EXHIBITOR & SPONSOR PROSPECTUS



MRA 56th Annual Conference

March 4 - 5, 2027

Pre-Conference March 3rd

Boston Mariott Newton
2345 Commonwealth Avenue, Newton, MA 02466
info@massreading.org
www.massreading.org

MRA 2027 SPONSORSHIP LEVELS

We invite you to explore the sponsorship opportunities available at our 56th Annual Conference. Enjoy venue-wide recognition, generate exposure, and put your brand in front of your target audience.

PLATINUM SPONSOR BENEFITS - $5,000 + Keynote Speaker Sponsorship or $10,000 ($11,100 value)

- Sponsorship offsets honorarium and expenses for Keynote presenters. Your company will be listed in the *Thank You to our Sponsors* Page in the Conference Program Book and announced at the beginning of the presenter's session.
- Credit for Sponsorship of event listed below up to $2,000 (MRA Café or Buffet Lunch)
- Prominent placement of your Platinum level sponsorship on all marketing materials, email marketing & social media posts, and special recognition on the conference online registration site.
- Three 6-foot tables draped, with power source and Wi-Fi in the Exhibit Hall
- Complimentary conference registrations for 5 company representatives, $25 each additional
- Company logo on app listing with live link to your website, your contact information, and to documents and videos clips that you can upload
- App Banner Ad
- Conference Bag insert
- Full page ad: Online *MRA Beacon* Journal (12/26), Conference Program Book (3/27), and online *MRA Today* (6/27)

GOLD SPONSOR BENEFITS - $5,000 ($6,000 value)

- Credit for Sponsorship of event listed below up to $1,500 (MRA Café or Buffet Lunch)
- Prominent placement of your Gold level sponsorship on all marketing materials, email marketing & social media posts, special recognition on the conference online registration site, and listed on *Thank You to our Sponsors* Page in the Conference Program
- Three 6-foot tables draped, with power source and Wi-Fi in the Exhibit Hall
- Complimentary conference registrations for 4 company representatives, $25 each additional
- Company logo on app listing with live link to your website, your contact information, and to documents and videos clips that you can upload
- App Banner Ad
- Conference Bag insert
- Full page ad: Online *MRA Beacon* Journal (12/26), Conference Program Book (3/27), and online *MRA Today* (6/27)

SILVER SPONSOR BENEFITS - $2,500 ($3,400 value)

- Prominent placement of your Silver level sponsorship on all marketing materials, email marketing & social media posts, special recognition on the conference online registration site, and listed on *Thank You to our Sponsors* Page in the Conference Program
- Two 6-foot tables draped, with power source and Wi-Fi in the Exhibit Hall
- Complimentary conference registrations for 3 company representatives, $25 each additional
- Company logo on app listing with live link to your website, your contact information, and to documents and videos clips that you can upload
- Conference Bag insert
- Half page ad: Full page ad: Online *MRA Beacon* Journal (12/26), Conference Program Book (3/27), and online *MRA Today* (6/27)

BRONZE SPONSOR BENEFITS - $1,700 ($2,500 value)

- Placement of your Bronze level sponsorship on all marketing materials, email marketing & social media posts, special recognition on the conference online registration site, and listed on *Thank You to our Sponsors* Page in the Conference Program
- Two 6-foot tables draped, with power source and Wi-Fi in the Exhibit Hall
- Complimentary conference registrations for 2 company representatives, $25 each additional
- Company logo on app listing with live link to your website, your contact information, and to documents and videos clips that you can upload

MRA 2027 SPONSORSHIP OPPORTUNITIES

CONFERENCE EVENTS AND OTHER OPPORTUNITIES:

MRA Café Breakfast $500
Assortment of House Made Muffins, Croissants, Fruit Filled Danish, Coffee, and Tea for conference attendees during the morning Keynote Thursday and/or Friday.

President's Reception $400
This cocktail party will be held Wednesday evening for about 40 people. The MRA President thanks officers and the conference Committee who have worked all year. Sponsors would be able to say a few words about their products, socialize, and be recognized on all promotional material.

Thursday or Friday Buffet Luncheon with Speaker $500
Speakers have been secured. A Luncheon Sponsor would be offsetting food costs and would be able to say a few words about their products, provide a flyer, book, or packet at each seat, and be recognized on all promotional material. Multiple sponsorships available.

Conference Attendee Bag Inserts $500
Your brochure or flyer will be placed in conference bags so that each attendee will receive one.

After Hours Literacy Trivia night with Educator and Comedian Anna Kowal $200
There will be a cash bar, Light Bites, and trivia emceed by educator and comedian Anna Kowal of Bored Teachers fame. Sponsors can form their own team and can chat with participants in a more intimate setting during this social competition that is meant to be fun and entertaining.

CONFERENCE MOBILE APP:

Splash Page $800
Only one available. Your company logo will be featured on the home page of the app. Example below. We will be in touch and work with you to combine the MRA Conference logo and yours.

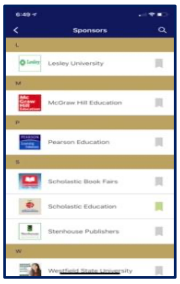
Banner Ad $400
Six available. This features a scrolling banner with your company logo, a live link to your profile, contact information, and a sponsor listing with logo in the app. Example below. Full Color jpg or png rectangle image (640 x 300 pixels)



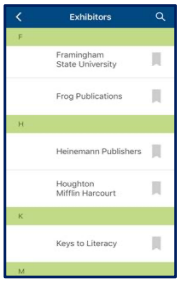
Splash Page



Banner Ad



Sponsor Listing



Exhibitor Listing

CONFERENCE PROGRAM BOOK, ONLINE *MRA BEACON* JOURNAL, and ONLINE *MRA TODAY* ADVERTISING:

Inside Front Cover Conference Program Book, online *MRA Beacon* Journal (Published December 2025)**, and *MRA Today*** (Published June 2026) **. $800**

Only one available. Full page ad (8 ½" x 11" portrait/vertical, Conference Book: black and white or gray scale; Online *MRA Beacon* Journal (formerly the *Primer)* and *MRA Today: full color)*

Inside Back Cover Conference Program Book, online *MRA Beacon* Journal (Published December 2025)**, and *MRA Today*** (Published June 2026) **. $800**

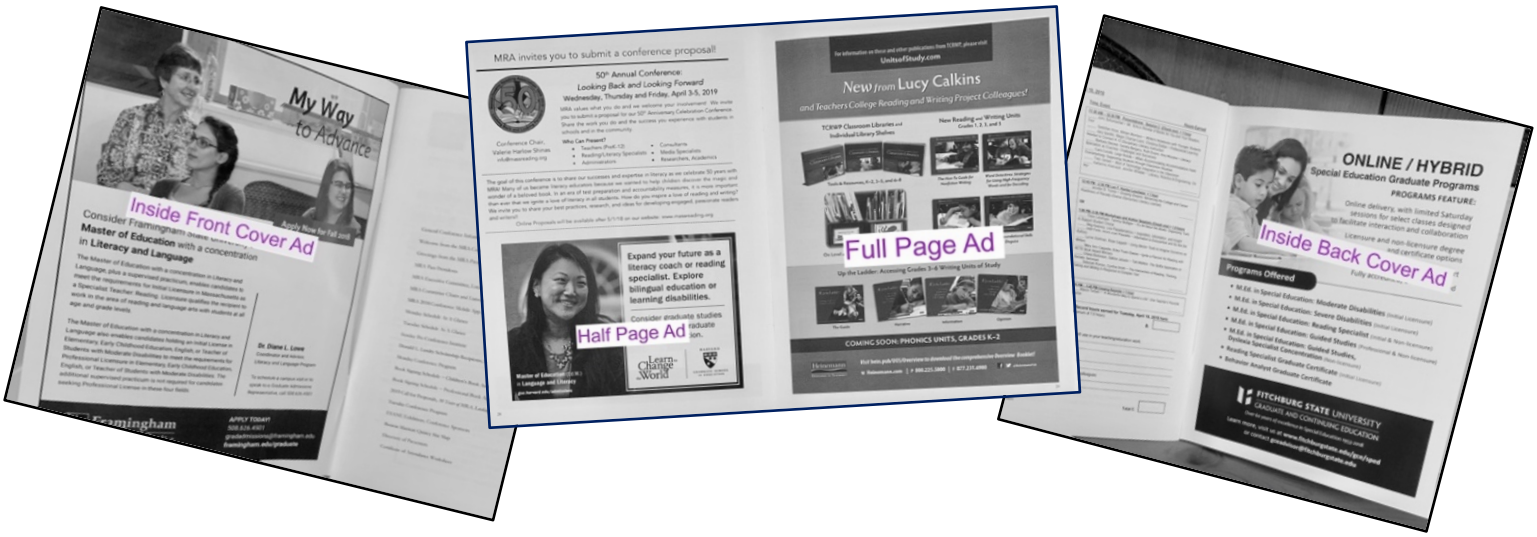
Only one available. Full page ad (8 ½" x 11" portrait/vertical, Conference Book: black and white or gray scale; Online *MRA Beacon* Journal (formerly the *Primer)* and *MRA Today: full color)*

Full Page Conference Program Book, online *MRA Beacon* Journal (Published December 2025)**, and *MRA Today*** (Published June 2026) **. $700**

Full page ad (8 ½" x 11" portrait/vertical, Conference Book: black and white or gray scale; Online *MRA Beacon* Journal (formerly the *Primer)* and *MRA Today: full color)*

Half Page Conference Program Book, online *MRA Beacon* Journal (Published December 2025)**, and *MRA Today*** (Published June 2026) **. $500**

Half page ad (5 ½" x 8 ½" landscape/horizontal, Conference Book: black and white or gray scale; Online *MRA Beacon* Journal (formerly the *Primer)* and *MRA Today: full color)*



Please contact Nancy Meagher, Holly Banusiewicz or Kim Kelley at *info@massreading.org* or by phone at (508) 364-5544 if you have any questions.

EXHIBITOR OPPORTUNITIES

Join MRA as an exhibitor at our 56th Annual Conference, where you will find ample networking opportunities with attendees and the ability to showcase your products and services. More than 600 teachers, literacy specialists, coaches, administrators, and other educators are expected to attend. Dedicated times will be set aside for attendees to visit exhibitors.

EXHIBITOR TABLE INCLUDES:

One 6' x 30" draped table, two chairs, electricity, and Wi-Fi are included. We will be using the mobile app so you will be listed as an Exhibitor. Attendees will have easy access to your profile, website, and contact information. Opportunities to sponsor the app are available. This also includes complimentary Conference Registration for one representative per table, depending upon your sponsorship level. The Boston Marriott Newton Hotel is available for sponsors and exhibitors from Wednesday, March 3 to Friday, March 5, 2027, at Conference Discounted Rates ($169/night plus tax). A link will be posted on the Conference Registration website which will be live by 12/10/26. Please see the floor map below to determine your choice of table locations.

Sponsor Listing on the App: *Full Color jpg or png square image (300 x 300 pixels)*

FEES:

Table in Salons A, B, C, or Main Hallways	**$750**/table

SET UP:

Wednesday, March 3rd	2:00 PM to 8:00 PM

EXHIBIT HOURS:

Thursday, March 4th	8:00 AM to 5:30 PM
Friday, March 5th	8:30 AM to 2:30 PM

BREAKDOWN:

Friday, March 5th	After 2:30 PM

REFUND POLICY: A full refund will be granted if a written request is received by December 10, 2026. If the request is received after December 10th but before January 10, 2027, one half of the fee paid will be refunded. No refunds will be granted after January 10, 2027

