



**LDA**  
Learning Disabilities  
Association of America



**2022**

**LDA**

**CON**



LDA's 59th Annual International Conference  
Building Connections : Creating Opportunities

January 27-30, 2022 Sheraton New Orleans

**PARTNERSHIP OPPORTUNITIES**



## 59TH ANNUAL INTERNATIONAL CONFERENCE 2022

Since 1963 the Learning Disabilities Association has served as the premier resource for educators, counselors, attorneys, school psychologists, administrators, para-educators, researchers and other professionals, along with parents of children and adults who have learning disabilities. Our 59th Annual International Conference will bring all of these audiences together to learn, discover, advocate and work together to create awareness and new opportunities.

### ***PARTNER WITH US!***

As our partner, you have a full range of sponsorship choices including events that give you the chance to interact face-to-face with our attendees and other opportunities that offer brand engagement and awareness building.

JOIN US  
JANUARY 27 – 30, 2022  
IN NEW ORLEANS.

WE WILL HELP YOU  
CREATE THE BEST  
OPPORTUNITY TO MEET  
YOUR VISION AS OUR  
PARTNER.



*This guide will  
get you thinking*

LET US CUSTOMIZE  
A PACKAGE FOR YOU.

# Exhibitor OPPORTUNITIES

Thanks to fabulous input from our conference partners, we have made some exciting changes to LDA's Exhibit Hall. In addition to designated *Exhibit Hall Only Hours* that will allow sponsors to attend educational sessions, we have added a College & Career Readiness Fair on Saturday. Exhibitors will have the option to set-up for the full conference Thursday – Saturday, or they can opt to exhibit on only Thursday and Friday, or just on Saturday.

The goal of our College & Career Readiness Fair is to help parents, students, and the counselors and teachers who help guide high school students and their families through high school and beyond transitions. The Fair will feature preparatory schools, traditional colleges and universities, community colleges, trade and career schools, along with consulting, tutoring, and other services providers who can help navigate future paths for students with learning disabilities.

The 2022 conference schedule allows nearly six hours of dedicated exhibit time, so attendees can view exhibits at their leisure and have meaningful conversations with exhibitors. Activities in the exhibit hall will vary and are designed for increased exposure, including our Welcome Reception on the conference's first evening. We are also offering sponsorships for breaks in the exhibit hall. All conference activities will take place at the conference hotel.



# College & Career Readiness Fair and EXHIBIT HALL

## EXHIBIT HOURS \*

	Check In and Setup	Exhibiting Hours	Tear Down
Thurs., January 27	1:00 pm – 5:00 pm	5:30 pm – 6:30 pm* <i>(Welcome Reception)</i>	
Fri., January 28		11:30 am – 1:00 pm* 3:00 pm – 3:45 pm*	4:00 pm - 6:00 pm <i>(for those who are not participating in the C&amp;C Readiness Fair)</i>
Sat., January 29	7:00 am – 9:30 am <i>(C&amp;C Readiness Fair)</i>	10:00 am – 3:00 pm 10:00 am – 10:45 am* 12:00 pm – 1:30 pm*	4:00 pm - 6:00 pm

\*Represents dedicated exhibit hours. No other conference sessions are planned.

\*\*Schedule subject to change

## Exhibitor Benefits

- 2 complimentary badges with full access to sessions
- Company listed in the conference guide
- Company listed on the LDA conference website
- Company listed on the conference mobile app
- Opportunity to participate in the Passport program

## Exhibitor Specifics

All exhibit space includes:

- 8'x10' draped booth with 8' backwall
- 6' draped table
- Two chairs
- Wastebasket
- Printed ID sign



## The Costs

INSIDE BOOTH | \$1,100  
CORNER BOOTH | \$1,500

Booth assignments will be honored  
on a first come, first served basis.



# Passport Site [\$350]

Drive attendees to your booth by adding the Passport Site option to your booth package. All attendees will receive a Passport in their welcome bag with participating exhibitors included. Attendees must visit each booth for a stamp. When they've traveled to all participating exhibitors, they turn in their completed Passport for a chance to win a FREE registration to the 2023 LDA Conference!

\*Opportunity exclusive to exhibitors and is available on a first come, first served basis. Limited spots are available.



# Brochure Tower [\$500]

Include your marketing materials on our Brochure Tower displayed in a centralized location in the exhibit hall. This opportunity is available to exhibitors and non-exhibitors wishing to have their materials accessible to attendees.





## Advertising **OPPORTUNITIES**

### **Conference Preview Mailer Sponsor** [\$5,000]

Exclusive sponsor of the preview mailer with a printed copy distribution of more than 10,000 and email distribution of more than 30,000. Sponsorship includes an exclusive ad in the mailer, a thank-you to the sponsoring company, and recognition in the Conference

### **Conference Notebook Sponsorship** [\$7,500]

Our new 2022 dedicated event app will allow conference attendees to manage their own event schedules on their personal devices. This replaces our full printed program. Each attendee will receive a conference notebook that will serve as a journal where they can take notes during programs. The exclusive sponsor of this notebook will have a full-page ad on the inside cover and benefit from the fact that attendees will hang on to these notebooks long after the conference.

### **Conference Mobile App Advertising**

Make sure everyone sees you every time they open our new for 2022, dedicated Conference Mobile App! Three Mardi-Gras themed levels for this popular advertising opportunity exist:



## **EMERALD APP ADVERTISING (LIMITED TO 3 SPONSORS)**

**[\$5,000]**

- Splash Screen ad (appears on each app open, rotates with other Emerald sponsors)
- Four (4) Push notifications scheduled throughout the conference
- Logo and link on Sponsor page in the app and on our conference website
- One (1) dedicated eblast to all conference registrants before the conference (copy and graphics to be provided by sponsor)
- One (1) dedicated eblast to all conference attendees post-conference (copy and graphics to be provided by sponsor)



## **AMETHYST APP ADVERTISING (LIMITED TO 5 SPONSORS)**

**[\$2,500]**

- Banner ad at the bottom of the app (rotates with other Amethyst sponsors)
- Two (2) Push notifications scheduled throughout the conference
- Logo and link on Sponsor page in the app and on our conference website
- One (1) dedicated eblast to all conference registrants (your choice of pre or post conference – copy and graphics to be provided by the sponsor)



## **GOLD APP ADVERTISING**

**[\$1,000]**

- One (1) push notification with the message of your choice to all attendees.
- Logo and link on Sponsor page in the app and on our conference website



# Sponsorship OPPORTUNITIES

All sponsors will be listed in the conference app, on the LDA website, on signage at the conference, and in the membership newsletter LDA Today.

## EXHIBIT HALL PRESENTING SPONSOR [\$10,000]

***Naming rights to the Exhibit Hall*** Be the focus of the exhibit hall by having your name included as presenting sponsor. Your sponsorship includes signage outside and throughout the Exhibit Hall, announcement opportunities during exhibit hall hours, and named sponsorship of the Passport Program.

## KICK-OFF GENERAL SESSION KEYNOTE PRESENTING SPONSOR [\$7,500]

Gain increased exposure by being the presenting sponsor of our Kick-off Keynote General Session. Your sponsorship includes exclusive naming rights to the session, an announcement opportunity and introduction of the speaker, and an opportunity to place a company gift at each seat.

## WELCOME RECEPTION PRESENTING SPONSOR [\$5,000]

***Five sponsorships available*** Our Welcome Reception is one of our most popular events during the conference. Sponsorship includes special signage and recognition (along with the other presenting sponsors), an announcement opportunity at the reception, and the ability to hand out giveaways to attendees at the event.



## GENERAL SESSION PRESENTING SPONSOR

[\$5,000]

*Two sponsorships available* This is a perfect opportunity to get in front of conference attendees in a group setting. Sponsorship includes exclusive naming rights to the session, announcement opportunity and introduction of the speaker, and an opportunity to place a company gift at each seat.

## MORNING COFFEE BREAK SPONSOR

[\$5,000]

*Thursday, Friday or Saturday - Three sponsorships available* Who doesn't need coffee in the morning? Your sponsorship includes exclusive naming rights to a morning coffee break with signage. Sponsorship also includes push notification through the Conference App giving recognition to Break Sponsor.

## AFTERNOON SNACK BREAK SPONSOR

[\$5,000]

*Thursday, Friday, or Saturday - Three sponsorships available* Be a hero by providing afternoon snacks to our attendees. Sponsorship includes exclusive naming rights to an afternoon snack break with signage. Sponsorship also includes push notification through the Conference App giving recognition to Break Sponsor.

## PARENT SOCIAL SPONSOR

[\$3,000]

*Friday Evening – Two sponsorships available* New this year, this celebration will give parents an opportunity to unwind, network with other parents, connect with friends and learn about services and institutions that can help them with their journey as parents.

## WELCOME RECEPTION PHOTOBOOTH SPONSOR

[\$2,500]

Your logo will be picture perfect at the photobooth action station at our Conference Welcome Reception with your exclusive photobooth sponsorship. All photos (both printed and shared on social media) from the photobooth will have your logo co-branded with the LDA logo.

## REGISTRATION SPONSOR

[\$2,500]

Be the first thing our attendees see when they arrive at the conference! Sponsorship includes exclusive naming rights on the registration booth, signage at the registration booth, and push notification via the new, dedicated conference app giving recognition for our registration sponsor.

## WATER BOTTLE SPONSOR

[\$6,000]

Let all of our attendees think of you every time they take a drink as our water bottle sponsor. There will be water stations throughout the conference for refills. Guaranteed to be a hit with every attendee. Water bottles provided by LDA.

## TOTE BAG SPONSOR

[\$6,000]

Have your logo displayed by every attendee throughout the conference! You will be the exclusive sponsor along with LDA on the tote bag given to each attendee at registration. Great exposure! Tote bags provided by LDA.

## HAND SANITIZER SPONSOR

[\$5,000]

Have your logo co-branded with the LDA logo on hand sanitizer bottles given to each attendee at registration. Help us keep all of our attendees safe and they will be reminded of your company/school every time they put this great giveaway to use. Hand sanitizer bottles provided by LDA.

## FLASH DRIVE SPONSOR

[\$5,000]

Let our attendees think of you every time they download conference documents on their conference flash drive. Your logo co-branded with the LDA logo will be on each of these flash drives that will be given to attendees at registration. Flash drives provided by LDA.

## LANYARD SPONSOR

[\$4,000]

Let all of our attendees wear your logo as our lanyard sponsor. This is a great way to have your company in front of every attendee. Lanyards provided by LDA.

## CONFERENCE T-SHIRT SPONSOR

[\$6,500]

Put your logo on display on the back of every conference attendee! The LDA Conference Logo will be printed in one color on the front of the shirts and your logo will be printed in one color on the back of the shirts. Shirts will be distributed on a first come, first served basis, limited to 576 shirts. T-shirts provided by LDA.

## CONFERENCE BAG INSERT SPONSOR

[\$750]

Introduce attendees to your company the moment they begin their conference experience by including a logoed item or marketing brochure in the attendee welcome bag. \*All items must be provided by sponsor and pre-approved by LDA.

**CUSTOM SPONSORSHIP AND ADVERTISING  
PACKAGES ARE AVAILABLE.**



Contact: [jtaper@ldaamerica.org](mailto:jtaper@ldaamerica.org)



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Learning Disabilities  
Association of America



*Let us bring your 2022 vision to life.*

Contact: [jtaper@ldaamerica.org](mailto:jtaper@ldaamerica.org)