



**Pennsylvania
Library
Association**

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!

2020 Conference

\$5,000 DIAMOND 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)
- Banner Ad on the PaLA website with a live link to your company website (Four-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
- Complimentary exhibit space for the 2021 PaLA Conference to take place at the Monroeville Convention Center near Pittsburgh.

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+*

President's Closing Luncheon

Wednesday, 12:00–2:00 p.m.

This final conference event will feature inspirational, **Melanie Townsend Diggs**, Regional Manager at Prince George's County Memorial Library System and 2016 recipient of the 2016 Lemony Snicket Prize for Noble Librarians Faced with Adversity. Two complimentary tickets to the event will be provided to the sponsor.

Estimated attendance: 250+

\$4,000 PLATINUM SPONSORSHIP

PACKAGE BENEFITS

- 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
- Complimentary exhibit space for the 2021 PaLA Conference to take place at the Monroeville Convention Center near Pittsburgh.

Author Event

Tuesday, 7:30–9:30 p.m.

Event is still in development but will feature a presentation and Q&A with a renowned author(s).

\$3,000 GOLD SPONSORSHIP

PACKAGE BENEFITS

- 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 2021 PaLA Conference to take place at the Monroeville Convention Center near Pittsburgh.

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.

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

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

Attendee badges are required for entry into every conference function. The Attendee Lanyard or Badge Holder 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 will display sponsor-created ad. (Ad specifications to follow.) *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 in 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 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 at kim@palibraries.org.



REGISTER NOW – opportunities are limited! <https://www.palibraries.org/event/2020Sponsor>

Note: Sponsors committing by 5/1/2020 will receive a complimentary ad in the attendee registration brochure.
(Ad specifications to follow.)