

# 2019 Exhibitor Prospectus



## PaLA Annual Conference & Expo Bayfront Convention Center, Erie, PA

**OCTOBER 13-16, 2019**



Founded in 1901, the Pennsylvania Library Association (PaLA) is the oldest professional library organization serving all types of libraries and library workers throughout the commonwealth. For nearly 60 years, we have been successfully linking library suppliers and attendees during the PaLA Annual Conference & Expo.

Exhibiting at the PaLA Conference provides the best opportunity to reach decision-makers in the Pennsylvania library community. If your company already does business with libraries or would like to reach this market, you can't afford to miss this show!

# Attendee Demographic

Each year, the PaLA Conference attracts nearly 600 librarians from all levels of management, from all types of libraries across the state.

*(Statistics based on a survey of attendees from the 2018 conference.)*

## ATTENDEES BY TYPE OF LIBRARY

- 77% public libraries
- 17% academic libraries
- 6% other types of libraries (government, law, school, etc.)

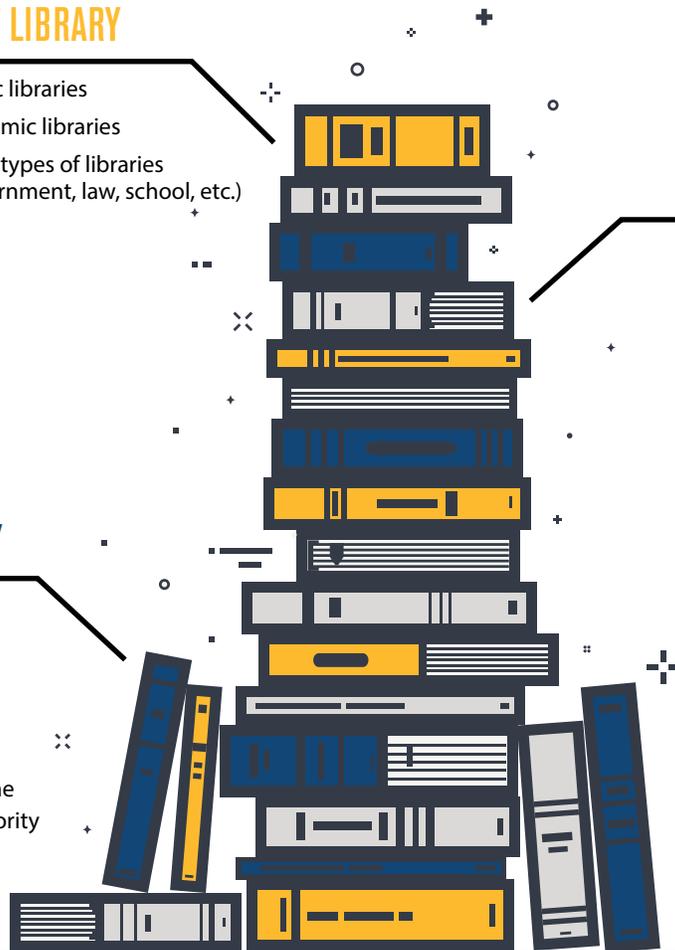
## ATTENDEES BY JOB TITLE

- 53% Director/Administrator
- 20% Adult Services, Reference & Library Instruction
- 17% Youth Services
- 9% Outreach/Collections Programming/Cataloging
- 1% Other (student, retired, friend)

## ATTENDEES BY PURCHASING AUTHORITY

93% of attendees indicated that they have input on purchases for their library; 65% of these are final decision makers.

Conference attendees come to the exhibit floor with the plans, authority and budgets to make buying decisions.



## REQUESTED PRODUCTS/SERVICES

PaLA conference attendees search for the products and services that will make them more productive in their libraries. Our attendees have indicated that they would like to connect with or learn more about the following:

*(in alphabetical order)*

- Academic Library Services
- Architects/Library Design
- Computers & Technology
- Furnishings
- Games & Puzzles
- ILS Vendors for Small Libraries
- Insurance Providers
- Learning Management Systems
- Library Performers
- Online Resources
- Payroll/Time Management
- Scholarly Publishers
- Teen Programming



# Why Exhibit?

## Concerned about ROI and need a few more reasons to exhibit? We've got a few:

**The exhibit floor is compact enough to allow for all booths to be easily seen and visited.** The 2019 exhibit hall will be limited to just 80 spaces. Wider aisles, plus cross aisles in mid-hall will allow for easy traffic flow from front to back and side to side.

**Exhibit space rental fees are very affordable.** A limited number of 8' x 8' booths are available at \$695. In addition, roomy 10' x 10' booths are available at just \$750. All booth packages include a 6' or 8' skirted table and two chairs. PaLA commercial members are entitled to an additional 10% booth discount. Visit [palibraries.org](http://palibraries.org) to discover more benefits of commercial membership and how you can become a member.

**A complimentary 1/8 page ad in the attendee registration brochure** (to be mailed to 1400 members this summer) will be offered to exhibitors registering by May 1, 2019.

**Complete pre- and post-show electronic attendee contact lists provided only to 2019 exhibitors,**

**free of charge.** We'll email the preliminary attendee list to your designated contact person prior to the show and will provide a complete final attendee list, along with attendance and demographic information, after the show.

**Significant "No-conflict" time has been built into the program schedule to allow attendees to visit the exhibits without the competition of other events.** The conference schedule will include a complimentary lunch for attendees in the hall both days, as well as refreshment breaks and opportunities to gather informally in the exhibit area. Monday exhibit hours have been extended to allow for a no-conflict cocktail hour in the exhibit hall.

**PaLA has worked hard to develop programs that build traffic on the exhibit floor.** Exhibitors may request up to ten free "Exhibits-Only" passes per booth to be given to existing or potential customers to encourage them to visit the exhibits as your guests. In addition, our *Exhibit Raffle* designates

exhibitors as the exclusive means for attendees to obtain raffle tickets to win prizes. *More information on this program will be included in the Exhibitor Service Kit.*

**Lead Retrieval Services are available.** The end of the show is not the end of the show – It's the beginning of the all-important follow-up process! Bartizan Connects can help overcome the challenge of identifying leads with the *iLeads* lead retrieval system, appropriate for any exhibitor, regardless of size or budget. The cost-effective system works with many mobile devices and is easy to use. *More information regarding this service will be included in the exhibit service kit.*

**Your company name will be listed on our website.** We will ensure that our attendees are aware of your presence by including your company name on the exhibitor list on the conference page of our website. Attendees will easily see the companies that will be represented when they register for the conference.

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# Why Exhibit?

*continued*

**Complimentary session registration for company personnel.** Your representatives can attend breakout sessions on topics of interest to the library community. Attendance at meal and/or tour events will be subject to additional fees. *Registration instructions for meals and tours will be included in the Exhibitor Service Kit.*

**Professional and friendly service will be provided by PaLA staff at the exhibitor registration desk throughout the show.** Exhibitor Service Kits will be provided to all registered exhibitors 60 days before show opening.

**In an effort to keep your travel costs manageable, economical overnight room rates and a concise conference schedule have been put into place.** The two-day exhibit schedule will allow many exhibitors to reduce their lodging requirements to just one night. PaLA has reserved room blocks at both the Sheraton Erie Bayfront and Courtyard by Marriott at the conference rate of \$149/night plus applicable occupancy taxes. **The conference room blocks expire at 5:00 p.m. EST on September 12, 2019.** Reservations received after this date will be subject to prevailing room rates and availability. **Registration instructions will be sent to confirmed exhibitors with the exhibit service kit in August.**

“**Excellent interaction with vendors, libraries and committee members.**”

*—Previous Exhibitor*

# Who Exhibits?

**Library suppliers from all types of industries exhibited at the 2018 show in Harrisburg. While some were first-time exhibitors, many have been exhibiting for 50+ years — Join us, to find out why they come back year after year!**



## 2018 Exhibit Partners

(Highlighted listings indicate those who have already re-upped for 2019!)

### ABDO

#### Astra Insurance

Auto-Graphics

AWE Learning

#### Baker & Taylor

bibliotheca

#### Brainfuse

#### Brodart Co.

Burbio.com

ByWater Solutions LLC

Capira Technologies

Capstone Press

#### Carnegie Library for the Blind and Physically Handicapped

Cavendish Square

Children's Plus, Inc.

Clarion University of PA

CoLibri Systems North America, Inc.

Doceo

Draw the Lines PA

Drexel University Online

DRS Imaging

#### EBSCO Information Services

EnvisionWare

Equinox Open Library Initiative, Inc.

FaxScan24 Fax & Scan Kiosks

#### Findaway

#### Fox Chapel Publishing

Fulton Bank/Fulton Financial Advisors

#### Gale, A Cengage Company

#### Gunn-Mowery, LLC

Hale Manufacturing

IGI Global

Infobase Learning

#### Infovision Software, Inc.

#### Ingram Content Group

Innovative

J. Appleseed

J.P. Jay Associates, Inc.

#### JanWay

### KINBER

#### Lakeshore Learning Materials

#### LM Information Delivery

Longley Insurance

Murray Associates Architects, PC

National Network of Libraries of Medicine, Middle Atlantic Region

Newcomer Associates

Architecture + Engineering

#### NMS Imaging

Northampton Community College

OCL — SummerQuest

#### OverDrive Inc.

Overton & Associates

P.V. Supa Inc.

Penn State Extension

Penn State University Press

#### Pennsylvania Integrated Library System (PaILS)

Pennsylvania Treasury Department

Plymouth Rocket, Inc.

POWER Library (HSLC)

#### ProQuest

#### Recorded Books

ReferenceUSA

Reynolds Business Systems, Inc.

Salem Press & Grey House Publishing

Scholastic Library Publishing

SirsiDynix

State Library of PA/Office of Commonwealth Libraries

TEI Landmark

ThriftBooks

University of Pittsburgh Press

#### University of Pittsburgh School of Computing and Information

US Grant in Living History

#### WTW Architects

# Reach Beyond Your Booth

PaLA is committed to helping you reach customers in the Pennsylvania library community. In addition to your exhibit booth, we offer several other ways to increase your visibility for this important group of potential customers:

**Showcase Presentations** are available exclusively for exhibitors to present a brief program to highlight a product or service to a larger audience than would be possible from their exhibit booth. Plus, your showcase presentation may qualify for continuing education credits for those attending your session — a definite draw that should increase attendance and exposure to your product! PaLA will provide an announcement of the showcase session in the conference program book, the space and equipment — you showcase your product to a group of potential buyers! The cost for one 25-minute presentation period is just \$250. (*Showcase registration is available as an optional purchase with booth registration.*)

**Sponsorship Opportunities** are available for several events, and at various levels, but opportunities are limited! Sponsors are acknowledged in the conference program book, at the event sponsored, on the conference mobile app and via logo display at general sessions. In addition, sponsors are named on the PaLA conference web page with a link to their web site and are included in social media posts. *Sponsorship opportunities are detailed on the following page.*

**Conference Program Book Advertising** provides yet another way to highlight your company for attendees. The program book is used on-site by each conference attendee and serves as a reference tool for librarians long after the show has ended. Program ads are a great way to promote your product or service whether you are exhibiting or not. To advertise, contact Kim Snyder at [kim@palibraries.org](mailto:kim@palibraries.org).

For more information on any of these programs, call the PaLA office at 717-766-7663 or visit [www.palibraries.org](http://www.palibraries.org) and click on "Exhibitor Information" under the \$upport PaLA tab.

# 2019 PaLA Conference Sponsorship Opportunities

The PaLA Conference will take place October 13–16, 2019 at the Bayfront Convention Center located on Lake Erie's beautiful Presque Isle Bay. With a close proximity to both Ohio and New York, this venue is likely to be a draw for librarians from all types of libraries in the tri-state region looking to connect and learn.

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, 93% of 2018 attendees indicated they have buying input, of these 65% are final decision-makers.

**NEW!** Commitments received by May 1\* will receive a ¼ page ad in the attendee registration brochure to be mailed to approximately 1400 members this summer. Don't miss this chance to maximize your brand presence for this important group!

## \$5,000 PLATINUM SPONSORSHIP

### PACKAGE BENEFITS

- Brief speaking opportunity for a company representative to welcome guests
- Opportunity to distribute corporate promotional items at the event (at sponsor's expense)
- Sponsor-designed Banner Ad on the PaLA website with a live link to your company website (Four-week duration, with choice of posting dates)
- Acknowledgement on PaLA social media channels, including FB and Twitter, with a live link to your company website
- Recognition of your sponsorship on the PaLA website and at the conference through signage and in the conference program booklet
- Complimentary exhibit space for the 2020 PaLA Conference to take place at Kalahari Resort in the Poconos

### President's Opening Keynote Luncheon

**Sunday, 1:00 – 2:30 p.m.**

This luncheon officially opens the conference and will feature corporate energy and productivity expert, Kathy Parry. With her *Rubber Band Resilient* program, Kathy will share the secrets, tips and tactics to enable us to stretch, not snap, during challenging times. Two complimentary tickets to the event will be provided to the sponsor. *Estimated attendance: 250+.*

### Taste of Erie

**Tuesday, 6:30 – 9:00 p.m.**

This new networking event will take place at Erie Art Museum where attendees can sample some of the wonderful flavors of Erie -- from Smith's Hot Dogs, Pepperoni Balls and Lake Erie Perch to tastings from local wineries and breweries. After this culinary quest, the museum will be open for further exploration! Two complimentary tickets to the event will be provided to the sponsor. *Estimated attendance: 150+.*

### Breakfast with the President

**Wednesday, 7:30 – 8:45 a.m.**

We'll start off the final day of the conference with inspiration from "America's Librarian," Nancy Pearl, model for the librarian action figure and the author of several Readers Advisory books. Two complimentary tickets to the breakfast will be provided to the sponsor. *Estimated attendance: 250+.*

## \$3,000 GOLD SPONSORSHIP

### PACKAGE BENEFITS

- Sponsor-designed Banner Ad on the PaLA website with a live link to your company website (Three-week duration)
- Acknowledgement on PaLA social media channels, including FB and Twitter, with a live link to your company website
- Recognition of your sponsorship on the PaLA website and at the conference through signage and in the conference program booklet
- Half-price exhibit space coupon for the 2020 PaLA Conference to take place at Kalahari Resort in the Poconos

### Mobile App

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 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.

### 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.

## YES! We would like to be a 2019 Sponsor:

Please complete and return the form below, or indicate your desired sponsorship level when registering for your booth via online registration. (See back page.)

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

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

Name: \_\_\_\_\_

Telephone No: \_\_\_\_\_

Email: \_\_\_\_\_

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

Payment by check. Check no. \_\_\_\_\_

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, 2019.** Make checks payable to:  
PaLA, 220 Cumberland Parkway, Suite 10, Mechanicsburg, PA 17055. VISA, Mastercard and Discover are also accepted.

## \$2,000 SILVER SPONSORSHIP

### PACKAGE BENEFITS

- Announced as Sponsor during event (event sponsors only)
- Opportunity to provide promotional materials (at sponsor's expense) to each event attendee (event sponsors only)
- Listing on banner ad on the PaLA website (Two-week duration)
- Acknowledgement on PaLA social media channels, including FB and Twitter with a live link to your company website
- Recognition of your sponsorship on the PaLA website and at the conference through signage and in the conference program booklet
- Exhibit space \$100 coupon for the 2020 PaLA Conference to take place at Kalahari Resort in the Poconos

### PaLA Member Mixer — Sunday, 5:30 – 6:30 p.m.

This informal, "getting to know you" event will feature poster sessions prepared by PaLA chapters and divisions to familiarize attendees with PaLA activities and initiatives. Plus, there will be a special appearance by ALA president, Wanda K. Brown. Sponsor of the event will provide light refreshments. *Estimated attendance: 200+.*

### Exhibit Lunch Sponsor — Monday, 12:00–1:30 p.m. or 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+ at each event.)*

### 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+.*

### Library Programming Showcase — Monday, 6:00 p.m. – 8:00 p.m.

We're updating the format of this event to include Lightning Talk presentations from librarians about successful library programs which will be interspersed with video presentations by storytellers, comedians, musicians, magicians, puppeteers, and more! This "one stop" resource for library programming will be sure to attract attendance! A directory of performers will also be provided to each attendee. Two tickets to the event will be provided to the sponsor. *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: 150+.*

### College & Research Division Luncheon — Tuesday, 12:15 – 1:45 p.m.

This academic librarian-focused event will feature a presentation by a leader in academia. Two tickets to the event will be provided to the sponsor. *Estimated attendance: 125+.*

### Attendee Badge Lanyards — Attendee badges are required for entry into every conference function. The

Attendee Lanyard Sponsorship is an effective way to have your company's brand seen by all conference participants throughout the entire multi-day event!

### Hotel Key Card — Keep your company name prominent in attendee hands with this sponsorship opportunity!

Room key cards for the Sheraton and Courtyard by Marriott will display sponsor-created ad. (Ad specifications to follow.) Co-sponsorship available, with one sponsor/hotel. *Estimate 1000 cards with two cards/attendee.*

### 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 a prominent full-page ad placement on the inside front cover.**

## \$1,000 BRONZE SPONSORSHIP

### PACKAGE BENEFITS

- Announced as Sponsor during event (if applicable)
- Listing on banner ad on the PaLA website (Two-week duration)
- Recognition of your sponsorship on the PaLA website and at the conference through signage and a listing in the Conference Program

### Conference Lounge/Charging Station

Provide a refuge from conference activities for attendees to recharge their minds and their devices in the conference lounge. Sponsor will have the option to display a banner and/or promotional materials in the lounge area for the duration of the conference.

### 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 2019 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.**

**\*Ad available to sponsors committing by May 1, 2019, with ad copy and payment to be received by May 20, 2019.  
Ad specifications will be provided by PaLA upon receipt of commitment.**

“ All of your ideas seemed to increase traffic. Well done!”

—Previous Exhibitor

**PaLA**

220 Cumberland Parkway  
Suite 10  
Mechanicsburg, PA 17055

NONPROFIT  
U.S. POSTAGE  
**PAID**  
HARRISBURG, PA  
PERMIT NO. 534

## PaLA Annual Conference & Expo SHOW DATES & HOURS

**Monday, October 14**

12:00 p.m.–5:45 p.m.

**Tuesday, October 15**

9:30 a.m.–2:15 p.m.

### EXHIBIT SET-UP & DISMANTLE

**Registration & Move-in:**

Sunday, October 13

4:30 p.m.–7:30 p.m.

Monday, October 14

8:00 a.m.–11:30 a.m.

*Additional time may be available upon request.*

**Move-out:**

Tuesday, October 15

2:15 p.m.–5:00 p.m.

*Early tear-downs are not permitted.*

## REGISTRATION

**We invite you to join our growing list of exhibitor partners!  
Convenient, online registration is available at  
<https://www.palibraries.org/event/2019ExhibitorReg>.**

There, you will be asked to provide information about your company or organization that will be used in the conference program book, as well as contact information for the individual to receive correspondence about the conference. You'll also be able to select your booth size, as well as location and neighbor preferences. Payment can be made via credit card (VISA, Mastercard or Discover) or you may send us a check. You can download and print your receipt or invoice for submission to your business office.

Exhibitor service kits and badge order information will be sent to all registered exhibitors 60 days from show start. In the interim, contact show manager, Kim Snyder Wise at [kim@palibraries.org](mailto:kim@palibraries.org).



**PaLA is one of our favorite shows of the year.”**

*—Previous Exhibitor*