EXHIBITOR & SPONSOR PROSPECTUS



MRA 55th Annual Conference

April 9 - 10, 2026

Pre-Conference April 8th

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

MRA 2026 SPONSORSHIP LEVELS

We invite you to explore the sponsorship opportunities available at our 55th Annual Conference. Enjoy venue-wide recognition, generate exposure, and put your brand in front of your target audience.

PLATINUM SPONSOR BENEFITS - $10,000 ($11,600 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.
- **Three Lead Capture Licenses**
- 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.
- Splash Page: your company logo on the app landing page
- App Banner Ad and Conference Bag insert
- Company logo on app listing with live link to your website, your contact information, and to documents and videos clips that you can upload
- Three 6-foot tables draped, with power source and Wi-Fi in the Exhibit Hall
- Complimentary conference registrations for company representatives
- Full page ad in the Conference Program Book, and online *MRA Beacon* Journal, and *MRA Today*

GOLD SPONSOR BENEFITS - $5,000 ($5,600 value)

- Sponsorship of event listed below up to $1,500
- **Two Lead Capture Licenses**
- 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
- Conference Bag insert
- Company logo on app listing with live link to your website, your contact information, and to documents and videos clips that you can upload
- Three 6-foot tables draped, with power source and Wi-Fi in the Exhibit Hall
- Complimentary conference registrations for company representatives
- Full page ad in the Conference Program Book, and online *MRA Beacon* Journal, and *MRA Today*

SILVER SPONSOR BENEFITS - $2,500 ($3,100 value)

- **Two Lead Capture Licenses**
- 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
- Conference Bag insert
- Company logo on app listing with live link to your website, your contact information, and to documents and videos clips that you can upload
- Two 6-foot tables draped, with power source and Wi-Fi in the Exhibit Hall
- Complimentary conference registrations for company representatives
- Half page ad in the Conference Program Book, and online *MRA Beacon* Journal, and *MRA Today*

BRONZE SPONSOR BENEFITS - $1,600 ($1,900 value)

- **One Lead Capture License**
- 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
- Company logo on app listing with live link to your website, your contact information, and to documents and videos clips that you can upload
- Two 6-foot tables draped, with power source and Wi-Fi in the Exhibit Hall
- Complimentary conference registration for company representatives

MRA 2026 SPONSORSHIP OPPORTUNITIES

CONFERENCE EVENTS AND OTHER OPPORTUNITIES:

MRA Café Breakfast . . . . . $500-$3,000
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 Dinner . . . . . $1,500-$3,000
This event is held Wednesday evening for about 40 people. The MRA President thanks officers and the conference Committee who have worked all year. A sponsor 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.

Thursday or Friday Luncheon with Speaker $3,000
Speakers have been secured. This is independent of a speaker sponsorship. 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.

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

Pre-conference Welcome Reception $1,000
This event is held Wednesday evening at no additional charge to all pre-conference attendees. Beer, wine, and appetizers will be provided as a nighttime social gathering.

After Hours Reception Waterfront Pavilion $500
This is an add-on to the Exhibitor Tables and limited to six sponsors. A table with Wi-Fi in the Waterfront Pavilion during our Thursday night after-hours event will be provided. There will be an open bar, Light Bites, and music. Sponsors will have the opportunity to chat with attendees during a social gathering that is meant to be fun and entertaining. If you purchase this option we have one requirement: You must bring a fun game for attendees to play at your table (area). This could include a cornhole board, ring toss, big connect four, or other fun games! Attendees will enjoy a lively environment to socialize and also connect with you in an intimate setting.

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.

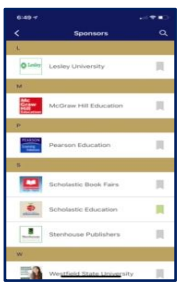
Banner Ad $400
Six available. This features a scrolling banner with your company logo, a live link to your profile, contact information, and a sponsor listing with logo in the app. Example below. Full Color jpg or png rectangle image (640 x 300 pixels)



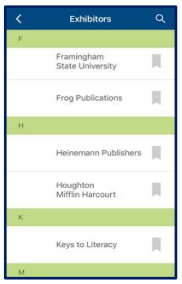
Splash Page



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**

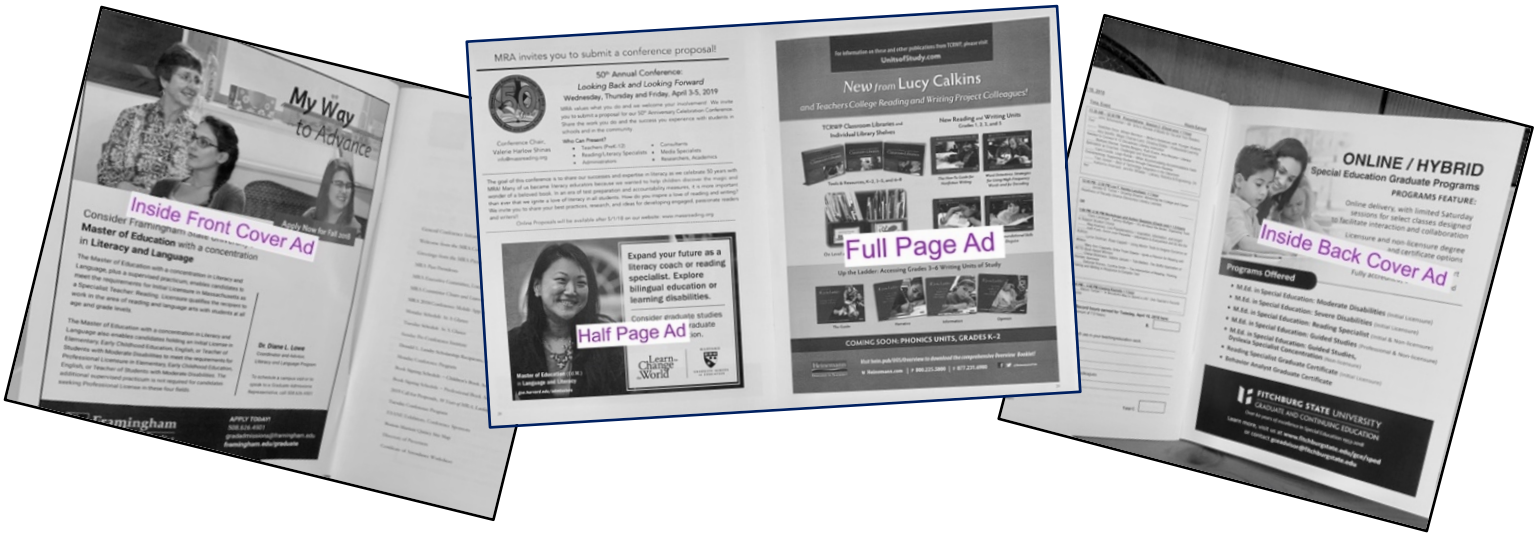
Only one available. Full page ad (8 ½" x 11" portrait/vertical, Conference Book: black and white or gray scale; Online *MRA Beacon* Journal (formerly the *Primer)* and *MRA Today: full color)*

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 55th Annual Conference, where you will find ample networking opportunities with attendees and the ability to showcase your products and services. More than 900 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 fee for representatives who attend the conference. The Boston Marriott Newton Hotel is available for sponsors and exhibitors from Wednesday, April 8 to Friday, April 10, 2026, at Conference Discounted Rates ($189/night). A link will be posted on the Conference Registration website which will be live by 12/15/25. 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
Table with one Lead Capture License	**$875**/table and license

SET UP:

Wednesday, April 8th	2:00 PM to 8:00 PM

EXHIBIT HOURS:

Thursday, April 9th	8:00 AM to 4:30 PM
Friday, April 10th	8:30 AM to 2:30 PM

BREAKDOWN:

Friday, April 10th	After 2:30 PM

REFUND POLICY: A full refund will be granted if a written request is received by November 1, 2025. If the request is received after November 1st but before December 15, 2025, one half of the fee paid will be refunded. No refunds will be granted after December 15, 2025.

Marriott Lobby Level Floor Map

