2021 Exhibitor Prospectus

Welcome, Neighbor!

2021 Pennsylvania Library Association Conference

Presented virtually, September 27 – 29

Plus, a special add-on option to attend the Post-Conference Retreat, October 18 & 19

The Pennsylvania Library Association (PaLA) serves all types of libraries and library workers throughout the Commonwealth. For nearly 70 years, and whether virtually or in-person, 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 connect with decision-makers in the Pennsylvania library community. Given the success of the 2020 virtual conference and due to ongoing challenges related to COVID-19, the 2021 Conference will be presented online, with three full days of live interaction, plus extended access for weeks beyond! Plus, for those who really crave the return to in-person connections, we are planning a special add-on Post-Conference Retreat for a limited number of participants that will take place in-person at the Pittsburgh-Monroeville Convention Center. (Details on Page 5)

If your company already does business with libraries or would like to reach this market, you can’t afford to miss this show!

More information, and convenient online registration is available at https://www.palibraries.org/page/2021PotentialExh
Why Exhibit?

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

**Exciting All-Virtual Format!** Both exhibitors and attendees can avoid the time and expense of travel and get right down to business! Designated exhibit time and virtual prizes will draw traffic and interaction in the virtual exhibit hall. The virtual conference platform by Pheedloop, used during the 2020 conference, provides the opportunity for robust interaction with attendees.

**Your custom-built virtual booth will include:**
- A banner space *(Custom-designed by your team, or upload your company logo)*
- **Links** to company website and social media outlets *(now, including Instagram)*
- Two **presentation videos** *(one mp4 video, and one YouTube video)*
- **Unlimited materials library** *(catalogs, white papers, etc. for attendees to download)*
- Registration for two **company representatives** with individual profiles to interact with attendees during the 3-day, live event.
- **Public booth chat or convenient one-on-one text chats or video calls** that allow you to engage in conversation without leaving your booth!
- **Extended attendee access to your booth** collateral for weeks beyond the live event!
- **Attendee profile information** *(with email)* for all visitors to your booth

**Exhibit fees are very affordable.** Virtual booths are priced at $395, with a tremendous amount of information sharing and networking opportunity available during the live event, and thereafter.

**Concise Exhibit Hours with “No Conflict Time”** has been built into the program schedule. Attendees may visit your booth at any time, but we have reserved one and a half hours of dedicated exhibit time each day of the live virtual event – from 11 am – 12 pm and again from 1 pm – 1:30 pm. Plus, only limited programming is scheduled during the noon lunch hour offering further opportunity for engagement. Combined, that’s a total of **7.5 hours of focused exhibit time**!

**Attendee contact lists will be provided.** The virtual conference will include presence tracking to enable your representatives to engage with attendees in the public booth chat, or one-on-one. A report of attendee traffic to your booth, with time stamp and contact information will be provided exclusively to virtual exhibitors.

---

**Attendee Demographics**

Each year, the PaLA Conference attracts more than 500 librarians from all levels of management, from all types of libraries across the state!

<table>
<thead>
<tr>
<th>Library Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other (Law, Medical, etc.)</td>
<td>6%</td>
</tr>
<tr>
<td>Academic</td>
<td>22%</td>
</tr>
<tr>
<td>Public</td>
<td>72%</td>
</tr>
</tbody>
</table>

**Attendees by Job Category**

- Other: 22%
- Collection Acquisition: 14%
- Youth Services: 2%
- User Services: 10%
- Administrative/Mgmt: 52%

**Purchasing Authority**

Conference attendees come to the exhibit area with the plans, authority, and budgets to make buying decisions. **93%** of attendees indicated that they have input on purchases for their library -- of these, **65%** are final decision makers*.

*Statistics based on registration data and a survey of attendees from the 2020 virtual conference.

**PaLA has worked hard to develop programs that build traffic in the exhibit hall.** In addition to no-conflict exhibit time, our Exhibitor Raffle will increase traffic in the virtual exhibit hall as attendees seek gamification codes to submit for a chance to win prizes. To encourage even more traffic, the option to donate a prize and/or purchase additional gamification codes is offered.
Your company will be listed in conference publicity materials, in the virtual conference platform and on the PaLA 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 web site. In addition, the virtual conference platform will include both an alphabetical listing, as well as a filter for searching by product/service category.

Complimentary session registration for company personnel. Up to two representatives can attend any educational session taking place during the virtual conference and interact with attendees in the booth, and through their individual event profiles in the networking and lobby areas. In addition, they may take advantage of continued access to the virtual conference platform, to view sessions and update booth information thru November 5.

Access to your private exhibit portal will be provided well in advance of the virtual event to build your virtual booth and to designate up to two booth managers to interact during the virtual event. We think you’ll find the process an easy one, but PaLA staff will be on hand to assist, if needed. (The option to purchase additional booth managers is also available.)

The concise exhibit schedule will maximize your time and energy for quality engagement. The focused mid-day exhibit time will enable your staff to conduct business in the booth, then take advantage of informal opportunities to engage with attendees in sessions and during breaks. Plus, based on feedback from the 2020 virtual conference, with lower attendance fees and with the time and expense for travel eliminated, many libraries were able to send more staff to the event. This resulted in new leads and more opportunity for relationship-building in the library community!
**Who Exhibits?**

Whether in-person or virtually, library suppliers from all types of industries exhibit at the PaLA Conference. While some are first-time exhibitors, many have been exhibiting for 60+ years -- Join us, to find out why they come back year after year!

**2019 & 2020 Exhibit Partners:**

<table>
<thead>
<tr>
<th>ABDO</th>
<th>Astra Insurance</th>
<th>AtoZdatabases</th>
<th>Auto-Graphics, Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBE Learning</td>
<td>Baker &amp; Taylor</td>
<td>bibliotheca</td>
<td>Blackstone Audio, Inc.</td>
</tr>
<tr>
<td>Book Systems, Inc.</td>
<td>Brainfuse</td>
<td>Brodart Co.</td>
<td>ByWater Solutions, L.L.C</td>
</tr>
<tr>
<td>Capira Technologies, L.L.C</td>
<td>Capstone Press</td>
<td>Clarion University of Pennsylvania</td>
<td>CLARUS</td>
</tr>
<tr>
<td>COMPUCOM, INC.</td>
<td>CP Group</td>
<td>Drexel University</td>
<td>e-Image Data Corp</td>
</tr>
<tr>
<td>EBSCO Information Services</td>
<td>EnvisionWare</td>
<td>Equinox Open Library Initiative</td>
<td>FaxScan24 Fax &amp; Scan Kiosks</td>
</tr>
<tr>
<td>First Nonprofit</td>
<td>Fox Chapel Publishing</td>
<td>Gale, A Cengage Company</td>
<td>GBBN</td>
</tr>
<tr>
<td>Gunn-Mowery, LLC</td>
<td>Incident Tracker</td>
<td>Infobase</td>
<td>Infovision Software, Inc.</td>
</tr>
<tr>
<td>JanWay</td>
<td>Junior Library Guild</td>
<td>Kaplan Early Learning</td>
<td>Kent Adhesive Products Company - KAPCO</td>
</tr>
<tr>
<td>KINBER</td>
<td>Lakeshore Learning Materials</td>
<td>Library of Accessible Media for Pennsylvanians (LAMP)</td>
<td>LM Information Delivery</td>
</tr>
<tr>
<td>National Network of Libraries of Medicine, Middle Atlantic Region</td>
<td>NMS Imaging</td>
<td>Office of Commonwealth Libraries-State Library of PA</td>
<td>OverDrive Inc.</td>
</tr>
<tr>
<td>Overton &amp; Associates</td>
<td>PEMCO Furniture</td>
<td>Pennsylvania State University Libraries</td>
<td>Penn State University Press</td>
</tr>
<tr>
<td>Perfection Learning Corporation</td>
<td>Playaway Pre-Loaded Products</td>
<td>Plymouth Rock, Inc.</td>
<td>Policy Map</td>
</tr>
<tr>
<td>POWER Library (HSLC)</td>
<td>Pronunciator, LLC</td>
<td>RC Kelly Law Associates</td>
<td>Recorded Books</td>
</tr>
<tr>
<td>Root Quarterly</td>
<td>SAGE Publishing</td>
<td>Scholastic Library Publishing</td>
<td>Sentry Custom Security</td>
</tr>
<tr>
<td>SHI International Co.</td>
<td>Shippensburg University</td>
<td>SirsiDynix</td>
<td>Takeform</td>
</tr>
<tr>
<td>Storyteller Alan Irvine</td>
<td>Temple University Press</td>
<td>University of Pittsburgh, SCI</td>
<td>University of Pittsburgh Libraries</td>
</tr>
<tr>
<td>Takeform</td>
<td>U.S. Citizenship and Immigration Services</td>
<td>UPMC for Kids</td>
<td>UPMC for You</td>
</tr>
<tr>
<td>WTW Architects</td>
<td>Youth Services DIY</td>
<td>Zoobean Inc.</td>
<td></td>
</tr>
</tbody>
</table>
Post-Conference Retreat

October 18 & 19, 2021
Pittsburgh-Monroeville Convention Center

NEW for 2021! This in-person event has been developed to allow attendees to take a deeper dive into select conference subject matter and to interact one-on-one with exhibitor representatives.

Note: Due to space limitations, only attendees and exhibitors who attended the earlier virtual event will be able to participate in this unique gathering.

The exhibit package for this unique event is priced at just $395 and will include:

- 10’W x 8’D exhibit space, 6’ table w/two chairs
- Full attendee contact list will be provided exclusively to all retreat exhibitors in advance to set up connections during the event and to engage in post-event communication.
- No-conflict exhibit time from 3:30 pm – 5:30 pm will foster connections with library decision makers without the competition of other events.
- Continue the conversation with key library leaders over a served dinner in the exhibit area. (Due to social distancing protocols, tables will seat three people)
- Breakfast on Tuesday morning will enable further conversations with attendees.
- Optional extended access to the exhibit area after breakfast will be available for product demos, etc.

PaLA has reserved a room block at the Pittsburgh-Monroeville DoubleTree Hotel at the conference rate of $115/night plus applicable taxes. The room block will expire at 12:00 am EST on September 26, 2021. Reservations received after this date will be subject to prevailing room rates and availability. To make a reservation, call the hotel directly at 412-373-7300.

We will follow all COVID-19 safety protocols regarding group sizes, social distancing, and sanitation recommended at the time of the event. For this reason, space is limited, so we urge you to act quickly! We hope you will take advantage of this special opportunity to connect with the key library personnel expected to be in attendance at this one-of-a-kind event!

We invite you to join our growing list of exhibitor partners! More information, and convenient online registration is available at https://www.palibraries.org/page/2021PotentialExh

QUESTIONs? Contact the show manager, Kim Snyder Wise, kim@palibraries.org.

Want Even More Exposure? Reach Beyond Your Booth!

PaLA is committed to helping you make connections in the Pennsylvania library community. In addition to exhibiting, we offer a few other ways to increase your visibility for this important group of potential customers:

- Sponsorship Opportunities increase your visibility and are available at various levels during the virtual conference. In addition, a limited number of specific opportunities will also be made available at the Post-Conference Retreat. Sponsorship packages are customizable and will include a choice of enhancement options. Sponsors will be acknowledged on the PaLA website, in social media posts, and during the conference. Details on sponsorship opportunities: https://www.palibraries.org/page/2021SponsorOpps

- Donate a prize to the Exhibit Raffle. Whether virtual or live, the Exhibit Raffle is a popular activity for conference goers. Photos and descriptions of prizes, along with donor acknowledgement will be displayed in the virtual prize area. The prize drawings will take place via Zoom at the conclusion of the event and will even include virtual confetti!

- Obtain Extra Gamification Points to increase traffic to your booth as attendees seek raffle codes in the Exhibit Raffle and the chance to win prizes.

- Newsletter or Website Advertising provides yet another way to highlight your company with the Pennsylvania library community. The PaLA Bulletin is published digitally four times a year and is distributed to the entire membership. Our website engages industry professionals through news, resources, events and more and is an excellent vehicle to get your message in front of prospective buyers. Advertising is an effective way to promote your product or service whether you are exhibiting or not. More information on advertising opportunities: https://www.palibraries.org/page/Advertise