions) for 4 representatives	X			
Dedicated exhibitor space guaranteed on main floor		X		
Free Summit registration (meals, badges, and ability to attend sessions) for 2 representatives		X		
First come, first serve location of dedicated exhibitor space			X	
Free conference meals, Summit badges for 2 representatives				X

Recognition Before/After the Summit	Platinum \$4000	Gold \$3000	Silver \$2000	Bronze \$1500
Recognition in post-conference attendee email	X			
Logo in 1 social media post	X			
Name and logo (large) prime location on Summit event site, app, materials	X	X		
Name and logo (medium) display on Summit event site, app, and materials			X	
Name and logo (small) display on Summit event site, app, and materials				X

Recognition During the Summit	Platinum \$4000	Gold \$3000	Silver \$2000	Bronze \$1500
Dedicated slide you can design in general session slide loop	X			
Verbal recognition at opening and closing sessions	X	X		
Name and logo displayed at breakfast and lunch both days	X	X		
Name and logo included in the general looping slides on display in the banquet hall for all to see		X	X	X
Name and logo displayed at lunch both days			X	
Verbal recognition at one general session			X	