

2020 SPONSOR OPPORTUNITIES

Indiana Library Federation leads, educates, and advocates to advance library services for the benefit of Indiana residents.



ABOUT ILF

Indiana Library Federation and the Pandemic

The pandemic and events of 2020 demand a new approach. Indiana Library Federation (ILF) stepped up to help libraries *plan from facility closure to phasing in services safely*. From March to May, ILF convened daily meetings with sectors of the library community, helped libraries respond to emerging needs, and are working to re-imagine library services in the *new normal*. [Review video message from early May](#), our COVID-19 Resources, including [Wi-Fi Map](#), and Public Library [Reopen Map](#).

ILF and the library vendor community share a common goal: ***we want libraries to thrive into the future***. We understand that we have an interdependent relationship with library vendors. We invite you to consider exhibiting and sponsoring our events and activities.

The Exhibit Booth and Beyond

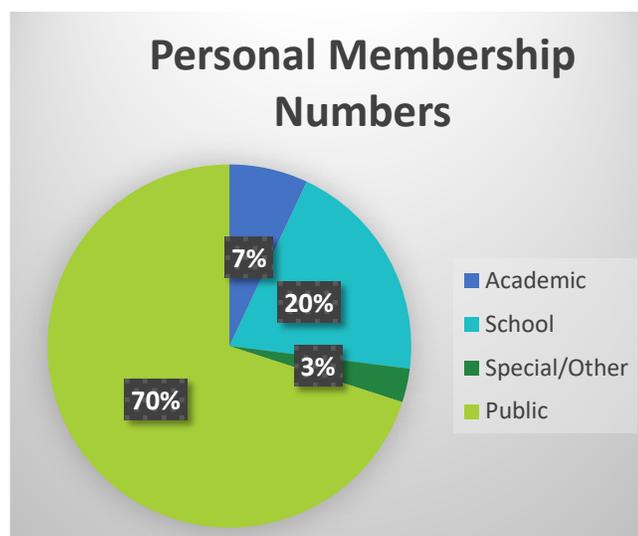
As of June 2020, **we ARE MOVING FORWARD on in-person events in the second half of 2020**. We worked with convention center and hotel venues for safe events. See our [safety statement and FAQs](#).

As we think about the *new normal*, we identified ways to provide information about our regular conference exhibitors to the Indiana library community throughout the year—on our website, in our newsletters, and through virtual meetings in addition to our in-person events. Consider how we may best help you reach the decision makers in Indiana libraries.

Please contact us to discuss possible sponsor opportunities. Lucinda Nord, executive director, may be reached directly at exec@ifonline.org or 317-257-2040 x 101.



ABOUT ILF



Indiana Library Federation (ILF) is the statewide nonprofit organization of all library types: academic, public, school, special, and library supporters. It is the largest organization of its kind in Indiana, with a combined 2,000 personal, institutional, library trustee, and business affiliate contributing members.

Visit www.ifonline.org to view our activities.

2020 Sponsor Opportunities

In-person events

Youth Services Conference Aug. 16-17 at Embassy Suites in Plainfield (only 5 booths remain; sponsorships range from \$250 to \$1,000, in addition to a booth)

Legislative Fall Forum Oct. 6 held through hybrid of regionally in-person and Zoom (sponsorships available and range from \$2,500 to \$10,000)

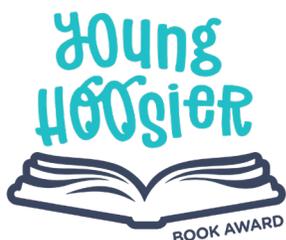
Annual Conference Nov. 16-18 at Grand Wayne Center in Ft. Wayne, featuring Genealogy and Management Pre-conferences. Sponsorships range from \$300-\$10,000 in addition to the booth. Consider sponsoring:

- o Pre-Conference
- o Coffee and Snack Breaks
- o Awards and Honors Banquet
- o Keynotes
- o Author Signings
- o Conference App
- o Book Awards Luncheon
- o Evening Social (trivia; TBD in 2020)
- o ILF Branded and Sponsor Co-branded Items (clipboard, face mask, posters, water bottles, bags, hand sanitizer; varies)

Virtual Events

ILF convenes regular educational, networking, and informational virtual meetings on a range of topics, targeting different audiences in the library community. Our key library partners may be considered to sponsor certain virtual events (in progress).

ILF Awards



Join ILF in advancing our new book award brand. We invite sponsors of book list promotions, including signs, posters, bookmarks, spine labels, and promotional items for the book awards. These sponsorships may be cash or in-kind (printing, promotional products) and range from \$750 to \$10,000.

Awards – Support the [awards program](#) honoring librarians, libraries, and supporters with cash or in-kind sponsorship of \$750 to \$5,000.

Scholarships – Promote librarianship and continuing education by funding a scholarship, \$250 to \$2,500 each.

- Provide a scholarship that pays the conference registration for one or more attendees.
- Support one of the existing [ILF academic scholarships](#).
- Support a new diversity scholarship to recruit People of Color into librarianship.



2020 Exhibitor, Sponsorship, and Partnership Details

Exhibitor Booths

Youth Services Conference Aug. 16-17 at Embassy Suites in Plainfield (only 5 tables remain; \$350; [register here](#))

Annual Conference Nov. 16-18 at Grand Wayne Center in Ft. Wayne, featuring Genealogy and Management Pre-conferences (\$775 per 10 x 10 ft booth, with electricity; [register here](#))

All paid Exhibitors will be listed with logos in the printed and online programs, at least 45 days in advance of conference.

Conference Sponsorships

Conference sponsorships include

- o Pre-Conference (\$1,000 to \$2,500)
- o Coffee and Snack Breaks (\$2,500 to \$5,000)
- o Awards and Honors Banquet (\$2,500 to \$5,000)
- o Keynotes (\$4,000 to \$10,000)
- o Author signings (\$1,500 to \$5,000)
- o Conference App (\$2,500)
- o Book Awards Luncheon (\$2,500 to \$10,000 for exclusive sponsorship)
- o Evening Social (trivia; TBD in 2020, at \$2,500 to \$6,000)
- o ILF Branded and Co-branded Items (clipboard, face mask, posters, water bottles, bags, hand sanitizer; varies)

Exhibitor Booth PLUS option – Conference sponsors will be featured on the ILF website after payment is received.

No Exhibitor Booth with Sponsorship – Understanding that some library vendors may not be able to staff an exhibitor booth, ILF welcomes sponsorships from the list above.

Custom Sponsorship or Partnership – Understanding that some library vendors find value in reaching members of the ILF community outside of the ILF conference, ILF offers special sponsorships of newsletters, virtual meetings, and other ILF activities. Contact the ILF office for a custom partnership or sponsorship package. These may include delivery of educational content and cash and in-kind contributions, in addition to event sponsorship.

For all Exhibitors and Sponsors, ILF respectfully requests a few versions of high-resolution logos (4-color, black-and-white, reverse out). PNG or Illustrator preferred. Email to tdavis@ifonline.org

