The Pennsylvania Library Association (PaLA) serves all types of libraries and library workers throughout the Commonwealth. For nearly 70 years, and whether online 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.

We are excited to return to an in-person event in 2022 (with considerations to enable us to safely foster the connections that we have all missed.) The conference schedule will include educational and networking opportunities, as well as time to connect in the exhibit hall without the competition of other activities. (No-conflict time) In addition, the conference’s location in downtown Harrisburg will further advocacy efforts at the state Capitol – especially important during the 2022 gubernatorial race!

If your company would like to support libraries and currently does business in, 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/2022ExhibitorInfo](https://www.palibraries.org/page/2022ExhibitorInfo)
Attendee Demographics

Each year, the PaLA Conference attracts several hundred library professionals from various job categories, and from all types of libraries across the state!

### Attendees by Library Type

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

### Attendees by Job Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative/Mgmt</td>
<td>52%</td>
</tr>
<tr>
<td>User Services</td>
<td>22%</td>
</tr>
<tr>
<td>Youth Services</td>
<td>14%</td>
</tr>
<tr>
<td>Collection Acquisition</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

Purchasing Authority

Conference attendees come to the exhibit floor 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 2019 attendee registration data (our last in-person conference)

GREAT NEWS!

The state budget for 2022-2023 has been passed by the Legislature, the Governor has indicated his plan to sign it, and it includes an $11 million increase in the library subsidy!
It was great to join this group who gave us some great insight into their wants and needs.
2021 Virtual Exhibitor

“The conference organizers DO keep the exhibitors in mind when planning and I appreciate that.”
2019 Exhibitor

“Had some great conversations with enthusiastic attendees!”
2019 Exhibitor

“We can’t wait to be LIVE again!”
2021 Virtual Exhibitor

hall as an added attraction. 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.

Your company will be listed in the conference program book, in the mobile app 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 in the mobile app and on the conference page of our web site. The conference program will include both an alphabetical listing, as well as a listing by product/service category for every exhibitor, along with the booth number.

Complimentary session registration for up to two company representatives, allowing them to 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.

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 with complimentary parking for hotel guests at the Hilton Harrisburg at the conference rate of $149/night plus 11% state and occupancy taxes. The conference room block will be available until September 19, 2022. 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 exhibit at the PaLA Conference. While some are first-time exhibitors, many have been exhibiting for decades. Join us, and experience for yourself, why they come back year after year! (Bold red listings indicate those who’ve already re-upped for 2022!)

2021 Exhibit Partners

ABDO  
Baker & Taylor  
BMI Digital ReeL  
Book Systems, Inc.  
Brainfuse  
Brodart Co.  
ByWater Solutions, L.L.C  
Checkers Library TV  
Communico  
CookLearnGrow-a Kid’s Cooking School  
Crowley Company, The  
EBSCO Information Services  
Equinox Open Library Initiative  
First Nonprofit  
Gale, A Cengage Company  
Historical Information Gatherers  
Incident Tracker  
Ingram Content Group  
J.P. Jay Associates, Inc.  
JanWay  
Lakeshore Learning Materials  
Library of Accessible Media for Pennsylvanians (LAMP)  
Library of Congress Federal Credit Union  
LocalHop  
Longley Insurance Agency, Inc.  
LYRASIS  
Midwest Tape  
Office of Commonwealth Libraries  
OverDrive  
Pennsylvania Black Librarians Caucus (PABLC)  
Pennsylvania Citizens for Better Libraries (PCBL)  
Pennsylvania Integrated Library System (PaILS)  
Pennsylvania State University Libraries  
PA Treasury Department - Bureau of Savings Programs  
PCS Edventures  
Penn State University Press  
Pennsylvania Higher Education Assistance Agency (PHEAA)  
Pitney Bowes, Inc.  
Playaway Pre-Loaded Products  
Policy Map  
POWER Library (HSLC)  
Scholastic Library Publishing  
StackMap  
Temple University Press  
University of Pittsburgh Press  
University of Pittsburgh - School of Computing and Information  
UPMC for Kids  
Zoobean Inc.
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 the room, the AV equipment and an announcement of the showcase session in the conference program book — you showcase your product to a group of potential buyers! The cost for one 20-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 on the PaLA website, via social media posts and email blasts before the event and via signage and print materials during the conference. More information

Program Book and PaLA Bulletin newsletter advertising provide more ways to highlight your company to library professionals. The printed program book is used on-site by each conference attendee and serves as a reference tool for librarians long after the show has ended. Our digital newsletter, the PaLA Bulletin, features updates regarding PaLA activities and is provided to the entire PaLA membership on a quarterly basis. For more information, go to https://www.palibraries.org/page/Advertise

Participate in Advocacy Efforts on Wednesday, October 19. Show your support for libraries and communicate their value to members of the Pennsylvania General Assembly! Join us at the Legislative Breakfast (additional fee) and planned activities at the Capitol, followed by scheduled visits with legislators, or their staff.

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/2022ExhibitorInfo

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