



LDA



61st Learning Disabilities
Association of America
INTERNATIONAL CONFERENCE

ORLANDO

FLORIDA
FEBRUARY 20-22, 2024

**PARTNERSHIP
OPPORTUNITIES**



LDAACON
ORLANDO, FL

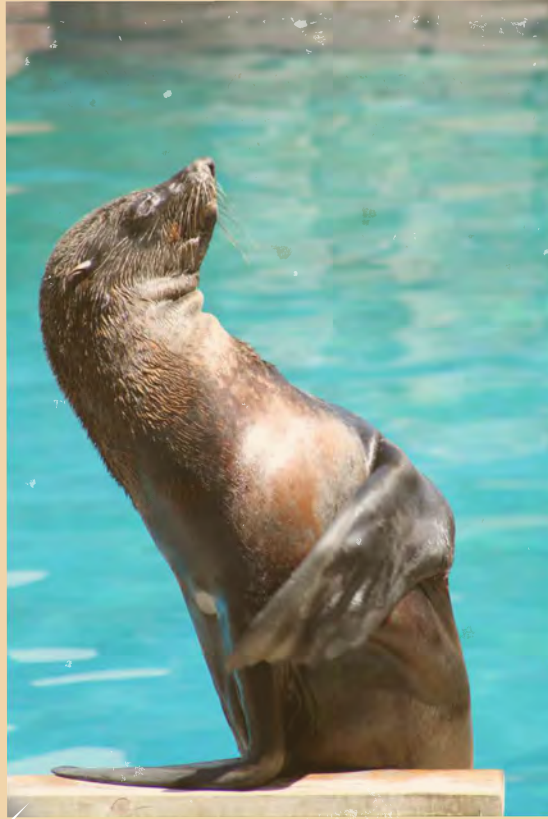


INTERNATIONAL 61st CONFERENCE



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 61st International Conference will bring these audiences together to learn, discover, advocate and work together to create awareness and new opportunities.



JOIN US
AT OUR 61ST
INTERNATIONAL
CONFERENCE
FEB. 20 – 22, 2024
IN ORLANDO



Partner With Us

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

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.

**THIS GUIDE WILL GET YOU THINKING.
LET US CUSTOMIZE A PACKAGE FOR YOU.**



Exhibitor

OPPORTUNITIES

LDA's Exhibit Hall features conference partners that represent and service every aspect of the LD community – from services and products; to education and activities from ECI to college and beyond -- our attendees are excited to see and learn about you!

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 limited number of sponsored sessions where exhibitors can create a group session to give a more in-depth look into their services. We will offer special package pricing for exhibitors who would like to add this option.

The 2024 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.



THE COSTS

REGULAR BOOTH *\$1,400*
PREMIUM LOCATION BOOTH *\$1,800*

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



EXHIBIT HALL HOURS**

TUES., FEBRUARY 20

CHECK IN AND SETUP

1:00 pm – 5:00 pm

EXHIBITING HOURS

5:30 pm – 6:30 pm*
(Welcome Reception)

WED., FEBRUARY 21

EXHIBITING HOURS

7:30 am – 9:00 am*
11:30 am – 1:00 pm*
3:00 pm – 3:45 pm*

TEAR DOWN

4:00 pm - 6:00 pm

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

**Schedule subject to change

EXHIBITOR SPECIFICS

All exhibit space includes:

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

EXHIBITOR BENEFITS

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





Additional

EXHIBIT HALL OPPORTUNITIES

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 2025 LDA Conference!

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





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.

PRESENTING SPONSOR *\$50,000*

Benefits include:

- Company/organization listed as the presenting sponsor on all mentions of the conference
- Logo will be prominently displayed on all signage for the conference, conference email blasts, and the conference app
- 60 second advertising promo to run before each general session
- Premier tradeshow booth in the exhibit hall
- 5 conference registrations
- 3 dedicated email blasts
- 3 push notifications during the conference



PREMIER SPONSOR *\$25,000*

Benefits include:

- Company/organization listed on all mentions of the conference
- Logo will be prominently displayed on all signage for the conference, conference email blasts, and the conference app
- Premier tradeshow booth in the exhibit hall
- 4 conference registrations
- 2 dedicated email blasts
- 2 push notifications during the conference

EXHIBIT HALL PRESENTING SPONSOR

\$15,000

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.

REGISTRATION SPONSOR

\$10,000

Be the first thing our attendees see when they arrive at the conference! Sponsorship includes exclusive naming rights on the registration booth, branded self-service kiosks in the registration area, logo on our registration page, logo and link on all emails regarding registration, and push notification via the new, dedicated conference app giving recognition for our registration sponsor.

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, logo displayed on screen, and an opportunity to place a company gift at each seat.

TOTE BAG SPONSOR

\$7,500

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 and the sponsor can provide an insert and/or promotional item for the bag.

CONFERENCE NOTEBOOK SPONSORSHIP

\$7,500

Our new 2024 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.

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

Tuesday, Wednesday or Thursday - 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

Two 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.

LANYARD SPONSOR

\$5,000

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.

SPONSORED SESSION PRESENTATION

\$4,000

We are offering a limited number of sponsored sessions where companies can present their products or services. All sponsored sessions will be advertised on the conference program in the conference app. We will also send an email to all conference attendees advertising your session prior to the conference. This is a great way to get in front of attendees with a detailed presentation about your offerings.

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 the sponsor and pre-approved by LDA.

Advertising OPPORTUNITIES

CONFERENCE MOBILE APP ADVERTISING

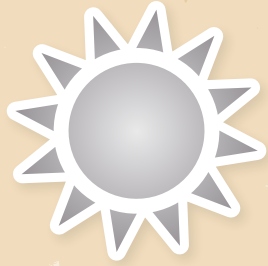
Make sure everyone sees you every time they open our new for 2024, dedicated Conference Mobile App! Three levels for this popular advertising opportunity exist: Gold, Silver, and Bronze!



GOLD APP ADVERTISING \$5,000

LIMITED TO 2 SPONSORS

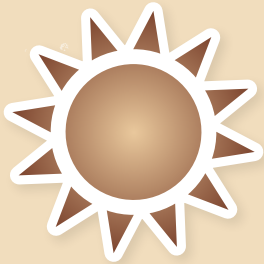
- Splash Screen ad (appears on each app open, rotates with other Gold sponsors)
- One (1) Push notification scheduled during the conference
- Logo and link on Sponsor page in the app and on our conference website
- One (1) dedicated eblast to all conference registrants before or after the conference (copy and graphics to be provided by sponsor)



SILVER APP ADVERTISING *\$2,500*

LIMITED TO 3 SPONSORS

- Banner ad at the bottom of the app (rotates with other Silver sponsors)
- One (1) Push notification scheduled during the conference
- Logo and link on Sponsor page in the app and on our conference website



BRONZE APP ADVERTISING *\$1,250*

- 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





Contact

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LDA

SUPPORT. EDUCATE. ADVOCATE.

