

MULTILINGUAL  
ILLINOIS  
2024  
CONFERENCE  
IN CONJUNCTION WITH  
EVERY STUDENT  
SUCCEEDS ACT  
(ESSA)

SPONSORSHIP  
PACKET



# Greetings

## Read the Letter from Supt. Tony Sanders

Dear Colleague,

On behalf of the Illinois Resource Center and our organizing partners, the Illinois State Board of Education, the Illinois Principals Association and the Illinois Association of Multilingual Multicultural Education, thank you for your interest in the Multilingual Illinois Statewide Conference in conjunction with ESSA. Our supporters are instrumental in making this conference one of the most productive and energizing educational convenings in Illinois and beyond. It is with great excitement that we are moving into plans for the December 2024 conference, and want to share some upcoming changes that we believe will help you and your organization make an even greater impression on participating school districts.

We are expanding the footprint of the conference in more ways than one. The 2024 conference will be held at the beautiful, modern Tinley Park Convention Center, accommodating our growing participant base and providing a more convenient location for districts statewide. We will continue our practice of maximizing the interaction of attendees and sponsors, with hallway exhibit space and opportunities within the expanded program for publishers, digital service providers, curriculum developers, technology infrastructure providers and instructors, and other exhibitors to express their ideas, introduce new materials and participate in this extended discussion of ways to improve teaching and learning. Our registrants will be focused on improved student achievement and, because of continuing state board priorities, have the resources they need to act and will be seeking partners like you to help them achieve their goals.

We are also returning to our pre-pandemic schedule, adding an additional fourth day, running December 10-13. An additional day of dynamic programming will mean even more content focused on ESSA (Every Student Succeeds Act), meaning a larger engaged audience of teachers and administrators from involved school districts. At the same time, we will maintain our full content related to bilingual and ESL teaching and learning. We expect as many as 2,500 educators, ISBE leaders, legislators and other stakeholders to attend this enriched event.

In the near future, you will be receiving additional information about sponsorships and exhibit space. If you plan to become a sponsor and/or exhibitor, I would strongly recommend that you complete the registration process as soon as possible. We anticipate increased participation by publisher representatives as well as other educational vendors and support service entities.

Thank you for your consideration, and we look forward to seeing you in Tinley Park this December.

**SINCERELY,**  
**THE STAFF OF THE ILLINOIS RESOURCE CENTER**

# An Upgraded Experience



## Expanded programming

In December 2023, we brought together more than 1,500 participants.

This year, a full additional day of programming will be added, bringing even more enriching content to conference participants, with an emphasis on more presentations focused on the Every Student Succeeds Act (ESSA).

Conference guests can experience hundreds of presentations on the most relevant topics in their field, and hear from our expertly curated featured speakers:

- Dr. Monica Burns, Curriculum & EdTech Consultant
- Dr. Carla España, founder of the En Comunidad Collective
- Dr. Sara Vogel, education researcher focused on literacy and computer science
- Dr. Jill Siler, director of the Texas Association of School Administrators (TASA)
- Dr. Cheryl Watkins, award-winning education professional and author



At the 2023 MultilingualIL/ESSA conference, from left to right, Christine Paxson, ISBE, School District Improvement; Tammee Petersen, Beardstown CUSD 15; Tony Sanders, State Superintendent; Devon Hawks and Sandra Wilson, Peoria Public Schools 150



## A new venue

In 2024, the Multilingual Illinois/ESSA conference will move to the state-of-the-art Tinley Park Convention Center.

This new location features a larger space footprint to maximize conference traffic and potential partner impressions.

The new location is also in closer proximity and more convenient for districts across the state, which we anticipate leading to a larger and more geographically diverse crowd.

# Sponsorship Offerings



## PROGRAM ADVERTISER

- Quarter-Page Ad - \$150
- Half-Page Ad - \$200
- Full-Page Ad - \$300

## EXHIBITOR\* - \$700 EXHIBIT TIMES: 8AM - 4PM

\*Exhibitors who wish to attend the luncheon must register as conference attendees.

- 6-foot skirted table and two chairs
- Company name and logo listed in event program distributed to all conference attendees
- Company name and logo featured on conference website

## BRONZE - \$1,500

All noted benefits of the Exhibitor level, PLUS:

- 2 complimentary conference registrations (lunch included)
- Company name and logo featured on signage throughout the event
- Company mentioned on IRC social media, newsletters & digital promotion
- Company will receive quarter-page ad in event program distributed to all attendees
- A list of conference attendees and districts ("Opt-Ins" only)

**Exhibits and Sponsorship deadline is November 1, 2024!  
Please note that space is limited and offered on a first-come,  
first-served basis.**

# Sponsorship Offerings



## SILVER - \$2,500

All noted benefits of the Bronze level, PLUS:

- Company will receive half-page ad in event program distributed to all attendees
- Company exhibitor booth will be placed in a premium, high-traffic location
- Company will receive ad in an IRC newsletter or eblast promoting the Multilingual Illinois conference
- Company will be mentioned from the stage during key sessions

## GOLD - \$3,500

All the noted benefits of the Silver Level, PLUS:

- Company name and logo will be prominently displayed on event signage
- Company will be thanked by name during general sessions
- Opportunity to present one session during the conference
- Opportunity to include a promotional item in swag bag distributed to participants

## PLATINUM - \$5,000 (Limited to 9, 3 per day)

All the noted benefits of the Gold Level, PLUS:

- A two-minute speaking spot during one of the three conference luncheon addresses

"Great day of learning—useful & relevant tools & strategies."

—Richelle, EL Teacher

# Contact Us



Thank you for your time and consideration. We want to showcase your brand at its best and are here to help you make the marketing choice that best fits your needs. If you have any questions, please contact Yvonne Baginski at [ybaginski@cntrmail.org](mailto:ybaginski@cntrmail.org).

We look forward to connecting with you and putting you in the spotlight at the 2024 Multilingual Illinois/ESSA Conference!

Sincerely,

Josie Yanguas, Director Illinois Resource Center

Yvonne Baginski, Exhibitor Coordinator, [ybaginski@cntrmail.org](mailto:ybaginski@cntrmail.org)



## 2024 Statewide Conference

for educators serving linguistically and culturally diverse students  
in collaboration with Every Student Succeeds Act

**December 10-13, 2024**

Tinley Park Convention Center

