



Dimensions of Dyslexia 2020 Conference

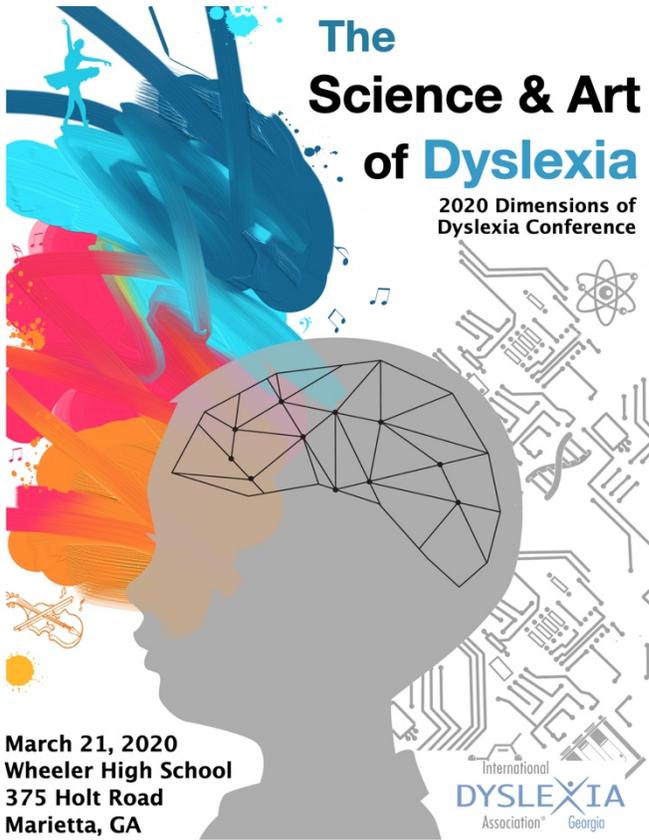
SPONSORSHIP & EXHIBITOR OPPORTUNITIES

March 21, 2020

Wheeler High School
Marietta, Georgia

The International Dyslexia Association Georgia Branch is a 501(c)(3) non-profit organization dedicated to providing the latest evidence-based research information to educators, parents, and all professionals concerned with dyslexia and related reading difficulties.

Until Everyone Can Read!



The Science & Art of Dyslexia

2020 Dimensions of
Dyslexia Conference

March 21, 2020
Wheeler High School
375 Holt Road
Marietta, GA

International
DYSLEXIA
Association™ Georgia

This year's conference theme, **The Science & Art of Dyslexia** will provide conference attendees with the latest evidence-based research information on structured literacy with a special focus on practical applications for attendees.

Many of our presenters this year will offer conference attendees ready-to-use resources including activities and materials they can make, take, and use right away.

IDA-GA anticipates between 350-500 conference attendees that will include educators, researchers, physicians, psychologists, tutors, speech-language pathologists, occupational therapists, administrators, parents, persons with dyslexia and advocates.

We invite you to join the 2020 Dimensions of Dyslexia Conference: **The Science & Art of Dyslexia** as a sponsor.

Key Benefits of Sponsoring & Exhibiting

- Reach and engage with more than 350 conference attendees
- Marketing opportunities including clickable logos on our website, emails, newsletters, posters, flyers, and repeated social media exposure (Facebook, Twitter, Instagram and LinkedIn)
- Exhibit space located in high traffic area
- Market your products/service directly to a specific target audience
- Lunch available to all attendees in the exhibition space, providing maximum time/exposure to your exhibit space
- Networking opportunities
- Gain valuable feedback from your target audience



International Dyslexia Association

About

The International Dyslexia Association (IDA) is a 501(c)(3) non-profit, scientific, and educational organization formed to increase public awareness of dyslexia. We are a resource and support system for parents, individuals with dyslexia, and educators.

Mission

IDA is dedicated to the study and treatment of dyslexia. IDA members receive evidence-based research information about assessment, diagnosis, resources, and appropriate educational intervention, access to an international network of professionals in the field, discounts on conference fees and publications, quarterly and biannual publications, and affiliation with local branches opening a gateway to a learning community of other individuals sharing our mission.

IDA Georgia (IDA-GA) was formed to increase public awareness of dyslexia. We are a resource and support system for parents, individuals with dyslexia, and educators. IDA Georgia provides community outreach activities including our annual Dyslexia Dash 5K Run/Walk, professional education conferences, teacher training opportunities to obtain structured literacy instruction, an information and referral hotline, and e-newsletters to increase public awareness and remediation of dyslexia.

Purpose

The purpose of IDA is to pursue and provide the most comprehensive range of information and services that address the full scope of dyslexia and related difficulties in learning to read and write in a way that creates hope, possibility, and partnership, so that every individual has the opportunity to lead a productive and fulfilling life, and society benefits from the resource that is liberated.

IDA does not recommend or endorse any individual, business, school, or program.

Conference Details

This year's IDA-GA Dimensions of Dyslexia conference, **The Science & Art of Dyslexia** will be held at Cobb County's rebuilt and expanded Wheeler High School, 375 Holt Road in Marietta, GA.

This will be IDA-GA's 2nd year at this location. With the passing of dyslexia legislation SB48 we anticipate significantly more public school educators, parents and professionals in attendance. Thanks to the enthusiasm of this school, their new space AND to our sponsors, we will be able to provide conference attendees with the latest evidence-based research information on structured literacy with a special focus on practical applications for attendees.

Sessions will be geared to address the various interests of professionals, parents and students.

This year's conference has the potential to attract between 350 to 500 conference attendees.



Saturday March 21, 2020

7:30 am - Registration and Exhibitor Tables Open (Exhibitors may setup Friday afternoon, times to be announced closer to event)

Morning Keynote – **Devin Kearns, Ph.D.**

Associate Professor of Special Education in Dept. of Educational Psychology, Neag School of Education, University of Connecticut
Dyslexia: What It Is and What Kind of Instruction Will Help?

Morning Sessions A

Morning Sessions B

Lunch (gluten-free & vegetarian options available) & Exhibitor Time

Afternoon Keynote – **Lida Winfield, M.Ed.**

Visiting Assistant Professor in the Dance Program, Middlebury College
In Search of Air: Growing up Dyslexic

Afternoon Sessions A

Afternoon Sessions B

4:30 - Exhibitor Tables Close

Program schedule is subject to change.

Full conference session details available online soon at ga.DyslexialDA.org.

SPONSORSHIP & EXHIBITOR LEVELS

DEADLINE TO SPONSOR – Jan. 15, 2020

Platinum Sponsor & Exhibitor

\$3,000

Platinum sponsors will receive the highest level of exposure and recognition in the lead-up and during the conference. Platinum sponsors receive their name and logo on all signage used at the conference, email promotional efforts about the conference, a clickable link on our website, and logos featured on social media efforts to promote the conference. Organization name and logo will be on the back of the program and on conference welcome slides. The company will receive one full-page (5”w X 7.5”l) for advertising in our conference program and ad space in the scrolling welcoming slide show. Platinum sponsors will also receive two 8’ tables for exhibiting, lunch and admission for four conference attendees, and access to our VIP Sponsor Retreat throughout the day. (Please note: sponsor must provide tablecloths for exhibit tables.)

Diamond Sponsor & Exhibitor

\$1,500

Diamond sponsors receive a significant level of exposure and recognition in the lead-up and during the conference including a half page (5”w X 3.75”l) of advertising space in the conference program. Company name and logo will be recognized on the scrolling welcome board, IDA-GA website, and social media efforts to promote the conference. Diamond sponsors receive one 8’ exhibitor table, lunch and admission for three conference attendees, and access to our VIP Sponsor Retreat throughout the day. (Please note: sponsor must provide tablecloths for exhibit table.)

NEW! Exclusive Conference Bag Sponsor (optional to Gold sponsor and above)

\$1,250

Bag sponsors receive their logo printed on one side of our conference bag plus recognition in our program as the 2020 Conference Bag sponsor. Company name and logo will be recognized on the scrolling welcome board, IDA-GA website, and social media efforts to promote the conference. *Only one Conference Bag sponsorship opportunity available on a first come basis.*

NEW! Exclusive Lanyard Sponsor (optional to Gold sponsor and above)

\$1,000

Lanyard sponsors receive their logo printed on our poly lanyard with a 1-color imprint on one side of the lanyard plus recognition in our program as the 2020 Lanyard Sponsor. Company name and logo will be recognized on the scrolling welcome board, IDA-GA website, and social media efforts to promote the conference. *Only one lanyard sponsorship opportunity available on a first come basis.*

Gold Sponsor & Exhibitor

\$750

Gold sponsors will receive substantial exposure and recognition prior to the event including name and logo on the IDA-GA website and social media efforts to promote the conference. Gold sponsors receive a quarter page (5”w X 2.25”l) of advertising space in the conference program, one 8’ exhibitor table, lunch and admission for one conference attendee, and access to our VIP Sponsor Retreat throughout the day. (Please note: sponsor must provide tablecloths for exhibit table.)

Business Card Size Ad Only

\$300

Purchase a business card size (5”w X 2.25”l) of advertising space in the conference program. Deadline for ads is Jan. 30, 2020. Includes access to VIP Sponsor Retreat throughout the day.

Exhibit Tables

\$150

Additional tables or exhibitors needing only a table. Includes access to VIP Sponsor Retreat throughout the day.

All sponsors and exhibitors receive access to our VIP Sponsor Retreat throughout the day, a free conference program and conference bag.

DEADLINE TO SPONSOR – Jan. 15, 2020

A NOTE ABOUT SPONSORSHIP

The identification of individuals with dyslexia and other reading difficulties and appropriate instruction by a well-trained teacher using a structured literacy approach to teaching reading has been a cornerstone of IDA since its beginning.

While we understand ongoing research is investigating new methods all the time, IDA stands strongly behind our organization’s [*Knowledge and Practice Standards for Teachers of Reading*](#) which support dyslexia being primarily treated with skilled teaching. Effective classroom instruction delivered by a knowledgeable teacher, especially in the early grades, can prevent or at least effectively address and limit the severity of reading and writing problems. The methods supported by evidence-based research are explicit, systematic, cumulative, and multisensory in that they integrate listening, speaking, reading, and writing.

The IDA Knowledge and Practice Standards for Teachers of Reading outlines the components of Structured Literacy and defines what all teachers of reading need to know and be able to do to teach all students to read proficiently.

Until there is additional research to support conflicting claims, IDA does not support remediation or treatment of dyslexia using vision therapy, brain rewiring, nutritional supplements or other non-structured literacy approaches. We recognize that co-morbid conditions may exist that are potentially supported by these alternative methods.

IDA does not recommend or endorse any individual, business, school, or program.

2020 CONFERENCE SPONSORSHIP & EXHIBITOR LEVELS

Sponsorship or Exhibitor Level	Platinum \$3,000	Diamond \$1,500	Bag Sponsor \$1,250	Lanyard Sponsor \$1,000	Gold \$750	Business Card Ad \$300	Table Only \$150
Conference Wide Signage	✓						
Logo Recognition on Program Back Cover	✓						
Ad Placement on Welcome Slides	✓						
Full-Page Program Ad	✓						
Logo Recognition on Welcome Slides	✓	✓	✓	✓			
Half-Page Program Ad		✓					
<i>Exclusive</i> Logo on Lanyards				✓			
<i>Exclusive</i> Logo on Conference Bag			✓				
Quarter-Page Program Ad					✓		
Logo Listed on IDA-GA Website	✓	✓			✓		
Logo Listed on Social Media (Facebook, Twitter, & LinkedIn)	✓	✓			✓		
Lunch Vouchers	4	3			1		
Free Conference Attendees	4	3			1		
Exhibitor Table	✓ ₂	✓			✓		✓
Business Card Ad						✓	
Access to VIP Sponsor Retreat	✓	✓	✓	✓	✓	✓	✓

In-Kind Sponsorship

For businesses interested in supporting IDA-GA's conference efforts, but who do not need exhibit space, we are seeking entertainment, goods or services as an in-kind sponsor. Water, food, or coffee sponsors are welcome! All in-kind sponsors receive recognition on our website and social media. Contact conferencelDAGA@gmail.com for more information.

Sponsorship Registration

Click www.tinyurl.com/IDAGA2020 to become a sponsor.

DEADLINE TO SPONSOR – Jan. 15, 2020

Conference Location

This year's IDA-GA Dimensions of Dyslexia conference, **The Science & Art of Dyslexia** will be held at Cobb County's newly rebuilt and expanded Wheeler High School, 375 Holt Road in Marietta, GA.

The venue provides space for up to 500 attendees, with more than adequate room for break-out sessions, technology lab, exhibit hall, and parking.



Sponsor Logos & Advertisements

For all sponsorship levels receiving logo recognition, please provide your most recent logo for marketing. When submitting artwork, please send both .EPS or .AI format for print and .JPG or .PNG for online. If you cannot submit in .EPS or .AI format, the graphic will need to be at least 300 dpi.

Email files to conferenceIDAGA@gmail.com. [Note: If you have recently provided your logo for the 2019 Dyslexia Dash, and are happy with the results, note this in an email to us and we will use the logo we have on file.]

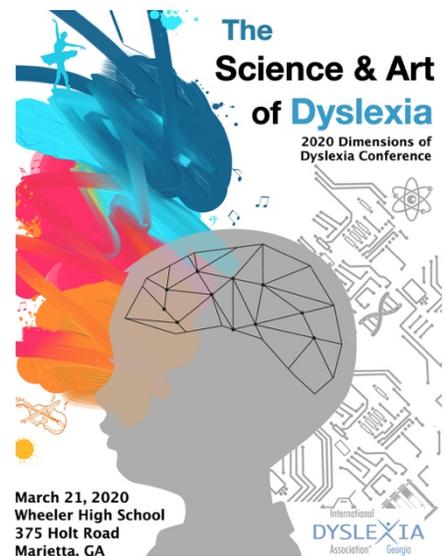
Ads should be provided as a .pdf or .jpg image **no later than Jan. 30, 2020**.

Full Page Ad - 5" width X 7.5" length

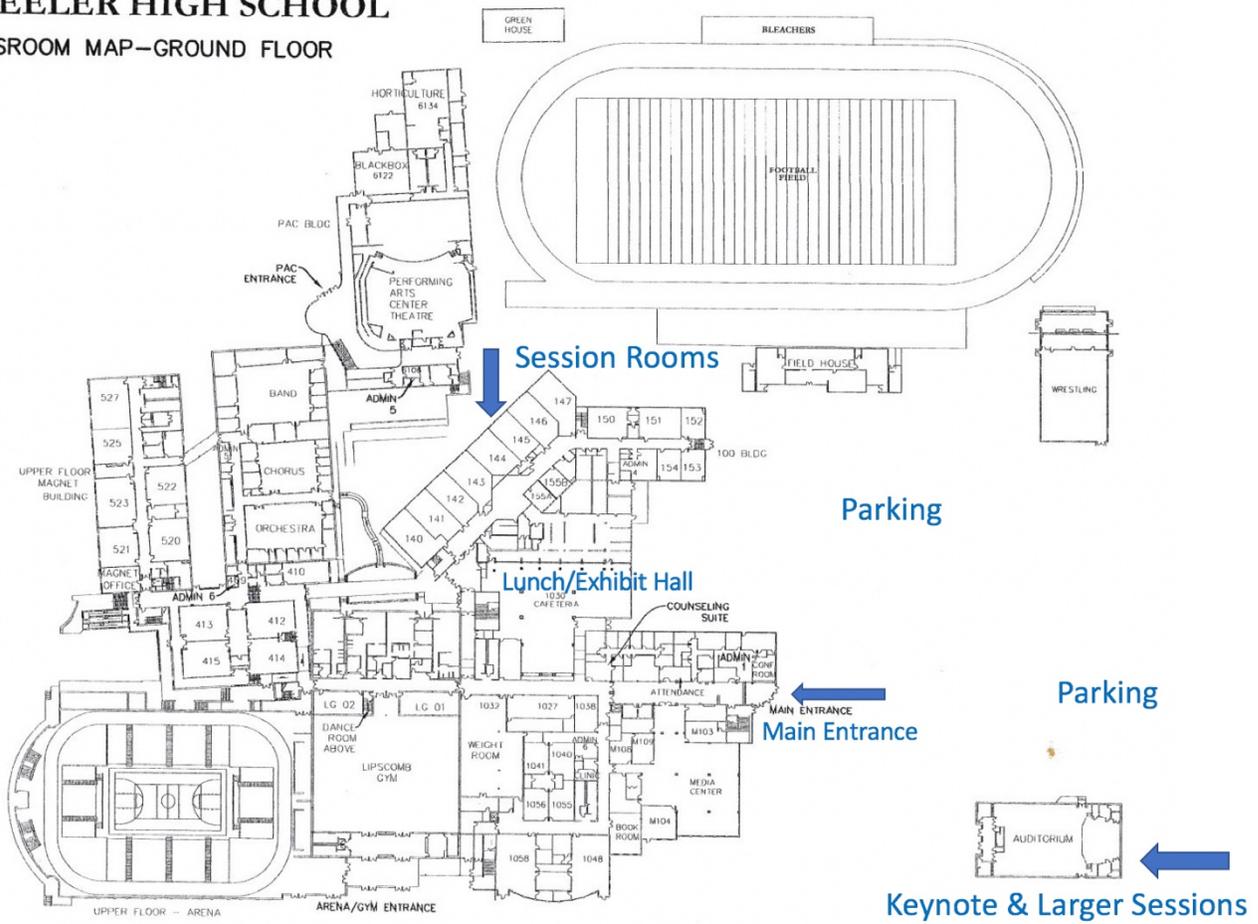
Half-Page Ad - 5" width X 3.75" length

Quarter-Page Ad - 5" width X 2.25" length

Business Card Ad - 3.5" width X 2.5" length



WHEELER HIGH SCHOOL
CLASSROOM MAP—GROUND FLOOR



375 Holt Road, Northeast, Marietta, GA 30068

QUESTIONS?

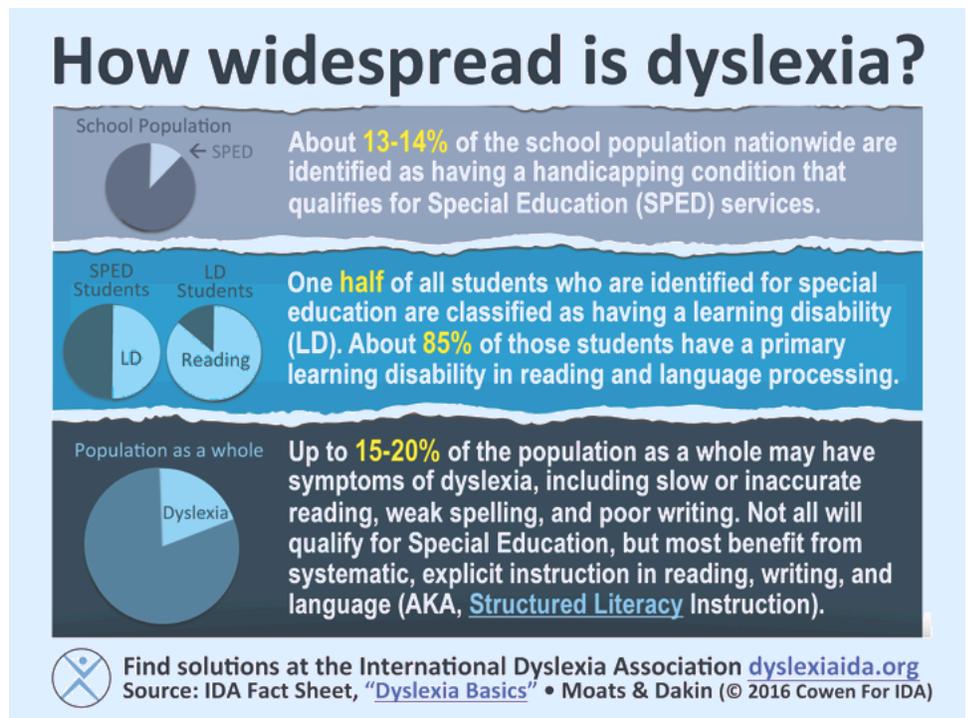
Please contact conferenceDAGA@gmail.com or 404-256-1232 and a conference committee member will be in touch as soon as possible. Our sponsors are a critical part of providing this conference to the community.

We thank you for your support!



LEARN ABOUT DYSLEXIA

- Dyslexia is a specific learning disability that is neurological in origin.
- Dyslexia is the most common cause of reading, writing, and spelling difficulties.
- 15-20% of the population has a language-based learning disability.
- 74% of children who are poor readers in 3rd grade remain poor readers in 9th grade and into adulthood.
- Of the students with a specific learning disability receiving special education services, about 70-85% have deficits in reading.
- According to [National Assessment of Educational Progress](#), in 2017, the percentage of 4th grade students in Georgia who performed at or above *Proficient* in reading was only 35 percent.



MAKE A DIFFERENCE

Your support of IDA-GA's 2020 Dimensions of Dyslexia Conference: **The Science & Art of Dyslexia** is vital to our efforts to provide the latest information about dyslexia to educators, parents and professionals in the field.

Our goal is to provide essential evidence-based research information about assessment, diagnosis, resources, and appropriate educational intervention. We offer information and referral, community outreach events, professional education conferences, and teacher training opportunities to increase public awareness and remediation of dyslexia.

Until everyone can read!