Sponsor & Exhibitor Opportunities

www.altaread.org
About the Conference.

The 2024 ALTA National Conference will be two days full of gifted speakers and informative sessions geared toward helping our attendees earn their Continuing Education (CE) credits. More importantly, it offers networking opportunities for attendees to build relationships with other ALTA members from all over the world, as well as participating sponsors that support our profession.

The goal of the ALTA Conference is to carry on the important work of furthering awareness and understanding of effective professional practices in academic language therapy. This valuable event is made possible by contributions from our exhibitors and sponsors who, with their support, allow us to build on the continuing education and networking opportunities of our previous events, backing ALTA’s professional membership of Certified Academic Language Therapists and Practitioners.

Please consider becoming a sponsor of the 2024 ALTA National Conference to help keep these great traditions of networking and professional development alive.

Why Sponsor?

Sponsoring events continues to be an effective way to reach a highly targeted and engaged audience. The ALTA National Conference has consistently brought together passionate, like-minded individuals for two days of knowledge-sharing that extends well beyond the event. By sponsoring our event, you'll receive:

<table>
<thead>
<tr>
<th>Brand Visibility</th>
<th>New Business Partnerships</th>
<th>Build Your Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Through different level sponsorship packages, you are able to maximize your exposure to event attendees and be seen as a market leader, boosting brand visibility and image.</td>
<td>An ALTA sponsorship allows your organization to support the dyslexia community and contribute to its growth while building new business relationships that are equally beneficial.</td>
<td>Event sponsorships give you a chance to network with a highly motivated audience, creating new relationships and the opportunity to showcase your offerings.</td>
</tr>
</tbody>
</table>
Because the ALTA National Conference is offered both in-person and online, you can receive double the impact of your sponsorship! From logo recognition on in-person signage to branded video clips for online and on-demand conferences, you have the ability to reach a wide-ranging audience in several distinct and impactful ways.

**IN-PERSON ATTENDANCE**

ALTA 2023 National Conference's total number of in-person attendees - **496**

*Breakdown by Membership:*
- Member - 300
- Non-Member - 125
- Student - 71

**VIRTUAL ATTENDANCE**

ALTA’s 2023 National Conference total number of virtual attendees - **338**

*Breakdown by Membership:*
- Member - 292
- Non-Member - 46
## Sponsor Level Overview

<table>
<thead>
<tr>
<th>Conference Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference pass</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Square ad on Conference page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social media shoutout</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company weblink, and logo on the ALTA Conference page through the end of the Conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Designation as sponsor in event announcements</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Promo video/ Holding slide</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition in ALTA CE event email (one spot per month)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Full page printed ad in Conference program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Half page printed ad in Conference program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Quarter page printed ad in Conference program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo placement on Conference material (e.g. signage)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibit table</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>
## EVENT SPONSOR LEVELS

### CONFERENCE SPONSOR
**One Spot Available**

- Two full conference passes.
- Exclusive designation as Conference Sponsor in announcements at event.
- Company description, weblink, and logo on the ALTA conference page from the time of your commitment through the end of the conference.
- Social Media Shoutout
- Full-page color ad in printed conference program - back cover.
- Premier logo placement on event materials including front page of conference program
- Logo recognition in ALTA CE Event Email (one spot per month).
- Logo recognition in ALTA social media platforms and digital event promotions.
- Square ad on conference page
- Premier logo placement on virtual platform page
- 30-second promo video before Keynote
- Premier exhibit table location

### GOLD SPONSOR
**Two Spots Available**

- One full conference pass.
- Exclusive designation as Gold Sponsor in announcements at event.
- Company description, weblink, and logo on the ALTA conference page from the time of your commitment through the end of the conference.
- Full-page color ad in printed program - premium spots available upon first request.
- Logo placement on virtual platform page
- Square ad on calendar page (3 months).
- Premier logo placement on event materials including conference program, and event signage.
- Logo recognition in ALTA CE Event Email (one spot per month).
- Logo recognition in ALTA social media platforms and digital event promotions.
- 15-second promo video before Keynote
- Exhibit Table

### SILVER SPONSOR
**Four Spots Available**

- One full conference pass.
- Exclusive designation as Silver Sponsor in announcements at the event.
- Company description, weblink, and logo on the ALTA website from the time of your commitment through the end of the conference.
- Half-page ad in the conference program.
- Logo recognition in ALTA social media platforms and digital event promotions.
- Exhibit Table

### BRONZE SPONSOR
**Unlimited Spots Available**

- Designation as a Bronze Sponsor in announcements at event.
- Company description, weblink, and logo on the ALTA website from the time of your commitment through the end of the conference.
- Quarter-page ad in conference program.
- Logo recognition in ALTA social media platforms and digital event promotions.

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**CONFERENCE SPONSOR**

$6,000

**GOLD SPONSOR**

$3,500

**SILVER SPONSOR**

$1,500

**BRONZE SPONSOR**

$750
IN-KIND SPONSOR

If your company is interested in providing an in-kind donation for the 2024 ALTA Conference, please email events@altaread.org for details. Sample in-kind sponsorship items may include swag, pens, notepads, lanyards, name badge holders, products, gift cards or coupons, and tote bags.

A minimum of 300 items must be provided.

PROGRAM ADS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
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<tbody>
<tr>
<td>FULL PAGE AD</td>
<td>$500</td>
</tr>
<tr>
<td>HALF PAGE AD</td>
<td>$300</td>
</tr>
<tr>
<td>1/4 PAGE AD</td>
<td>$200</td>
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</table>

EXHIBITOR OPPORTUNITIES

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADDITIONAL TABLE</td>
<td>$200</td>
</tr>
<tr>
<td>BROCHURE AT DISPLAY TABLE</td>
<td>$25</td>
</tr>
</tbody>
</table>

Reservation Deadline is Friday, March 29, 2024
Thank You
For Your Support

IF YOU ARE INTERESTED IN SIGNING UP AS A SPONSOR OR EXHIBITOR,
PLEASE SCAN OR CLICK BELOW