

THE GOLDEN GATEWAY TO ACADEMIC INNOVATION



SPONSOR & EXHIBITOR
PROSPECTUS



CRLA 2025

58TH ANNUAL CONFERENCE
SAN FRANCISCO • NOV 12-15

WELCOME!

The College Reading and Learning Association (CRLA) is hosting our 58th Annual Conference from November 12-15, 2025, in San Francisco, California. The conference theme, “The Golden Gateway to Academic Innovation,” brings our community together to explore innovative and groundbreaking ideas that enhance learning and support students in their academic journeys. Join us in San Francisco, where you can connect with peers, share best practices, and generate ideas for enhancing student success in the evolving landscape of higher education.

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. CRLA members work in a wide range of higher education and student support network settings.

The CRLA annual conference provides exhibitors with the opportunity to meet attendees interested in learning more about products that can help improve 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 welcome you to participate in this year’s event as a sponsor or exhibitor. For additional information on this year’s annual conference, please visit the [CRLA conference website](#). We look forward to seeing you in San Francisco!



Marco Ortiz
CRLA President

Table of Contents

Welcome	1
Hotel and Travel Information	2
Sponsorship Levels	3
Event Sponsorship Opportunities	4
Exhibit Information	6

SPONSOR & EXHIBITOR PROSPECTUS

CRLA ANNUAL CONFERENCE • NOVEMBER 12-15, 2025 • SAN FRANCISCO, CA



HOTEL AND TRAVEL INFORMATION

Photo Credits:
San Francisco Travel Association

All meeting sessions will take place at **Hyatt Regency San Francisco Downtown SOMA**, located in San Francisco's art district. This upscale property offers a convenient and central location, close to popular attractions like the Moscone Center, Union Square, the San Francisco Museum of Modern Art (SFMOMA), Chinatown and Fisherman's Wharf. The hotel features a sleek, contemporary design, with spacious rooms and boasts a range of facilities.

Hotel

Hyatt Regency San Francisco Downtown SOMA
50 Third Street, San Francisco CA 94103

Check in: 3:00PM
Check out: 12:00PM

Reservations:

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

Single Occupancy: \$219
Double Occupancy: \$219
Triple Occupancy: \$244
Quadruple Occupancy: \$269

Hotel room rates are subject to an additional person per room charge for each additional person in a room. This charge is currently \$20, per person, per night.

Rates do not include applicable sales and local taxes, currently at 16.6950%, or other hotel specific fees per room per night. Complimentary internet access is provided in guest rooms and lobby spaces. Be sure to make your reservation by **Wednesday, October 20, 2025**, to secure these rates.

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

Phone Reservations: call **415 974 6400** and reference "CRLA" to gain their room block rates. Reservations must be made on or before October 20, 2025.



Parking & Transportation

The hotel is about 14 miles from San Francisco International Airport (SFO) which is a quick 30-minute trip via shuttle, rideshare, or taxi.

Valet parking with in and out privileges is available for \$79/day.

Nearby Attractions:

- San Francisco Museum of Modern Art
- Union Square
- San Francisco Cable Car Museum
- Contemporary Jewish Museum
- Salesforce Tower
- Moscone Center

SPONSOR & EXHIBITOR PROSPECTUS

CRLA ANNUAL CONFERENCE • NOVEMBER 12-15, 2025 • SAN FRANCISCO, CA



SPONSORSHIP LEVELS

Invest your resources strategically to maximize exposure before, during, and after the conference. Sponsorship levels are awarded based on your combined spend on **exhibit packages** and **sponsorship opportunities**.

*All creative is due **November 1, 2025.***

Benefits Include:

Benefits Include:	Bronze	Silver	Gold
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)		1	2
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	\$1,000	\$2,500	\$4,500+

For questions, please contact Sydney Harris at sharris@aalhe.org.



SPONSOR & EXHIBITOR PROSPECTUS

CRLA ANNUAL CONFERENCE • NOVEMBER 12-15, 2025 • SAN FRANCISCO, CA

EVENT SPONSORSHIP OPPORTUNITIES

Invest your resources strategically to maximize exposure before, during, and after the conference. Sponsorship levels are awarded based on your combined spend on **exhibit packages** and **sponsorship opportunities**.

All creative is due **November 1, 2025**.

Hospitality Suite \$500

Hospitality suites 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

General Session \$1,725

Sponsor one of our general sessions on Thursday for some additional exposure during the conference. Benefits Include:

- Logo display at the event and push notification
- Three-minute company overview presentation during sponsored session Exhibit Table

Brunch • \$1,000

Sole Sponsorship

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

- Logo display at the event and push notification
- Three-minute company overview presentation

Self-Care Room \$1,000

Sole Sponsorship

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, with prominent branding for the sponsor displayed within the room, highlighting their commitment to attendee well-being.

Coffee Break \$1,500

Three Available

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.

Welcome Reception \$4,750

Sole Sponsorship

Host the Welcome Reception on Wednesday evening of the conference. Benefits include: 300 custom designed drink tickets good for beer, soda, or wine plus the opportunity to create a signature cocktail to further highlight your company.

- Logo display at the event Push notification
- Brief company overview presentation and attendee welcome Banner ad in promotional pre-conference emails (600 x 120 pixels)

CRLA will send out pre-conference emails promoting the mobile app and encouraging attendees to sign in to create a profile. The first 300 people who set up their profile will receive a drink ticket in their badge holder. Your banner ad should promote this event and the mobile app, please work with CRLA on the content for the ad.

SPONSOR & EXHIBITOR PROSPECTUS

CRLA ANNUAL CONFERENCE • NOVEMBER 12-15, 2025 • SAN FRANCISCO, CA



EVENT SPONSORSHIP OPPORTUNITIES *Continued*

Soft-Bound Journal \$3,500

Sole 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

Sole 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

Sole 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.

Registration Marketing Opportunities \$500

This sponsorship opportunity will give your company the opportunity to leave a flier or marketing piece at a designated area provided by CRLA in the registration area at the 2025 CRLA Annual Conference and included in the conference tote. This space will be in the same area as registration.

*CRLA will manage placement and restocking the materials – you will send your pieces directly to CRLA to distribute.

Text Alerts \$500ea

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

Artisan Marketplace \$250

This sponsorship opportunity will provide space in a designated area at the conference where local artisans can showcase and sell their goods. CRLA looks forward to supporting local businesses while enhancing the conference experience for all.

Custom Sponsorships

If you are interested in building a custom sponsorship to maximize your exposure, please contact us to discuss your ideas.

Reserve Your Sponsorships Online

<https://crla.net/page/sponsors-exhibitors2025>

SPONSOR & EXHIBITOR PROSPECTUS

CRLA ANNUAL CONFERENCE • NOVEMBER 12-15, 2025 • SAN FRANCISCO, CA



EXHIBIT INFORMATION

Invest your resources strategically to maximize exposure before, during, and after the conference. Sponsorship levels are awarded based on your combined spend on **exhibit packages** and **sponsorship opportunities**.

All creative is due **November 1, 2025**.

Exhibit Table

All exhibit table reservations are due by October 15th and will be assigned on a first-come, first-served basis. Each table reservation includes one conference 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.

Early Bird

(Now - 8/31)

\$825

Standard

(9/1 - 10/15)

\$950

Shipping, Storage, and Handling

All boxes that are received by the hotel are subject to drayage/handling fees. Please use the following format for your shipping labels:

Hyatt Regency San Francisco Downtown SOMA

(Your Company/Organization)

Hotel Contact - Angelina He

CRLA Annual Conference 11/12 - 11/15

50 Third Street,

San Francisco, CA 94103

Box #1 of _____

Exhibitor Schedule

Wednesday, November 12, 2025:

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

Thursday, November 13, 2025:

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

Friday, November 14, 2025:

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

Reserve Your Booth Online

<https://crla.net/page/sponsors-exhibitors2025>

SPONSOR & EXHIBITOR PROSPECTUS

CRLA ANNUAL CONFERENCE • NOVEMBER 12-15, 2025 • SAN FRANCISCO, CA

TERMS & 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 exposition 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 exposition 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 Show, 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.

SPONSOR & EXHIBITOR PROSPECTUS

CRLA ANNUAL CONFERENCE • NOVEMBER 12-15, 2025 • SAN FRANCISCO, CA



BECOME A SPONSOR OR EXHIBITOR!

Invest your resources strategically to maximize exposure by becoming a sponsor/exhibitor for the CRLA conference by purchasing online at:
[https://crla.net/page/sponsors-exhibitors2025.](https://crla.net/page/sponsors-exhibitors2025)

THANK YOU TO OUR 2024 PARTNERS

Sponsors

- KNACK
- Upswing
- QuadC
- TEDU Learning Support System
- Link-Systems International, Inc.
- Nimbus Learning

Exhibitors

- Accuplacer
- Curio XR
- Engineerica Systems, Inc
- KNACK
- Link-Systems International, Inc.
- Nimbus Learning
- QuadC
- TEDU Learning Support Systems
- Townsend Press
- Upswing