



International **DYSLEXIA** Association®
Florida

2024

Paving the Pathway to Literacy

Partnering with Professionals and Parents

SPONSORSHIP PROPOSAL

International
DYSLEXIA
Association®
Florida

CONTACT

Lida Grillo, Treasurer of IDA-FL
1304 Dexter Drive West
Port Orange, FL 32129
(561) 288-0303
Info.FL@dyslexiaida.org

THE CONFERENCE

Overview

IDA-FL Annual Conference:

2024 Conference

Paving the Pathway to Literacy: Partnering with Professionals and Parents

In-person October 4-5, 2024.

Shared on all social media outlets, email distribution list to members.

Join us in Orlando this October for the IDA-Florida Conference 2024, an event that brings together educational professionals and parents from across the state and beyond. Orlando, a major tourist hub, is conveniently located within a 4-hour drive from Florida's largest cities, including Miami, Tampa, Jacksonville, and Tallahassee. Sponsoring the IDA-Florida Conference provides exceptional marketing opportunities, brand visibility, and community engagement. Align your brand strategically by sponsoring events such as the Friday night events, Saturday breakfast, lunch, and more! Showcase your products with exclusive placements throughout the event, physical and digital signage, on IDA-FL T-shirts, inside conference tote bags, or through conference raffles. Amplify your advertising reach through our conference program, signage, website, and social media platforms like Facebook, Instagram, YouTube, and email blasts. Take advantage of this opportunity to network with educators and parents and make a lasting impact within the community.



Celebrating 41 Years of Advocacy for Floridians and those who love them

What We Do

The International Dyslexia Association is an international organization that concerns itself with the complex issues of dyslexia. The IDA membership consists of a variety of professionals in partnership with dyslexics and their families and all others interested in The Association's mission. We believe that all individuals have the right to achieve their potential, that individual learning abilities can be strengthened and that social, educational and cultural barriers to language acquisition and use must be removed.

About IDA Florida

Over 400+ members in FL, PR, VI

Over 4K Subscribers on social media

Active on FB, Instagram, YouTube

Over 21 million people live in Florida

1 in 5 people have Dyslexia

Sponsorship



International **DYSLEXIA** Association*
Florida

2024

Paving the Pathway to Literacy

Partnering with Professionals and Parents

IDA-Florida's 2024 Conference

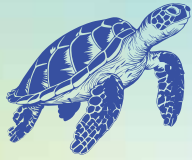
We are eager to customize our sponsorship partnerships to meet your needs! All sponsor names and logos will be prominently displayed on signage, printed materials, social media, email blasts, and the IDA-FL website. All sponsors will register on our IDA-FL website Conference page.



IDA Florida Website

Sea Turtle Level

\$500

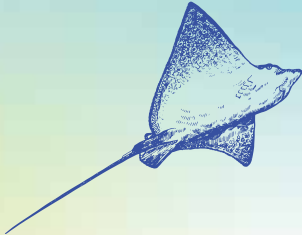


Benefits:

- Vendor Table (1) with Two (2) Vendor Badges
- Recognition in the digital conference program
- Opportunity to include promotional materials in conference bags
- Logo included in event's signage
- Social media advertisement

Manta Ray Level

\$1,000

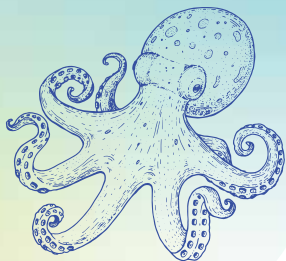


Benefits:

- All Sea Turtle Level benefits plus:
- Logo inclusion on the IDA-Florida website
- One-quarter page ad in the digital conference program

Octopus Level

\$2,500

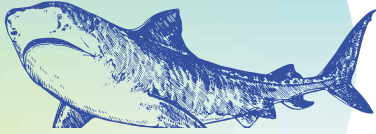


Benefits:

- All Manta Ray Level benefits plus:
- Vendor Table (2) with Four (4) Vendor Badges
- Upgrade to Half-page ad in the digital conference program

Shark Level

\$5,000



Benefits:

- All Octopus Level benefits plus:
- Logo on conference signage and banners
- Prime logo display on all event promotional materials and the IDA-Florida website
- Upgrade to Full-page ad in the conference program

Orca Level

\$7,500

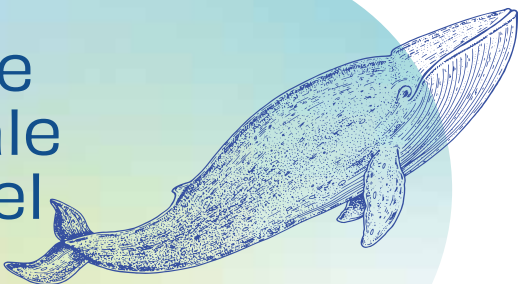


Benefits:

- All Shark Level benefits plus:
- Reserved seating at keynote sessions
- Highlight in press releases and targeted social media campaigns
- Verbal acknowledgment during keynote addresses
- Opportunity to include marketing collateral in event goody bags and on tables

Blue Whale Level

\$10,000+



Benefits:

- All Orca Level benefits plus:
- Vendor Table (3) with Six (6) Vendor Badges
- Title sponsorship of a conference session or event
- Special recognition in all press releases and media coverage
- Exclusive opportunities to interact with attendees, showcasing your commitment to literacy and education

Custom Sponsor Packages

We are committed to tailoring sponsorship opportunities that align precisely with your marketing objectives and budget.

These options include:

- Registration Desk
- 360° Photo Booth
- Friday Night Cash Bar
- Friday Keynote Speaker
- Saturday Keynote Speaker
- Saturday Breakfast
- Saturday Lunch Sponsor
- Snack Sponsor
- Hotel Welcome Swag Bag
- Day-long Coffee Station
- Conference Notebooks
- Wall Displays
- Film Screening
- Raffle Table & Bags
- Wifi Signage

	Sea Turtle \$500	Manta Ray \$1,000	Octopus \$2,500	Shark \$5,000	Orca \$7,500	Blue Whale \$10,000+
Customized Benefits						★
Reserved Seating at Keynotes					★	★
Conference Wide Signage				★	★	★
Full Page Ad				★	★	★
Half Page Ad			★			
Quarter Page Ad		★				
Vendor Table	★	★	x2	x2	x2	x3

Sponsorship Contract

Please have this information available when you make your donation as a Sponsor and/or Exhibitor.

Sponsor Name (as it will appear in printed materials):

Sponsorship Amount (Write-In or Check One):

Write in the amount being donated: \$_____

OR Check the category below:

- | | |
|--------------------------------------|------------|
| <input type="radio"/> ___ Blue Whale | \$ 10,000. |
| <input type="radio"/> ___ Orca | \$ 7,500. |
| <input type="radio"/> ___ Shark | \$ 5,000. |
| <input type="radio"/> ___ Octopus | \$ 2,500. |
| <input type="radio"/> ___ Manta Ray | \$ 1,000. |
| <input type="radio"/> ___ Sea Turtle | \$ 500. |

Note: If made in honor of someone, please specify so we may recognize the honoree.

Honoree's Name: _____

Sponsor Address: _____

City: _____ State: _____ Zip: _____

Contact Person(s): _____

Email: _____

Website: _____

Transmit Sponsor Contract with Checklist, and Donation.

*Please refer to our website for
our Policies and Procedures:
<https://FL.DyslexiaIDA.org>*



Deadline to be included in the Conference Program: 8/30/2024

Sponsorship Checklist

Please be ready with the following items as they apply to you when you visit our website.

Sponsor Name (as it will appear in printed materials): _____

___ Check (payable to: **International Dyslexia Association-Florida Branch**)

___ If donating by Check, **please mail your Check to:**

Lida Grillo, Treasurer of IDA-FL, 1304 Dexter Drive West, Port Orange, FL 32129

___ Logo submission in **PNG or** vector formats (AI, PDF, SVG, EPS)

___ Camera-Ready Ad Copy (Please refer to the Sponsor Contract and the attached SPEC SHEET for details)

___ Room(s) Reservation Confirmation

___ Conference Ticket(s) Confirmation

___ Name(s) of Exhibitor's Representative(s) who will be present

___ Contact Information of Exhibitor's Representative(s)

___ Exhibitor's Drayage Information (Please refer to the Drayage page for details)

___ Set Up Information:

___ Set-Up Exhibit Hall: October 4, 2024 from 12pm - 3:30pm*

___ Exhibit Hall Doors Open to Participants: October 4, 2024 from 4pm - 8:15pm*

___ Exhibit Hall Doors Open to Participants: October 5, 2024 from 7:15am - 3:15pm*

___ Exhibit Hall Vacated: October 5, 2024 before 9:00pm*

___ Number of Table(s) for Exhibit, within the Contract parameters

___ Number of Chair(s) needed for Exhibitor(s), per the Contract parameters

___ Electric Outlet

___ Wifi/Internet Access

___ Other: (Please specify)

Donation of Items for:

___ IDA-FL Raffle

___ IDA-FL Participant Bags

___ Please refer to the Hotel Drayage Instructions in this Sponsor/Exhibitor Booklet on page 15-16.

___ Accommodations Requested?

Questions? Please Email: info.fl@dyslexiaida.org

**Hours subject to change.*

Shipping Address:

Please refer to the attached FedEx Renaissance Sea World Orlando Shipping Instructions (two-page document).



Please scan QR code for our Eventbrite link with all relevant information and linkage.

<https://shorturl.at/prq8y>

Policies & Procedures

Accessibility and Accommodation Policy

We welcome people who are characterized by diversity, including disabilities. For questions about accessibility or to request accommodation(s), please email: treasurer.fl@dyslexiaida.org Requests should be made before August 30th, 2024, which is at least four weeks prior to the beginning of the IDA-FL 2024 Annual Conference.

Badges/Posted Names on Webinars

For security reasons, IDA-FL requires attendees to wear badges at all times during the conference.

Continuing Education Credit

Continuing Education credit will be offered at this event. IDA-FL will verify all attendance for Continuing Education sessions. Participants are expected to sign-in on designated sign-in sheets. Attendance for the duration of each session is expected. Attendance Certificates will be distributed at the end of each session following completion of post-test. Participants who do not satisfy the requirements of completion will be notified by email.

Complaints

The International Dyslexia Association – Florida Branch (IDA-FL) is committed to ensuring that any person using services provided by IDA-FL has the right to lodge a complaint and to have their concerns addressed in ways that ensure access and equity, fairness, accountability, and transparency. IDA-FL is dedicated to seeking and receiving feedback and complaints about our services, systems, practices, procedures, and complaint handling. IDA will protect the identity of people making complaints where this is practical and appropriate. Questions, concerns, and complaints should be directed via email to: **Info.FL@dyslexiaida.org**

Consent to Photograph and Record

Registration and attendance or participation at the IDA-FL Webinar and Book Study Series and its affiliated meetings and events constitutes an agreement by the registrant for IDA-FL and its affiliates to use and distribute (both now and in the future) the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities. It is agreed that any photographs, video-recordings, electronic reproductions, or audiotapes that participants take include ONLY other participants who have given the participant with a camera or recording device permission to be included in that participant's photograph, video, or audio recording, while not including anyone else in the background. IDA-FL recordings of the webinars and book study sessions will be posted on the IDA-FL website.

Policies & Procedures

Endorsement Disclaimer

The International Dyslexia Association Florida Branch (IDA-FL) is pleased to present a forum for information to benefit its constituents. It is IDA-FL's policy to not recommend or endorse any specific program, product, institution, company, or instructional material, noting there are a number of such that present the critical components of instructions as defined by IDA's Knowledge and Practice Standards for Teachers of Reading. Any program, product, institution, company, or instructional material carrying the IDA Accredited seal meets the IDA Standards. Advertisements or products in this guide, or any other conference-related material, do not necessarily reflect the views of IDA-FL or IDA.

Non-Discrimination Policy

The International Dyslexia Association Florida Branch (IDA-FL) does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.

Registration

Registration for the IDA-FL Webinar does not include any pre-conference symposia, school visits, or other ticketed events.

Solicitation

IDA-FL does not permit solicitation of any kind during the IDA-FL event except by the paid sponsors as exhibitors within the event. Solicitation by any business or person other than exhibitors is strictly prohibited. Violations will be handled by dismissing the solicitor from the event.

Please refer to our website for our Policies and Procedures:
FL.DyslexiaIDA.org

... until everyone can read.

Location



Location



Book your stay at the beautiful

Renaissance Orlando at Sea World Hotel
6677 Sea Harbor Drive
Orlando, FL 32821



*Scan QR code for special
conference pricing information
<https://shorturl.at/O8Gkv>*

Renaissance Hotel Orlando at Sea World: Room Fees Notice
for
IDA-FL Conference on October 4 & 5, 2024

Please be aware of the following fees for IDA-FL hotel rooms:

1. \$199 Room Rate per night for the IDA-FL Group when reserved on or before September 13, 2024
2. \$25 Resort Fee per night represents a 50% discount for the IDA-FL Group. These charges are separate and distinct from and in addition to the room rate and from taxes. They are paid by the person who rents the room from the hotel, valid from October 4 – 6, 2024.
3. \$18 Self-Parking Rate per day represents a 50% discount for the IDA-FL Group valid October 4-6, 2024.
4. 12.5% applicable state and local taxes.

The Resort Fee includes:

- **Daily Scheduled Shuttle Service** to Magic Kingdom, Hollywood Studios, Epcot, Animal Kingdom, Disney Springs, Universal Studios.
- Daily Enhanced **Wireless Internet in Guest Room**
- Daily **Basic Wireless Internet in Convention & Meeting Space**
- Complimentary access to **24-hour fitness center** for registered hotel guests
- One Time **Welcome Resort Beverage: two coupons per room, per day** (Beer/Wine)

The IDA-FL Room Block and its concessions will be released on Saturday, September 14 at 12:00 AM at which time these discounts no longer apply.

Questions? Call the Renaissance Orlando at SeaWorld Hotel.



encore

EVENTS THAT TRANSFORM

Need power, internet or other AV services for your booth?

Use the QR Code to go directly to the show page for **IDA Florida Conference 2024**
or go to <https://eventnow.encoreglobal.com/> and look for the show to order.



Power and internet can be ordered up until setup day. Ordering ahead of time is encouraged to avoid setup delays.

All other services and equipment need to be ordered by **10/4/2024**. Only power and internet will be available to order after that date.

Any questions? Please email RenaissanceOrlandoSales@encoreglobal.com.

Thank you!



Renaissance Sea World Orlando Shipping Instructions

Preparing Your Shipment

FedEx Office is committed to providing you with an outstanding experience during your stay. All guest and event packages being shipped to the property must follow the address label standards (illustrated below) to prevent package routing delays. Please schedule your shipment(s) to arrive four days prior to the event start date to avoid additional storage fees. Use the name of the recipient who will be on-site to receive and sign for the package(s). Please do not address shipments using property employee names unless the items are specifically for their use (e.g., hotel specifications, rooming lists or signed documents); this includes arranging for deliveries to all areas on the property.

If a package has not been picked up by the recipient and no contact information is provided, the package will be returned to the sender, who will be responsible for all additional shipping fees. For more information on package retention, the Return to Sender process, or to schedule package deliveries, please contact the FedEx Office business center at 407.226.0305. Package deliveries should only be scheduled after the recipient has completed the check-in process.

Package Labeling Standards and FedEx Office Contact

(Guest Name) (Guest Cell Number)
c/o FedEx Office at Renaissance Sea World Orlando
6677 Sea Harbor Dr
Orlando, FL 32821
(Convention / Conference / Group / Event Name)
Box ____ of ____

FedEx Office Business Center

Renaissance Sea World Orlando
6677 Sea Harbor Dr
Orlando, FL 32821

Phone: 407.226.2113
Fax: 407.226.2935

Email: USA5039@FedEx.com

Operating Hours

Mon.–Fri.: 7:00 a.m. - 6:00 p.m.

Saturday: 9:00 a.m. - 4:00 p.m.

Sunday: 10:00 a.m. - 3:00 p.m.

Shipments With Special Requirements

Meeting and event planners, exhibitors and attendees are encouraged to contact FedEx Office with any specific questions in advance of shipping their items. If you have any special needs (e.g., refrigeration requirements, after-hours delivery requests or changes to your meeting dates or rooms), please work directly with your Event Manager, who will communicate these needs to FedEx Office in advance of your event.

On-Site Package Delivery

In most cases, FedEx Office will complete delivery or pickup of packages within the conference and meeting rooms, lobby area and guest suites, but please consult with a FedEx Office team member for specific delivery limitations that may exist. In cases where a drayage company or a meeting decorator is used, FedEx Office team members will work closely with those vendors for proper package routing and release items directly to those vendors if they are on the property when the shipments arrive. Any decorator or drayage packages requiring overnight storage by FedEx Office will be assessed a handling fee. If your meeting/event is being handled by a drayage company or decorator, please ensure your shipments are being sent directly to the drayage company's or decorator's specified address. Items that require extra handling, such as pallet/crate breakdown or build up, multiple pickup or delivery points, or collecting or disposing of packaging materials, will be assessed an additional fee of \$70.00 per hour with a minimum of \$35.00 for 30 minutes. This fee will be assessed for each FedEx Office team member dedicated to perform these additional services. Please note that FedEx Office team members cannot lend out any moving equipment, which includes pallet jacks, dollies and flatbed carts.

Package Delivery to Guest Suites/Meeting Rooms

In most cases, FedEx Office will complete delivery or pickup of packages to guest suites, but please consult with a FedEx Office team member for any specific delivery limitations that may exist. FedEx Office is not authorized to leave packages unattended in guest suites and/or meeting rooms. A guest with authorization to sign for the delivery and approve any charges for handling and delivery fees must be present in guest rooms and/or meeting rooms.



Shipping Instructions

Upon Your Arrival

Packages will be available for pickup at the FedEx Office business center; a handling fee will apply. Packages, pallets, crates, display cases and other heavier items may be scheduled for delivery by contacting our staff at **407.226.0305** a delivery fee will apply. Package deliveries should only be scheduled after the recipient has completed the check-in process. In order to maintain the proper chain of custody, FedEx Office requires the package recipient's signature before a package can be released from FedEx Office. Release signatures are captured at the time of package pickup or package delivery to the recipient.

Upon Your Departure

FedEx Office offers pack and ship services and packaging supplies, such as boxes, tape, etc., which are also available for purchase at the FedEx Office business center. All outbound packages must have a completed carrier airbill affixed to each package. FedEx Express® shipping boxes and airbill forms are available and are complimentary. Outbound packages and freight to be picked up by a third-party courier should be coordinated directly with those vendors, and communication should be sent to FedEx Office indicating when those items will be picked up. FedEx Office will not make arrangements for freight or third-party courier transportation and/or pickup. Outbound handling fees will be applied to all packages and freight, regardless of carrier, in addition to shipping/transportation fees.

Package Handling and Storage Fees

Package weight	Package pickup or dropoff by guest	Package pickup or delivery by FedEx Office
Envelopes up to 1.0 lb.	\$4.00	\$7.00
0.0–1.0 lb.	\$4.00	\$7.00
1.1–10.0 lbs.	\$10.00	\$15.00
10.1–20.0 lbs.	\$15.00	\$20.00
20.1–30.0 lbs.	\$25.00	\$30.00
30.1–40.0 lbs.	\$30.00	\$36.00
40.1–50.0 lbs.	\$35.00	\$42.00
50.1–60.0 lbs.	\$40.00	\$50.00
60.1–150.0 lbs.	\$55.00	\$66.00
Pallets & crates*	–	\$250.00 or \$0.80/lb. > 312 lbs.

Package weights will be rounded up to the nearest pound.

*For inbound/outbound pallets or crates, the receiving and delivery charges are consolidated into a single fee of \$250.00 or \$0.80/lb. > 312 lbs., which is applied to each pallet/crate handled.

Package weight	Storage fee after 5 days
Envelopes up to 1.0 lb.	No charge
0.0–10.0 lbs.	\$5.00
10.1–30.0 lbs.	\$10.00
30.1–60.0 lbs.	\$15.00
60.1–150.0 lbs.	\$25.00
Pallets & crates	\$50.00
Over 6.5' in size	\$25.00

A one-time package storage fee will apply to each package received and stored for more than five (5) calendar days. Items measuring over 6.5 feet in size are considered oversize and will be assessed an additional oversize fee if stored for more than five (5) calendar days.

Additional Services

Items that require extra handling, such as pallet/crate breakdown or build up, multiple pickup or delivery points, or collecting and disposing of packaging materials, will be assessed an additional fee of \$70.00 per hour with a minimum of \$35.00 for 30 minutes. This fee will be assessed for each FedEx Office team member dedicated to perform these additional services. Please note that FedEx Office team members cannot lend out any moving equipment, which includes pallet jacks, dollies, and flatbed carts.

Terms and Conditions


Receiving, delivery and storage charges are payable at the time of delivery. Recipient may be required to present government-issued photo identification and sign for delivery. Shipper must comply with all applicable local, state and federal laws, including those governing packing, marking, labeling and shipping. **OBTAIN FIRE, CASUALTY AND ALL OTHER INSURANCE ON PACKAGE CONTENTS PRIOR TO SHIPPING.** Neither the Property nor FedEx Office and Print Services, Inc. provide such insurance. Neither the Property nor FedEx Office and Print Services, Inc. nor the employees, agents or contractors of either firm will be liable for any damages, whether direct or indirect damages, relating to or arising out of any loss or damage to any package or its contents, unless a package is lost after receipt on the Property, in which case such liability shall be limited to the lesser of \$100 or the liability of the carrier indicated above. By sending your package to the Property, you agree to be bound by any additional terms and conditions that the Property or FedEx Office and Print Services, Inc. may establish from time to time for receiving and delivering of packages.

Registration and Payment for Sponsors and Exhibitors

Thank you for your conference sponsorship to the International Dyslexia Association, Florida Branch for Paving the Pathway to Literacy: Partnering with Professionals and Parents.

Please register for your sponsorship level on [Eventbrite](#).

Payment can be made through the following methods listed in order of preference.

Venmo	IDA- FL Branch @ Lidagrillo
Zelle	<p style="text-align: center;">Send Money with Zelle® Scan in your banking app to pay</p> <p style="text-align: center;">ID</p> <p style="text-align: center;">International Dyslexia Assoc Florida l***o@gmail.com</p>  <p style="text-align: center;">zelle®</p> <p>Or use the email address for lidagrillo@gmail.com to access the International Dyslexia Association Florida.</p>
Check Payment	<p>May check payment to the International Dyslexia Association, Florida Branch.</p> <p>Mail to: Lida Grillo 1304 Dexter Drive West Port Orange, FL 32129</p>
PayPal	<p>Pay through the Donation button on our IDA- FL website. Use the link below.</p> <p>Donate to Our Branch - IDA Florida (dyslexiaida.org)</p>