



Resilience in Motion:

Learning, Leading, and Thriving in Support of Student Success



Sponsor & Exhibitor Prospectus

59th Annual Conference
ORLANDO • OCT 28-31, 2026

Welcome!

The College Reading and Learning Association (CRLA) is hosting our 59th Annual Conference from October 28-31, 2026, in Orlando, Florida. Our conference theme, “Resilience in Motion: Learning, Leading, and Thriving in Support of Student Success,” celebrates the strength and adaptability that drive higher education forward. Join us in Orlando to connect with colleagues and exchange best practices to empower educators in our evolving landscape.

CRLA is an international organization of higher education professionals in the fields of reading, literacy, learning assistance, developmental education, tutoring, coaching, and mentoring. Conference attendees typically include faculty members, counselors, advisors, learning assistance program directors, orientation program directors, first-year experience staff, and adult literacy professionals – many of whom play key roles in selecting, recommending, or implementing tools, resources, and services that support student success.

The CRLA annual conference provides exhibitors and sponsors with direct access to a highly engaged audience seeking innovative products, services, and solutions to enhance their classrooms, learning spaces, or operations so that they can continue to stay on the cutting edge of new technologies and ensure student support efforts meet the highest standards in the field. We invite you to partner with CRLA and be part of an event that fosters collaboration, innovation, and impact within the student success community. For additional information on this year’s annual conference, please visit the [2026 CRLA Annual Conference website](#). We look forward to seeing you in Orlando.



Lauren Humphries
CRLA President

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Hotel and Travel Information

All meeting sessions will take place at the **Renaissance Orlando at SeaWorld®**. This upscale resort blends modern luxury with a vibrant atmosphere. Guests enjoy spacious rooms, a stunning 10-story atrium, resort-style pool with water park, full-service spa, and multiple dining options. With over 200,000 square feet of meeting and event space, it's an ideal setting for our 2026 CRLA conference.

Hotel

Renaissance Orlando at SeaWorld®
6677 Sea Harbor Drive, Orlando, Florida 32821

Check in: 4:00PM
Check out: 11:00AM

Reservations:

A block of rooms is being held at the hotel at the following rates per night:

1-4-person Occupancy: \$224.00

Hotel room rates are subject to an additional person per room charge for each additional person in a room.

Rate per night is inclusive of a discounted resort fee of \$15.00. This fee covers several amenities including enhanced wireless internet in guest rooms and shuttle services to select local attractions. Rates per night do not include applicable sales and local taxes, currently at 12.5%. Be sure to make your reservation by **Monday, October 05, 2026**, to secure these rates.

Reservations: [Click here for online reservations](#)

Phone Reservations: **Call +1-800-380-7917** and reference "CRLA" to gain their room block rates. Reservations must be made on or before October 05, 2026.

Parking & Transportation

The hotel is about 13 miles from the Orlando International Airport which is a quick 20-minute trip via shuttle, rideshare, or taxi.

Valet parking is available for \$54.00 per day
On-site parking is available for \$40.00 per day

Nearby Attractions:

- Universal Studios
- International Drive
- Orange County Regional History Center
- Walt Disney World
- SeaWorld® Orlando
- Women's History & Cultural Center

Sponsorship Levels

Meaningful Presence

Position your organization at the center of the attendee experience through high-impact sponsorships such as the Welcome Reception, The Nightcap Series, and other attendee touchpoints. These moments create natural opportunities to start conversations and build long-term relationships.

Exposure:

Gain increased visibility with sponsor recognition on event signage, along with additional promotion across CRLA social media channels before and during the conference.

Benefits Included with your sponsorship:

Inclusion on conference signage
Verbal recognition and acknowledgement at Welcome Reception
Digital recognition on our website
Banner ad inclusion on all conference emails
Conference registration(s)
Recognition in Pre-Annual Meeting CRLA Insider Electronic Newsletter (monthly from August to October)
Sponsor profile in the event app (includes customized announcement before, during and after the event).

Price:

For questions, please contact Emmy Kelly at ekelly@ahint.com.

Bronze	Silver	Gold
✓	✓	✓
✓	✓	✓
	✓	✓
	✓	✓
	1	2
		✓
		✓
\$1,000	\$2,500	\$4,500+



Event Sponsorship Opportunities

BEYOND THE BOOTH – Elevate Your Brand

Each sponsorship option is thoughtfully designed to elevate your organization's visibility throughout the CRLA Annual Conference. Along with the customized marketing benefits specific to each opportunity, sponsors also receive the recognition and benefits associated with their selected sponsorship level (see page 3).

The Nightcap Series \$2,000ea

or \$5,750 to be the Exclusive Sponsor

The Nightcap Series will be hosted on Wednesday, Thursday, and Friday evenings during the conference. Complimentary drink tickets will be offered nightly as attendees mingle, network, and unwind after the conference day. Sponsor the suite for one of the nights and receive the following benefits:

- Logo display and recognition at the event
- A designated table to promote your business
- Mobile App Push Notification

Keynote Sponsor \$5,000

Exclusive Sponsorship

Align your brand with one of the conference's most anticipated moments by sponsoring a keynote session that commands full attendee attention.

- 60-second sponsored video at the beginning of the session
- One-sheet flyer places at each seat (printed and mailed to conference by sponsor)
- Mobile App Push Notification

Brunch • \$3,000

Exclusive Sponsorship

Sponsor our closing brunch on Saturday for some additional exposure during the conference. Benefits Include:

- Logo display and recognition at the event
- 90-second impact statement focused on purpose, partnership, and impact within the CRLA community.
- Mobile App Push Notification

Relaxation Lounge \$1,000

Financially support a dedicated space where attendees can relax, de-stress, and engage in activities like meditation, stretching, or simply taking a quiet moment during the event. Sponsors may also provide a branded giveaway item, such as lip balm, hand lotion or eye masks to enhance the attendee experience. Prominent sponsor branding within the room highlights your commitment to attendee well-being. (Sponsor is responsible for providing and shipping any branded items to the event.)

Coffee Break \$1,500ea

or \$4,250 to be the Exclusive Sponsor

Three Available (Wed, Thurs, Fri)

Highlight your organization at one of the coffee breaks. Sponsorship of a coffee break includes your logo on all coffee cup sleeves provided at the break's beverage stations as well as signage at the event. Your organization will be remembered for bringing the fuel attendees need to power through an exciting day of sessions! Three breaks are available for sponsorship. Break selection will be available on a first-come, first-served basis.



Event Sponsorship Opportunities *Continued*

Welcome Reception \$5,000

Exclusive Sponsorship

Host the Welcome Reception on Wednesday evening of the conference. Benefits include:

- Logo display and recognition at the event
- 90-second impact statement focused on purpose, partnership, and impact within the CRLA community.
- Banner Ad in promotional pre-conference emails (600 x 120 pixels)
- Mobile App Push Notification

Mobile App \$4,500

Exclusive Sponsorship

Become the sponsor of our conference Mobile App, the go-to tool for attendees to navigate sessions, connect with peers, and stay up-to-date throughout the event. Benefits include:

- Logo display and recognition at the event
- Advertising on splash page, shown when attendees first open mobile app (daily)
- Banner advertising within mobile app experience (always shown when app is being used)
- One (1) promotional alert during the conference, sponsor may provide the text
- Company logo included on all mobile app promotional emails

Off-Site Tour \$2,500

Exclusive Sponsorship

Join us in hosting the CRLA Learning Center Tour, a pre-conference tradition that gives attendees an exclusive, behind-the-scenes look at innovative learning centers at local colleges and universities. This tour, limited to 25 participants, provides a unique opportunity for attendees to engage with colleagues, explore institutional programs, and gain insights into best practices in student learning and support. Benefits Include:

- Branded presence on tour materials (itinerary, signage, or handouts)
- Logo recognition in the mobile app and conference program as the official tour sponsor
- Option to provide a branded item or giveaway for attendees (water bottle or pen)
- Acknowledgment in pre-conference emails or push notifications to attendees

Please note: specific stops are subject to change based on institutional schedules, programming, and transportation availability.

Lunch Symposia \$6,000

Exclusive Sponsorship

This sponsorship provides your organization with a 30-minute speaking opportunity during a scheduled conference lunch. Address all lunch attendees in a conversational, value-driven format designed to share your company's story, insights, and solutions. This is a high-visibility opportunity to connect with a captive audience in a relaxed, engaging setting. Benefits include:

- Logo display and recognition at the event
- One (1) promotional alert during the conference to promote the lunch
- Acknowledgement in conference communications



Event Sponsorship Opportunities *Continued*

Branded Journal \$3,500

Exclusive Sponsorship

Emboss this soft-bound leatherette journal with your logo, an item that will prove to be useful during and after the event.

Daily Onsite Emails

- **One Email:** \$500
- **All Three Emails:** \$1,200

Every evening of the conference, attendees will receive a daily email that recaps the day's events and provides a preview of what's coming up the next day. Have your organization featured in these emails so that it can be seen by conference attendees each day through a banner ad immediately following the email header! Opportunities are available to sponsor one of three daily emails or sponsor all three emails for a reduced rate. Daily emails are sent to over 300 attendees.

Hotel Key Cards \$4,000

Exclusive Sponsorship

This sponsorship provides continued exposure throughout the conference to all attendees staying at the conference hotel. The sponsor's logo and conference logo are placed on two keys per guest room. Keys are printed in full color.

Lanyards \$3,000

Exclusive Sponsorship

If you're looking for maximum exposure during the annual conference, these high-quality lanyards are the key. Every attendee will be wearing a lanyard with your company's logo and the conference logo.

Conference Tote Bag \$4,500

Exclusive Sponsorship

Showcase your organization on the official conference tote bag, a functional keepsake that travels with attendees and maximizes exposure (Co-branded with CRLA).

- Includes One (1) Tote Bag Insert

Tote Bag Insert \$500

Place your branded item or informational piece directly in every attendee's conference tote, ensuring your organization reaches every participant with a tangible takeaway.

Push Notifications \$500ea

Drive traffic to your booth! Send a customizable mobile push notification to all attendees through our conference app.



Exhibit Information

Exhibit Table

All exhibit table reservations are due by September 30th and will be assigned on a first-come, first-served basis. Each table reservation includes one exhibit-hall only registration, a 6'x30" table with draped linen, and two chairs. CRLA will make every attempt to assign exhibit tables and accommodate the requested needs and compatibility of each exhibitor.

*Exhibitors will have the opportunity to upgrade their exhibit-hall only registration to a full conference registration for a discounted rate.

Early Bird

*Pricing Through
April 30, 2026*

\$875

Standard

*Pricing Starting
May 1, 2026*

\$1,000

Exhibitor Schedule

Wednesday, October 28, 2026:

- Setup: 12:00 pm - 4:00 pm
- Exhibits Open: 4:00 pm - 5:30 pm

Thursday, October 29, 2026:

- Exhibits Open: 12:00 pm - 5:00 pm

Friday, October 30, 2026:

- Exhibits Open: 7:00 am - 2:00 pm
- Tear Down: 2:00 pm - 5:00 pm



Become a Sponsor or Exhibitor!

Secure your place at the forefront of the CRLA community—maximize your visibility and impact by becoming a sponsor or exhibitor.

Reserve your spot early!



Thank You to Our 2025 Partners

Sponsors

- KNACK
- Penji
- Nimbus Learning
- Stutor

Exhibitors

- ACTLA
- Engineerica Systems, Inc
- Grand Canyon Education
- KNACK
- Nimbus Learning
- Penji
- Stutor
- TEDU Learning Support Systems
- Trac Cloud
- UpAhead

2026 CRLA Conference Application

Primary Contact Information *(handles all conference/marketing logistics)*

Contact Name _____
Contact Title _____
Contact Email _____
Contact Office Phone _____ Contact Mobile Phone _____

Company Information

Company Name _____
Address _____
City _____ State _____ Zip _____ Country _____
Main Phone _____ Website _____

By submitting this application, my organization agrees to abide by the 2026 Terms and Conditions. This includes policies regarding deposits, partial refunds, full payment due date and cancellation date (**August 1, 2026**).

Print Name _____ Signature _____ Date _____

Exhibiting

☐ Early Bird Exhibit (through 4/30/26) - **\$875** ☐ Standard Exhibit (starting 5/1/26) - **\$1,000**

Sponsorship Opportunities

- | | | | |
|--|---------|--|---------|
| ☐ The Nightcap Series | | ☐ Welcome Reception _____ | \$5,000 |
| ☐ Wednesday Night _____ | \$2,000 | ☐ Mobile App _____ | \$4,500 |
| ☐ Thursday Night _____ | \$2,000 | ☐ Off-Site Tour _____ | \$2,500 |
| ☐ Friday Night _____ | \$2,000 | ☐ Lunch Symposia _____ | \$6,000 |
| ☐ Exclusive Sponsor _____ | \$5,750 | ☐ Branded Journals _____ | \$3,500 |
| ☐ Keynote Sponsor _____ | \$5,000 | ☐ Daily Onsite Emails | |
| ☐ Brunch Sponsor _____ | \$3,000 | ☐ One Email _____ | \$500 |
| ☐ Relaxation Lounge _____ | \$1,000 | ☐ Three Emails _____ | \$1,200 |
| ☐ Coffee Break | | ☐ Hotel Key Cards _____ | \$4,000 |
| ☐ Wednesday _____ | \$1,500 | ☐ Lanyards _____ | \$3,000 |
| ☐ Thursday _____ | \$1,500 | ☐ Conference Tote Bag _____ | \$4,500 |
| ☐ Friday _____ | \$1,500 | ☐ Tote Bag Insert _____ | \$500ea |
| ☐ Exclusive Sponsor _____ | \$4,250 | ☐ Push Notifications _____ | \$500ea |

Payment

Total \$ _____
☐ Invoice me for payment by check
☐ Invoice me for payment by ACH
☐ Invoice me for payment through our online portal
☐ Please charge my credit card below:
 ☐ VISA ☐ Mastercard ☐ AMEX
Name on Card _____
Billing Address _____
City _____ State _____ Zip _____
Credit Card Number _____
Expiration Date _____ Sec. Code _____
Signature _____

Payment Policies and Requirements

- Exhibit/sponsorship and/or advertising will not be fulfilled without upfront payment in full.
- The undersigned agrees to pay 100% of all fees per the terms of this application made payable to CRLA and in accordance with the NET terms indicated on the invoice sent to the primary contact indicated on this application.
- Any company requesting to pay later than net 30 days after the receipt of invoice, agrees to pay a deposit in the amount of 50% of the total fee.
- Cancellations must be made in writing and submitted to Emmy Kelly (ekelly@ahint.com). A refund, less a 50% cancellation fee for the cancelled space is available until August 1, 2026. After August 1, 2026 there are no refunds. All purchases after August 1, 2026 are non-refundable and non-transferrable. No refund will be due after one or more deliverables have been received.
- Exhibitors/sponsors and/or advertisers are responsible for ensuring the accuracy of all advertising content. CRLA is not responsible for grammatical, spelling, or other errors appearing in the content of published advertising.
- Advertisers assume liability for all content of published advertising and assume responsibility for all claims against CRLA resulting from their advertising.



Terms and Conditions

Cancellations and Refunds

Exhibitor and sponsor packages are non-refundable, with the exception that CRLA may cancel or postpone the Conference due to unforeseen circumstances. In the case of such unforeseen circumstances, the fees will be fully refunded to the registrant in the form of the original payment method, or the registrant may choose to apply the funds to a future exhibit or sponsorship opportunity for a future event; however, CRLA will not be responsible for other additional costs, charges or expenses, including cancellation/change fees assessed by airlines and/or travel agencies.

Use of Space

No exhibitor shall assign, sublet or share their physical exhibit space allotted with another business or firm unless approval has been obtained in writing by CRLA. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or agents in the exhibitor's display; parent or subsidiary companies excepted. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation of demonstration of an exhibitor's display, identification of such article shall be limited to the usual or regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the virtual or physical exhibit space.

Operation of Exhibits

CRLA reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the conference as a whole. This includes, but is not limited to, an exhibit which, displays or provides unsuitable material, is determined by CRLA to be objectionable to the successful conduct of the conference as a whole. All demonstrations or other promotional activities must be confined in the exhibit space.

Sales. Exhibitors are solely responsible for collecting and paying all related taxes, compliance with local laws, acquiring all necessary licenses, security of property including cash and credit cards. Aggressive solicitation of products in the exhibit space is strictly prohibited.

Contests and Lotteries. All unusual promotional activities must be approved in writing by CRLA no later than sixty (60) days prior to the opening of the exposition.

Booth Representatives. Booth representatives, including models or demonstrators, must be properly registered.

Social Activities

Any social function or special event planned by an exhibiting company, to take place during the Conference, must be pre-approved by CRLA. Exhibitors agree to withhold sponsoring functions during official conference and exposition activities, including exhibit hours, social functions, educational seminars, and any other related activity scheduled by CRLA.

Exhibitor/Sponsor Responsibilities and Liabilities

The safety of personnel and exhibit materials from theft, damage, accident, fire, or other such causes are the exhibitor/sponsor's responsibility for insuring. Exhibitors who wish to carry insurance must do so at their own expense. Neither the host property nor CRLA maintains insurance covering the exhibitor/ sponsor's property.

It is expected that the Exhibitor will comply with local, city, and state fire, safety, and health ordinances regarding the installation and operation of equipment. All measures shall be taken by exhibitor/sponsor to prevent personal injury to spectators. No flammable or hazardous materials should be used in displays.

Exhibitor/sponsor agrees not to affix items to walls, floors, or other parts of the building or furniture. An exhibitor/sponsor who does not comply with this request will be responsible for damages to the host property.

Exhibitor/sponsor is responsible and will defend CRLA and the host property and their respective employees and agents against any claims, damages, or expenses arising out of exhibitor/sponsor's use of the premises.