

# Iowa Reading Association

Dear Exhibitor,

We are excited about the **2017 Iowa Reading Association ESEA Title I Conference**, which will be held on **Tuesday and Wednesday, June 27-28, 2017**. Last year's summer conference was a great success. The conference will again be held in Ames at the Scheman Building on the Iowa State Campus. The theme for the conference is "Dive Into Reading".

The cost of the exhibitor registration is \$225.00 per booth with a discount of \$200 for those exhibitors who are returning from last year. A daily box **or** buffet lunch, provided before the general lunch session, will be available for exhibitors on both Tuesday and Wednesday. The box lunch includes a ham and swiss, turkey and provolone or roast beef and cheddar sandwich, potato chips, a cookie and bottled water. Meal registrations may be included on your registration form. A daily box **or** buffet lunch, is available at a cost of \$11.00. Additional lunches may be purchased for other exhibitors in your booth.

Booths are limited and will be reserved on a first come/first response basis. Most exhibits will be on the second level around the conference meeting rooms. Center booths are aligned so there is more space between the elevator and the booths and the auditorium and the booths. The booths are 6 feet by 8 feet. A skirted-table cloth, side curtains, two chairs, a wastebasket and a 6' table will be provided for each booth. You may not bring extra tables and must fit your display and materials into the dimensions of your assigned booth. Exhibitors who want more space will need to reserve two booth spaces. Internet access and parking will be provided free of charge.

Checks for the exhibit space and meals should be made payable to: **Iowa Reading Association**. Mail the check and registration slip to: Clark Goltz, Iowa Reading Association, P. O. Box 16, Ossian, IA 52161. Please include an email address as all confirmations will be done via email only.

The Iowa Reading Association will again provide each conferee with a punch card to be used when visiting your exhibits and displays. Any donations of prizes and door prizes to the Iowa Reading Association for a completed "punch card" would be appreciated. The Iowa Reading Association will have specific times between sessions when conferees will be able to visit the exhibit hall to view your products. All beverages and snacks will be moved to the end of the exhibit areas on the left and right hallways from the registration area.

As a registered exhibitor, your company's name will be mentioned in the program booklet if the registration form is received by April 1, 2017. Program booklet ads are also available in a variety of sizes. You will find the form for purchasing an ad in the program booklet included with this letter.

**Exhibitors are permitted to begin setting up Monday, June 26, from 12:00-6:00 p.m. with the exhibits opening up at 7:30 a.m. on Tuesday and Wednesday morning.** Please unload on Monday afternoon/evening through the northwest loading dock or the front doors of the Scheman Building. To ship materials ahead of time, send them to: Iowa State University, Iowa State Center, Scheman Building, Suite 4, Iowa Reading Association Conference, Attention: Pat Dennis, Ames, IA, 50011-1113. They will be at your booth when you arrive. **Please do not ship materials before June 1, 2017.**

Exhibit time is from 7:30 a.m.-5:00 p.m. on Tuesday, June 27, and 7:30 a.m.-3:00 p.m. on Wednesday, June 28. All exhibitors are expected to maintain their exhibit space through 3:00 p.m. on Wednesday to coordinate visit times for the exhibits. There are many hotels for you to choose from in the Ames area. The official conference hotel is the Best Western University Park, 2500 University Blvd, Ames, IA, 50010 at (515) 296-2500.

If you have any questions, please feel free to contact Clark Goltz, Executive Director, at 563-380-1999 or email at [iowareading@gmail.com](mailto:iowareading@gmail.com).

Sincerely,

Clark Goltz  
[iowareading@gmail.com](mailto:iowareading@gmail.com)  
Executive Director

Lindsey Helmers  
Iowa Reading Exhibit Co-Chair

Julie Schuller  
Iowa Reading Exhibit CoChair

2017 Iowa Reading Association ESEA Title I Annual Conference Exhibitor Registration

*"Dive Into Reading "* June 27-28, 2017

Exhibitor's Name \_\_\_\_\_

Company (List the name as you want it printed in the program.)  
\_\_\_\_\_

Exhibitor's Address:

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

\_\_\_\_\_ Booth(s) for **returning** exhibitors @ \$200 per booth = \_\_\_\_\_

\_\_\_\_\_ Booth(s) for **new** exhibitors @ \$225 per booth = \_\_\_\_\_

\_\_\_\_\_ Lunch(es) @ \$11.00 per day per exhibitor = \_\_\_\_\_

**Total Registration Fee and Lunch(es)** = \_\_\_\_\_

The registration fee may include a daily box or buffet lunch for an additional total cost of \$11 per exhibitor per day. A box lunch will be brought to the exhibitor each day or the exhibitor may go through the buffet line before the rest of the conference attendees.

Make checks payable to: **Iowa Reading Association**. Exhibits are an important part of our conference. We look forward to working with you as we prepare for our annual conference.

Please get your reservation in early. If you have any questions, please feel free to email me at [iowareading@gmail.com](mailto:iowareading@gmail.com) or call me at 563-380-1999.

Please return this form with payment to:

Iowa Reading Association  
Clark Goltz, Executive Director  
P.O. Box 16  
Ossian, IA 52161

**2017 Iowa Reading Association ESEA Title I Annual Conference**

**“Dive Into Reading” June 27-28, 2017**

**Program Advertisement Request Form**

*Please type or print and complete all information requested.*

Date: \_\_\_\_\_ Advertiser: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**Ad Specifications: (Please check one)**

\_\_\_\_\_ Inside Front Cover    \$300.00                      \_\_\_\_\_ ½ Page            \$125.00

\_\_\_\_\_ Inside Back Cover    \$300.00                      \_\_\_\_\_ ¼ Page                \$75.00

\_\_\_\_\_ Full Page            \$250.00

Full Page Ad – 7.5 X 10 inches

½ Page Ad – 3.5 X 10 inches or 7.5 X 5 inches

½ Page Ad – 3.5 X 5 inches

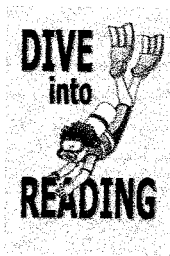
1/3 Page Ad – 7.5 X 3.5 inches

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\_\_\_\_\_ Ad Enclosed    \_\_\_\_\_ Ad Attached to Email    \_\_\_\_\_ Payment Enclosed

Please note: All ads must be camera ready, black/white copy, only. Ads can be emailed as a jpeg or pdf attachment. Requests for ad space and copy must be paid in full and received no later than April 1, 2017. Space is available on a first-come, first served basis. Requests will be processed in the order received. We reserve the right to refuse any advertisement. The Iowa Reading Association is a 501c3 organization.

Please make check payable to: **Iowa Reading Association** and mail to: Clark Goltz, Executive Director, PO Box 16, Ossian, IA 52161. If you have questions, please email, [iowareading@gmail.com](mailto:iowareading@gmail.com), or call 563-380-1999. Email your ad in as a jpeg or pdf attachment to: Stephanie Laird, Program Chairperson, at [lairdlearning@gmail.com](mailto:lairdlearning@gmail.com).



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Iowa State University  
Ames, Iowa  
June 27-28, 2017  
[www.iowareading.org](http://www.iowareading.org)



**Lori Oczkus**

Lori's book Reciprocal Teaching at Work: Powerful Strategies and Lessons for Improving Reading Comprehension, Second Edition has been chosen for the 2016-2017 Iowa Reading statewide book study. Lori is a literacy coach, author, and speaker.



**Steven Layne, Ed. D.**

Thanks to 2016 conference attendee request, we are excited to welcome Dr. Steven Layne back to the 2017 Iowa Reading Conference. As requested, his book In Defense of Read Alouds, has been chosen for the 2016-2017 Iowa Reading Association statewide book study. Layne is a professor, author of 27 books, and an international speaker.



**Danny Brassell, Ph.D.**

Danny is a nationally recognized speaker, top-selling author, trainer, and coach. For the past two decades, Dr. Danny Brassell has served as an educational advisor to students ranging from preschoolers to rocket scientists. While he has held a variety of titles and worked with leaders from a variety of fields and disciplines, Danny has always considered himself first and foremost a teacher.



**Donald Bear, Ph. D.**

Dr. Bear is a professor, ILA Board member and author of 14 books, including Words Their Way, Words Their Way With English Learners, Vocabulary Their Way, and Words Their Way With Struggling Readers. His research interests focus on the study of how students learn about words, phonics, vocabulary, and spelling in English and in other languages.



**Tim Green**

Tim is a former NFL player turned lawyer and author. He is on the board of the National Writing Project and has visited over 1,000 schools and spoken to nearly a half million students across the U.S. about the importance of education and character, in addition to the joys and benefits of reading. After writing books for adults, Tim used his own experiences as an athlete and coach and began writing a series of novels for young readers set in a world of sports.



**Pernille Ripp**

Pernille is a 7th grade teacher in Oregon, Wisconsin, and author of Passionate Learners. How to Engage and Empower Your Students and Empowered Schools. Empowered Students- Creating Connected and Invested Learners. Pernille is also the creator of the Global Read Aloud Project and travels the country teaching others how to empower their students and staff, how to give students a voice, and how to ignite a passion for reading.



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### **Caroline Starr Rose**

Caroline is a former social studies and English teacher, turned award-winning middle grade and picture book author. Caroline's titles include Blue Birds, Over in the Wetlands, Been There. Done That, and May B. Through book discussions via Skype, teacher inservices, library talks, and classroom visits, Caroline engages even the most reluctant readers and writers.



### **Mike Graf**

Mike is a former elementary school teacher turned author and weathercaster. His national park adventure series, *The Adventures with the Parkers* has received national attention, awards, and excellent reviews. Mike has also written over 70 books for children, including realistic fiction books on caving, dinosaur digs, whale rescues, ghost towns, and animal encounters.



### **Jim Gill**

Jim is a musician and author with a graduate degree in child development from the Erickson Institute of Chicago. Each of Jim's six award-winning CDs and two books were created as an opportunity for playful interactions between a child and a caring adult. Jim speaks across the country about his expertise on the benefits of music, play and literacy.



### **Roland Smith**

Roland is a zookeeper turned award winning children's author. His picture books, novels, and nonfiction books have captured the attention of elementary, middle school, and high school readers. Roland grew up wanting to be a writer, and uses his travel and experiences in the field as the inspiration for his books.



### **Cynthia Lord**

Cynthia is a former elementary and middle school teacher whose debut novel, Rules, won a 2007 Newbery Honor. Cynthia followed up her debut novel with TouchBlue, Half a Chance, A Handful of Stars, the *Hot Rod Hamster* series, and the *Shelter Pet Squad* series.



### **Jon Smith**

Jon is a Technology Integration Specialist for Alliance City Schools in Alliance, Ohio. His class iBooks project and The World is My Audience project have attracted attention for their global reach and practical approaches to integrating transliteracy practices into the classroom.

### **Featured Iowa Speakers**

Andy Allen	Carol Gorman
Meribeth Boelts	Scott Slechta
Vicki Myron	Michelle Eastman
Jacqueline Briggs Martin	