

The PaLA Conference will take place October 14 - 17, 2018 at the Hilton Harrisburg located in downtown Harrisburg. Given its close proximity to the State Capitol, this venue is likely to be a draw for librarians from all types of libraries across the state who seek continuing education and networking opportunities and to connect with state leaders.

We invite you to partner with us to increase your visibility with more than 500 library professionals who have the plans, authority and budgets to make buying decisions. In fact, 94% of 2017 attendees indicated they have buying input, of these 63% are final decision-makers. Don't miss this chance to maximize your brand presence for this important group!



# Pennsylvania Library Association 2018 Conference & Expo

October 14–17, Harrisburg, PA

## 2018 Sponsorship Opportunities

### \$5,000 Platinum Sponsorship

#### Platinum benefits include:

- Introduction as Sponsor during event
- Brief speaking opportunity for a company representative to welcome guests
- Opportunity to distribute corporate promotional items at the event (at sponsor's expense)
- Recognition of your sponsorship at the conference through signage and a listing in the Conference Program
- Full page ad in Conference Program Book
- At least two social media posts through PaLA social media channels, including FB and Twitter
- Link to your website from the PaLA Conference web page
- Complimentary exhibit space for the 2019 PaLA Annual Conference to take place at the Bayfront Convention Center in Erie, Pennsylvania.

### President's Opening Keynote Luncheon

**Sunday, 12:30 – 2:15 p.m.**

This luncheon officially opens the conference and will feature author, adventurer and motivational speaker, James Robbins. For over 20 years, Robbins has spoken to audiences worldwide, helping them to raise their performance to match their potential by equipping and transforming leaders within. His inspirational message is sure to set a positive tone for the rest of the event. *Estimated attendance: 250+*

### All Conference Reception at the State Library

**Tuesday, 5:30 – 7:00 p.m.**

This popular networking event will take place at the State Library of Pennsylvania, located in the neoclassic Forum Building, just a short walk from the Hilton Harrisburg. Conference participants will connect with colleagues over food and drink and will have the opportunity to tour the State Library — one of the Commonwealth's greatest treasures! Group tours of the Rare Collections, as well as the Maker Space, a place for kids and patrons to experiment with technology, will be conducted by State Library staff. Four complimentary tickets to the event will be provided to the sponsor. *Estimated attendance: 150+*

### Legislative Breakfast

**Wednesday, 7:30 – 8:45 a.m.**

We'll start off the final day of the conference with a message from state leaders before we move to the Capitol for legislative visits. Two complimentary tickets to the breakfast will be provided to the sponsor. *Estimated attendance: 250+*

### \$3,000 Gold Sponsorship

#### Gold benefits include:

- Introduction as Sponsor during event or Company logo imprinted on giveaway item.
- Opportunity to distribute corporate promotional items at the event (if applicable, and at sponsor's expense)
- Recognition of your sponsorship at the conference through signage and a listing in the Conference Program Book
- Half-page ad in Conference Program Book
- At least one social media post through PaLA social media channels, including FB and Twitter
- Link to your website from the PaLA Conference web page
- Half-price exhibit space coupon for the 2019 PaLA Annual Conference to take place at the Bayfront Convention Center in Erie, Pennsylvania.

### Mobile App — SOLD

The mobile app has become a popular tool for conference attendees by providing them with the latest schedule of events, maps, lists of exhibitors, Twitter feeds and the ability to create personal schedules and to-do lists, complete with reminders. The sponsor of the mobile app will receive all of the benefits of the Gold Sponsorship package, along with a 600x110 banner on the guide's home screen, visible every time a user opens the app. Also included, is an icon on the guide with a link to the sponsor's website or other information about the sponsor's company.

### PaLA Member Mixer

**Sunday, 5:30–6:30 p.m.**

This informal, "getting to know you" event will feature poster sessions prepared by the PaLA chapters and divisions to familiarize attendees with PaLA activities and initiatives. Sponsor of this event will provide light refreshments. *Estimated attendance: 200+*

### Carolyn W. Field Award Luncheon

**Monday, 12:00 p.m. – 1:45 p.m.**

This event, named after an icon for youth services in Pennsylvania for decades, honors the best children's book by a Pennsylvania author or illustrator published in the previous year. The event sponsor will join attendees in honoring those who have made outstanding children's literature a reality. Two tickets to the event will be provided to the sponsor. *Estimated attendance: 200+*

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### Exhibit Lunch Sponsor

**Monday, 12:00 – 1:30 p.m.**

**Tuesday, 12:15 – 1:45 p.m.**

The Exhibits Progressive Lunches will offer conference attendees an efficient way to visit the exhibits while feasting on a variety of complimentary “pick-up” foods as they travel around the exhibit hall. As a lunch sponsor, your generosity will be acknowledged through signage on the table with the option of having your booth located near the food & beverage areas. Highlight your company’s presence during this popular, traffic-building event! (Two opportunities available, Estimated attendance: 300+, each lunch)

### Conference Give-away Item

Become the sponsor of what tends to be a very popular item at the conference, whether a tote-bag, portfolio, water bottle or some other useful item. Each one will display the conference logo, as well as the sponsor’s logo and will likely come into service not only at the conference, but long after.

## \$2,000 Silver Sponsorship

#### Silver benefits include:

- Announced as Sponsor during event (if applicable)
- Recognition of your sponsorship at the conference through signage and a listing in the Conference Program
- Half-page ad in Conference Program Book
- At least one social media post through PaLA social media channels, including FB and Twitter
- Link to your website from the PaLA Conference web page
- Exhibit space \$100 coupon for the 2019 PaLA Annual Conference to take place at the Bayfront Convention Center in Erie, Pennsylvania.

### Carolyn L. Smith Best Practices in Early Learning Breakfast

**Monday, 7:30 – 8:45 a.m.**

Pennsylvania libraries are providing fun, instructional, and developmentally-appropriate programs and services to pre-schoolers, their families and caregivers. This event will showcase what libraries are doing best by presenting the 2018 Best Practices in Early Learning Awards. Two tickets to the event will be provided to the sponsor. Estimated attendance: 100+

### Performer’s Showcase

**Monday, 6:00 p.m. – 8:00 p.m.**

Storytellers, Comedians, Musicians, Magicians, Puppeteers, and more will showcase their performances to introduce programs that could take place in the library. The event sponsor will underwrite the cost to produce the directory of performers to be provided to each attendee, as well as light refreshments at the event. Estimated attendance: 100+

### Public Library Division Breakfast

**Tuesday, 7:30–8:45 a.m.**

Public librarians will gather to hear remarks from a library leader at this annual event. Two tickets to the breakfast will be provided to the sponsor. Estimated attendance: 125+

### College & Research Division Luncheon

**Tuesday, 12:15 – 1:45 p.m.**

This academic librarian-focused event will include a presentation by Robin DeRosa, a leader in the Open Education initiative, which works to bring costs down for students, increase interdisciplinary collaboration, and refocus the academic world on strengthening the public good. Two tickets to the event will be provided to the sponsor. Estimated attendance: 125+

### Official Conference Program Book

This important publication is provided to each conference attendee and includes information for all conference events as well as a complete exhibitor listing. It is the chief means of communication at the conference and serves as a handy reference afterward. **The sponsor of the program book will receive prominent ad placement in the inside front cover.**

### Drink Ticket Sponsor

Cheers to you! Sponsor 200 drink tickets for the Monday evening reception in the exhibit hall. Tickets will be customized with the sponsor’s company logo and good for wine or beer at the bar during the one hour reception. Two opportunities available.

## \$1,000 Bronze Sponsorship

#### Bronze benefits include:

- Announced as Sponsor during event (if applicable)
- Recognition of your sponsorship at the conference through signage and a listing in the Conference Program
- Quarter-page ad in Conference Program Book
- Link to your website from the PaLA Conference web page

### Printing Station Sponsor

A printing station, branded with your company logo, will provide a valuable service to attendees, as they will be able to print handouts and schedules during the conference. Two opportunities available.

### Transportation Sponsor

Sponsor will underwrite transportation to evening events with the opportunity to display a company banner in the vehicle. Company representatives may participate in the informal networking opportunities afforded by these activities. Two opportunities available.

### Coffee/Refreshment Break

These hour-long breaks provide the opportunity for attendees to comfortably interact with their peers while enjoying a hot or cold beverage before sessions or while visiting the exhibits. Six opportunities available.

### Program Sponsor

The 2018 conference schedule will provide conference attendees with more than 60 continuing education sessions to choose from. Linking your company name with a session topic is a good way to promote your product or service outside of the exhibit hall.

### Attendee Packet Insert

Sponsor will be afforded the opportunity to provide an insert (at sponsor’s expense) for each attendee registration packet. Acceptable inserts include one-page fliers, pamphlets, bookmarks, magnets, or similar flat items, no more than 1/8” in thickness. All inserts must meet conference management approval. Estimated quantity: 500 pieces.

**Please contact Kim Snyder at the PaLA office for specific information on break and program opportunities available. Telephone: 717.766.7663 or [kim@palibraries.org](mailto:kim@palibraries.org)**

*PaLA reserves the right to revise food and beverage selections dependent upon the level of sponsorship support received.*

**YES!** We would like to be a 2018 sponsor:

Event Sponsored \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Website Link \_\_\_\_\_

Payment by check. Check # \_\_\_\_\_

Payment by credit card     VISA     MasterCard     Discover

Account # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_ Amount \$ \_\_\_\_\_

Signature \_\_\_\_\_

**50% deposit must accompany this form. Full payment due August 31, 2018.**

Make checks payable to:

**PaLA**

220 Cumberland Parkway, Suite 10  
Mechanicsburg, PA 17055