



## 2020 EXHIBITOR PACKAGE

On behalf of the Learning Disabilities Association of Ontario (LDAO), we are pleased to extend an invitation to you to participate as an Exhibitor at our 7<sup>th</sup> annual Educators' Institute, held on

**August 4<sup>th</sup>-5<sup>th</sup> (French) and August 18<sup>th</sup>-19<sup>th</sup> (English). Both events will be Virtual.**

The Educators' Institute, funded in part by the Ontario Ministry of Education, aims to provide current evidence-based and practice-informed strategies and resources to Ontario educators who work with students with learning disabilities, at both the classroom and school board levels.

Each of this year's two events will feature two keynote speakers, and four workshops. **English and French** events have been spilt this year, creating four days of exposure to delegates. In addition, information about exhibitors will remain listed on the LD@school and TA@l'ecole websites for a full year after the event to increase exposure. Sessions will be available in a recorded form to delegates for the full year as well, resulting in return traffic throughout the year.

LDAO has **limited exhibitor opportunities** available for the 2020 Educators' Institute. Please note that space will be granted on a first-come-first-served basis, once full payment is received.

Virtual exhibitor booths are integrated within our virtual event space. Each delegate will sign into the virtual event space in order to access presentations and livestreams. While active in the event space, delegates will be encouraged to visit each of the virtual exhibitor booths. In a virtual booth, you can highlight your services, add a video, link to your website and engage delegates with a prize draw if you wish. The limit is your creativity. Virtual booths will be available over all four days to delegates attending both the French and English language events.

We look forward to your participation as an exhibitor at LD@school's 7<sup>th</sup> annual Educators' Institute. Should you require further information, please contact me directly.

Sincerely,

Susanna Miller

Producer, Educational Content

[susannam@LDAO.ca](mailto:susannam@LDAO.ca) 416-929-4311 x 44



## INFORMATION ABOUT THE EDUCATORS' INSTITUTE

**2,000** Event Capacity combined of English and French delegates

**40 of 60**

English school boards sent delegates in 2019

**12 of 12**

French school boards sent delegates in 2019

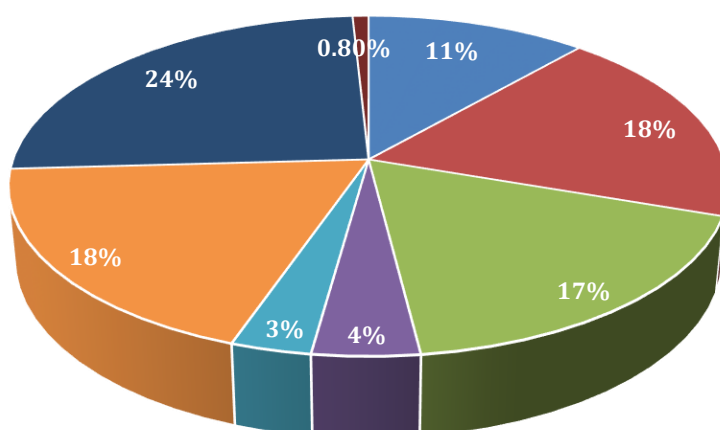
**100%**

English delegates in 2019 who said they would consider returning for the 2020 event

**90%**

French delegates in 2019 who said they would consider returning for the 2020 event

### English Participants in 2019 Included



- Roles N/A
- Elementary Teacher Or secondary teacher
- Other
- Psychologist
- School Administrator
- Special Education Consultant/Coordinator
- Special Education Resource Teacher (SERT)
- Superintendent

## EXHIBITOR INFORMATION

### Virtual Booth (Limited Availability) at \$500 + HST

Includes:

- Virtual Booth within the Virtual Event Platform
- Promotional recognition in conference materials
- Recognition as an event exhibitor on the LD@school Educators' Institute webpage
- Complimentary conference pass for 1 representative
- Ability to offer Prize Draw
- One year of brand exposure on our website and promotional materials.

### Enhance Engagement with a Prize Draw in your booth!

Delegates love our Bingo when the event happens at the Hotel. Our suggestion is you set up a prize draw for delegates on your website, linked to your virtual booth. This would require you to collect contact information, hold a draw and supply the prize(s). Our suggestion is to publish the names of winners on your website after the draw to show transparency.

Please note LDAO will not administer draws, given the virtual nature of the event.

# REGISTRATION FORM

Company name: \_\_\_\_\_

Goods/services provided: \_\_\_\_\_

Name(s) of representative(s): \_\_\_\_\_

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

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Social Media Handles: Facebook: \_\_\_\_\_

Twitter: \_\_\_\_\_

## Package selection:

X One virtual Exhibitor booth (Includes a complimentary conference pass for 1 Representative)	\$ 500.00 (plus HST)
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**Total Authorized Payment**

**\$565.00**

## Payment method:

**Credit Card** : \_\_\_\_ Visa \_\_\_\_ MasterCard

Card No. \_\_\_\_\_

Expiry Date: \_\_\_\_\_ Security Card No.: \_\_\_\_\_

Name on card \_\_\_\_\_

Authorized Signature \_\_\_\_\_

**Cheque**: Please make cheques payable to:  
*Learning Disabilities Association of Ontario*

*\*continued on page 6*

## REGISTRATION FORM (continued)

### How to submit your completed registration form:

Please mail cheque and completed registration form to:  
*Learning Disabilities Association of Ontario*  
*365 Evans Avenue, Suite 202*  
*Toronto ON, M8Z 1K2*

Completed registration forms can also be faxed to:  
*1-(416)-929-3905.*

Completed registration forms can also be emailed to:  
*SusannaM@LDAO.ca*

### I have read and understood the following:

The deadline to submit Virtual Booth information is July 24<sup>th</sup>, 2020. (See checklist below)

Exhibitor packages will be granted on a first-come-first-served basis, once full payment is received. This payment is non-refundable.

Exhibitors are responsible for completing their own registration for a conference pass, subject to availability. A registration code will be provided once the exhibitor fee has been paid in full.

Name (please print): \_\_\_\_\_

Signature: \_\_\_\_\_

Please contact Susanna Miller with any questions at  
(416) 929-4311 ext. 44 or [SusannaM@LDAO.ca](mailto:SusannaM@LDAO.ca).



# Virtual Booth Setup Requirements.

## Due NO LATER THAN July 24<sup>th</sup>

- High quality Eps or Jpg File of company Logo
- Description of company services ( 150 word Max)
- High quality photo of core products if desired.
- Links to the following ;
  - a. Website page for delegates to visit
  - b. Social media links ( Twitter, Facebook etc.)
  - c. Email of a contact person, if required
  - d. An embed link for a YouTube or other video if required.

Date Submitted to LDAO via Email

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Confirmation email received from LDAO

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Please contact Susanna Miller with any questions at  
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