96th mla

ANNUAL MEETING 2027

March 3-6 • Detroit, MI

The Music Library Association 96th Annual Meeting Prospectus

www.musiclibraryassoc.org

Event Overview

The Annual Meeting of the Music Library Association brings together hundreds of music librarians, scholars, educators, library and archives workers, and library students. Our 2027 conference will be held March 3-6, 2027 at the Westin Book Cadillac Hotel in Detroit, a central Midwestern crossroads with an unmatched legendary musical heritage.

The MLA Annual Meeting attracts 400+ attendees, primarily from across the United States and Canada. Our attendees represent academic institutions, conservatories, archival and research institutions, library schools and other types of institutions.

Visibility & Connections

The Annual Meeting provides an outstanding opportunity for publishers, distributors, and other vendors to connect with this specialized audience to showcase products, services, and publications. The conference also offers a wonderful opportunity to show your support for MLA and its members!

Whether you are looking to make in-person connections in our Exhibit Hall or to promote a new publication, product or service, we offer a wide variety of sponsorship, exhibiting and marketing packages, as well as a la carte opportunities.

Let's work together to create the perfect package for your company or organization!

Please Note:

- **MLA Corporate Sponsors receive a 20% on all conference sponsorship bookings.**
- **MLA Corporate Members receive a 10% discount on all conference sponsorship bookings.**
- **All Corporate Sponsors receive priority placement in the Exhibit Hall and are included in the list of Corporate Sponsors posted at the entrance to the Exhibit Hall.**
- **Inventory for some placements is limited. Our booking page reflects real-time availability.**

Why Detroit?

- **Ideal Location:** Situated centrally with robust transit connections, Detroit provides an accessible, vibrant, and culturally rich urban hub for members traveling from across the country for this fully in-person event.
- **Rich Music History:** As the birthplace of Motown, techno, and monumental jazz and rock legacies, the city offers attendees an inspiring backdrop steeped in recorded and performed history.
- **Professional Synergy:** Gathering at historical venues like the Westin Book Cadillac Hotel allows music information professionals to connect deeply with regional archives, local collections, and fellow performing arts specialists—not to mention the incredible Annual Meeting program!





New to Us?

We welcome you to learn more about MLA and hope you will become a new partner with us at the 96th Annual Meeting in Detroit!

The Music Library Association is the professional association for music libraries and librarianship in the United States. Founded in 1931, it has an international membership of librarians, musicians, scholars, educators, and members of the book and music trades. Complementing the Association's national and international activities are ten regional chapters that carry out its programs on the local level.

You can find out more at:
www.musiclibraryassoc.org

Visit our e-Prospectus page and register online today at:
https://www.musiclibraryassoc.org/page/MLA96AMProspectus

On the following pages, please find a wide range of opportunities to promote your company—and show your support for MLA's incredible members and their institutions. MLA wants to work with you—to help your company or organization gain the greatest exposure in front of our members and conference attendees. It's going to be a GREAT ANNUAL MEETING! We hope you will be part of it!

Sponsorship Packages

MLA's tiered sponsorship structure connects sponsors with attendees through consistent, high-visibility engagement. Each level includes core visibility benefits, with higher tiers unlocking priority access to unique marketing opportunities.

All packages include:

- **One regular room session bumper**
- **Named recognition at the conference opening session**

	Diamond Partner $20,000	Gold Partner $10,000	Silver Partner $5,000	Bronze Partner $2,500
Exhibitor Tables	2	2	1	Ideal for vendors who will not have representatives at the meeting.
Registrations for Representatives	4	4	2	
Named Sponsorship	Opening Reception	Coffee Break	Coffee Break	Coffee Break
One advertisement in the conference website home page	Header	Header	Footer	Footer
One preferred room session bumper	♪	♪	♪	
Regular room session bumper/s	1	1	1	1
Conference online platform and mobile app	Title Sponsor w/Logo	Banner w/Logo	Banner w/Logo	Banner w/Logo
Rental of registrant email list one week prior to the event	♪	♪		
Named recognition at the conference opening session	♪	♪	♪	♪
Branding on iPad at conference check-in kiosk	♪			
Watermarked background on app agenda	♪			
Your swag in registration bag	♪	♪	♪	

Utilize the Vendor Registration Form on page 6

Experience Sponsorship Opportunities

MLA hosts a variety of social gatherings at the Annual Meeting. Each offers a particular opportunity to connect with attendees. Coffee breaks drive traffic to the exhibit area, while receptions, and other unique social events really allow attendees and vendors to meet and learn about each other. Our own attendees provide the entertainment at the Closing Reception with our big band and rock band. With fresh sponsorship opportunities designed to attract attention, there are options for every budget!

Coffee Break Sponsorships.....$2,000.00

3 AVAILABLE

Includes: Sign at break; introduction to group; listing in conference materials; opportunity to distribute promotional material.

Therapy Pet Break Sponsorships $200.00

OPEN TO MULTIPLE SPONSORS

MLA partners with a local animal therapy group and brings in an assortment of adorable animals that attendees can enjoy. Includes: Introduction to group and listing in conference materials.

Closing Reception $5,000.00
Big Band/Rock Band Sponsorship

OPEN TO MULTIPLE SPONSORS

If you love music, seeing great performances, and want to help us cap off an incredible conference—this is the sponsorship for you! Includes: Sign by bands; introduction to group; and listing in conference materials.

Closing Reception $5,000.00
Food/Drink Sponsorship

If you love music and want to help us cap off an incredible conference—this is the sponsorship for you! Includes: Sign by food displays; introduction to group; and listing in conference materials

Closing Reception $800.00
Photo Station Sponsorship

A great way for attendees to remember their time with MLA in Detroit! Includes: Your logo on photos or on drop-and-repeat backdrop; listing in conference materials.

Board Game Night Sponsorship..... $350.00

A great opportunity to connect with conference attendees. Includes: Sign at break; introduction to group; listing in conference materials; opportunity to distribute promotional material.

Vendor Lunch.....$3,500.00

Ideal for showcasing products and services. Includes rental of registrant email list one week prior to the event to request RSVPs, introduction and setting of company promotional materials.

Vendor Breakfast $3,500.00

OPEN TO MULTIPLE SPONSORS

Ideal for showcasing products and services. Includes rental of registrant email list one week prior to the event to request RSVPs, introduction and setting of company promotional materials.

Exhibitor Opportunities

Exhibitor Table with 2 Company Representative

Includes: One 6’ draped table, 2 chairs, WiFi, and listing in conference materials.

- **Regular: $750.00**
- **Corporate Patron: $575.00**
- **Corporate Member: $650.00**

Additional Representative $250.00

Utilize the Vendor Registration Form on page 6

Marketing / Advertising Opportunities

Promote your business, products or services with logos, display advertisements, or email to event registrants.

Conference Lanyards.....$1,000.00
Item carries MLA & Your Company Logo

Conference Hospitality Bags.....$1,250.00
Item carries MLA & Your Company Logo + Company Insert

Conference Giveaway $750.00
Item carries MLA & Your Company Logo / We will work with you to pick item.

Conference Bag Stuffer $250.00
We will place your item and message in each conference bag.

Advertisement on Annual Meeting/ Conference Website

- **Homepage Header.....$500.00**
- **Homepage Footer.....$400.00**
- **Subpage Sidebar.....$300.00**
- **Subpage Footer $200.00**

Advertisement on Annual Meeting/Conference App

- **Homepage Banner Ad.....$500.00**
- **Page Banners $400.00**

(6 AVAILABLE/FIRST COME-FIRST SERVED)

Session Bumper
(Displayed before all sessions in a single day)

- **Large Room $250.00**

Includes at least one session without any concurrent programming.

- **Regular Room.....$150.00**

During concurrent programming.

Rental of Annual Meeting Attendee E-Mail List ..... $ 500.00

MLA will provide the attendee e-mail list one week prior to the conference, so you can send a personalized message or offer to all.

Don't see what you are looking for?

Have an idea?

Let's work together to create the perfect package for your company or organization!

Contact Us!

Questions / Need Assistance

For general questions or assistance with vendor registration or Annual Meeting paperwork, please contact:

MLA Administrator Brian Buff at office@musiclibraryassoc.org or (518) 218-6110.

For questions about Sponsorship Opportunities, please contact:

MLA Development Officer Rebekah Hill at developmentofficer@musiclibraryassoc.org

For questions about Exhibitor Opportunities or the overall conference, please contact:

MLA Convention Manager Patrick Quinn at cm@musiclibraryassoc.org

For questions about Advertising/ Marketing Opportunities, please contact:

MLA Advertising Manager Marci Cohen at advertising.manager@musiclibraryassoc.org

Utilize the Vendor Registration Form on page 6

MLA 2027 Annual Meeting
Professional Partner Registration Form/Contract

Please complete this form and submit with payment to address listed below. Please send any artwork electronically to the MLA Office at office@musiclibraryassoc.org. Please keep a copy of this contract for your records. We will confirm all arrangements with you upon receipt of paperwork.

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

E-Mail: _____ Phone: _____

Please make your choices below:

Major Sponsorships

☐ Diamond - $20,000.00 ☐ Gold - $10,000.00
☐ Silver - $5,000.00 ☐ Bronze - $2,500.00

Experience Sponsorship Opportunities

☐ Coffee Break - $2,000.00 ☐ Therapy Pet Break - $200.00 ☐ Board Game Night - $350.00

Closing Reception Options:

☐ Big Band/Rock Band - $5,000.00 ☐ Reception - $5,000.00 ☐ Photo Station - $800.00
☐ Vendor Lunch - $3,500.00 ☐ Vendor Breakfast - $3,500.00

Exhibitor Opportunities

☐ Regular - $750.00 ☐ Corporate Patron - $575.00 ☐ Corporate Member - $650.00

Additional Company Representative(s) Registration *(please list on next page)*

Total # _____ x $250.00 = $ _____

Marketing / Advertising Opportunities

☐ Conference Lanyards - $1,000.00 ☐ Conference Hospitality Bags - $1,000.00
☐ Conference Giveaway - $750.00 ☐ Conference Bag Stuff - $250.00
☐ Rental of Annual Meeting Attendee E-Mail List - $500.00

Conference Website Advertising Options:

☐ Homepage Header - $500.00 ☐ Homepage Footer - $400.00
☐ Subpage Sidebar - $300.00 ☐ Subpage Footer - $200.00

Conference App Advertising Options:

☐ Homepage Banner Ad - $500.00 ☐ Page Banner Ad - $400.00

Session Bumper Options:

☐ Large Room - $250.00 ☐ Regular Room - $150.00

Registration Form continues on next page

Company Name: _____

Total Enclosed: $ _____

☐ Check Enclosed (Please make payable to: MLA)

☐ Credit Card

Type of Card: ☐ Visa ☐ MasterCard ☐ Amex ☐ Discover

Name on Card: _____

Card Number: _____

Expiration Date: _____ Security #: _____

Company Representatives Attending

Please indicate who will be representing your company at the Conference. You may add other names from the time of registration right through to the conference—just contact MLA.

Additional Company Representatives/Attendees

Name(s)

Representative 1: _____ E-Mail: _____

Representative 2: _____ E-Mail: _____

Representative 3: _____ E-Mail: _____

Representative 4: _____ E-Mail: _____

Questions?

Please contact the MLA Office:
518-218-6110
office@musiclibraryassoc.org

Submit this form to:

E-Mail to: office@musiclibraryassoc.org
Fax to: (518) 463-8656
or Mail to:
Music Library Association
230 Washington Ave. Ext., Suite 101
Albany, NY 12203 USA

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