2020 Exhibitor Prospectus

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!

OCTOBER 18–21, 2020
(Show Dates: October 19 & 20)

PaLA Annual Conference & Expo
Kalahari Resort & Convention Center, Pocono Manor, PA
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 registration data and a survey of attendees from the 2019 conference.)

### Attendees by Type of Library
- 72% public libraries
- 22% academic libraries
- 6% other types of libraries (government, law, school, etc.)

### Attendees by Job Category
- 52% Administrative/Management
- 22% User Services
- 14% Youth Services
- 10% Collection Acquisition & Management
- 2% IT Professionals

### Attendees by Purchasing Authority
- 95% of attendees indicated that they have input on purchases for their library — of these, 61% 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*)
- Audio Books
- Automation
- Building Maintenance
- Credit Card Processing Services
- Databases
- Digitization Services
- HR/Staff Training
- Library Design/Architecture
- Library Furniture
- Library Program Partners
- Library Supplies
- Programs & Resources
- Promotional/Fundraising Items
- Publishers/Advanced Reader Copies
- Maker Space Equipment
- Maker Space Ideas/Tools
- PA Forward Partner Resources
- Post Grad School Programs/PhDs
- Self Service Solutions
Why Exhibit?
Concerned about ROI and need a few more reasons to exhibit? We’ve got a few:

The exhibit floor will be larger but is compact enough to allow for all booths to be easily seen and visited. The 2020 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. All booths are 8’ x 8’ booths and available at $695. All booth packages include a 6’ skirted table, two chairs and a company sign. PaLA commercial members are entitled to an additional 10% booth discount. Visit palibraries.org to discover more benefits of commercial membership and how you can become a member.

The first 32 registered exhibitors are entitled to a complimentary ad in the Attendee Registration Brochure to be distributed to approximately 1500 library professionals this summer.

Complete pre- and post-show electronic attendee contact lists provided only to 2020 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 will be listed in the conference program book and online. 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 web site. In addition, the conference program will include both an alphabetical listing, as well as a listing by product/service category for every exhibitor and their booth number.
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 a room block at Kalahari Resort at the conference rate of $169/night plus applicable occupancy taxes. Lodging includes admission to the water park for up to four guests/room for the day of and after your stay. The conference room blocks expire at 5:00 p.m. EST on September 17, 2020. Reservations received after this date will be subject to prevailing room rates and availability. Hotel registration instructions will be sent to confirmed exhibitors along with the exhibit service kit in mid-August.

Who Exhibits?

Library suppliers from all types of industries exhibited at the 2019 show in Erie. 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!

“We had some great conversations with enthusiastic attendees!”

— NNLM
2019 Exhibit Partners

(Highlighted listings indicate those who have already re-upped for 2020!)

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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. *(See the Application for Exhibit Space on page 6 for available presentation times.)*

**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. *See next page for more details.*

**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 Wise, kim@palibraries.org.

For more information on any of these programs, call the PaLA office at 717-766-7663 or visit the PaLA web site, www.palibraries.org and click on “Exhibitor Information” under the $upport PaLA tab.
**SPONSORSHIP OPPORTUNITIES**

The PaLA Conference will take place October 18–21, 2020 at Kalahari Resorts & Conventions located in the beautiful Pocono Mountains of Pennsylvania. With close proximity to both New Jersey and New York, this venue is likely to draw 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 nearly 600 library professionals who have the plans, authority and budgets to make buying decisions. In fact, 95% of 2019 conference survey respondents indicated that they have buying input, of these 61% are final decision-makers.

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

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### $5,000 DIAMOND SPONSORSHIP

**Opening Keynote Luncheon**

*Sunday, 1:00–2:30 p.m.*

This luncheon officially opens the conference and will feature educator, librarian, and champion for diversity, **Andrea Jamison**. Jamison will speak on the importance of diversity in library collections and staff. Two complimentary tickets to the event will be provided to the sponsor. *Estimated attendance: 250+

### $4,000 PLATINUM SPONSORSHIP

**Author Event**

*Tuesday, 7:30–9:30 p.m.*

We are pleased to announce a timely discussion with authors **Chuck Wendig** (*Wanderers*) and **Megan Angelo** (*Followers*). While possessing different storylines, these intriguing dystopian stories are similar in their exploration of many of today’s hot topics: Social Media, Pandemics, Political Unrest and what could happen if behaviors relating to these issues go unchecked. Join us, for this lively and thought-provoking event! Sponsor of this event will have the option of introducing the authors. *Estimated attendance: 150*

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### $3,000 GOLD SPONSORSHIP

**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.

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*Note: Terms and conditions apply.*
## $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 2021 PaLA Conference to take place at the Monroeville Convention Center near Pittsburgh.

### 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. 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 “Strolling” lunches offer conference attendees with the ability to enjoy tasty lunch treats while visiting the exhibits. 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+**

### 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 or Badge Holders
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 in the inside front cover.

### Hotel Key Card
Keep your company name prominent in attendee hands with this sponsorship opportunity! Room key cards will display sponsor-created ad. (Ad specifications to follow.) **Estimated 1000 cards with two cards/attendee**

### Oppurtunities are limited! Register now: https://www.palibraries.org/event/2020Sponsor

**Commit by 5/1/2020 to receive a complimentary ad.**

*Contact Kim Snyder Wise for details @ Kim@palibraries.org.*

## $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.

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 2020 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.**

*Contact Kim Snyder Wise for details @ Kim@palibraries.org.*
PaLA Annual Conference & Expo
SHOW DATES & HOURS

Monday, October 19
12:00 p.m.–5:45 p.m

Tuesday, October 20
9:30 a.m.–2:15 p.m.

EXHIBIT SET-UP & DISMANTLE

Registration & Move-in:
Sunday, October 18
4:30 p.m.–6:30 p.m.
Monday, October 19
8:00 a.m.–11:30 a.m.
Additional time may be available upon request.

Move-out:
Tuesday, October 20
2:15 p.m.–5:00 p.m.
Early tear-down is 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/2020ExhibitorReg

When registering, you will 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 indicate your preferences on booth location and neighbors. Payment can be made via credit card (VISA, Mastercard or Discover) or you may send us a check. You may 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, please feel free to contact show manager, Kim Snyder Wise, kim@palibraries.org.

“Always a good discovery show!”
— Fox Chapel Publishing