The Pennsylvania Library Association (PaLA) serves all types of libraries and library workers throughout the Commonwealth. For nearly 70 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 connect with decision-makers in the Pennsylvania library community!

We are excited to return to the Hilton Harrisburg, located just blocks from the Pennsylvania State Capitol. 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, advocacy efforts at the State Capitol are being planned for Wednesday - especially important to keep library funding flowing!

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/event/2024PaLAExhibitorReg
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

- Public: 78%
- Academic: 14%
- Other *Corp, Govt, Law, Misc*: 5%
- Not a library: 2%

### Attendees by Job Category

- Directors / Managers: 56%
- User Services: 14%
- Youth Services: 14%
- Collection Acquisition & Management: 9%
- Other: 1%

Purchasing Authority

Conference attendees come to the exhibit floor with the plans, authority, and budgets to make buying decisions. 89% of attendees indicated that they have input on purchases for their library -- of these, 60% are final decision makers.*

*Statistics based on 2023 attendee registration data

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**Why Exhibit?**

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

**Exhibit space rental fees are very affordable.** All booths will be 8’ x 8’ and available at $795. A limited number of corner spaces, visible from two sides, are available at $850.

Booth packages include pipe and drape with 8’H back drape, 3’H side drape, 6’ skirted table, two chairs and a company sign. PaLA commercial members are entitled to an additional 10% discount. Visit [https://www.palibraries.org/page/Commercial](https://www.palibraries.org/page/Commercial) to learn more about the benefits of commercial membership and how you can become a member.

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

**Space is limited and includes exclusive access to pre- and post-show attendee contact lists.** The 2024 exhibit hall is limited to just 70 spaces. Attendee contact lists are provided only to 2024 exhibitors, and are included with your exhibit package. We’ll email the preliminary contact list to your designated contact person one month prior to the show and a final attendee contact list, along with attendance and demographic information, shortly 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 activities. The conference schedule will include a complimentary lunch in the hall both days, as well as refreshment breaks and opportunities to gather informally in the exhibit area. End-of-day prize drawings will also increase traffic as attendees gather for chances to win prizes.
PaLA has worked hard to develop programs that build traffic on the exhibit floor. Exhibitors may request up to three free “Exhibits-Only” passes per booth to be given to existing or potential customers to encourage them to visit the exhibits as your guests. Again, this year, the popular PaLA Store will be located in the rear of the exhibit 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 their 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 with the Exhibitor Service Kit.

In an effort to keep your travel costs manageable, group 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 the Hilton Harrisburg at the conference rate of $157/night plus 11% state & occupancy taxes. Complimentary parking in the attached Walnut Street Garage is available for hotel guests. The conference room block will be available until September 13, 2024 or sold out.

Hotel reservation instructions, along with the exhibit service kit, will be sent to confirmed exhibitors by August 7.

“It was incredibly helpful to connect with existing and potential library customers.”
Creativebug

“Lots of exhibit hall traffic, great conversations, and interest in exploring our resources.”
EBSCO Information Services

“We really liked this conference, brought us great leads, and we will definitely come back!”
D-Tech International USA, LLC
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 2024!)

2023 Exhibit Partners

ABDO
Assabet Interactive
Auto-Graphics, Inc.
AWE Learning
Baker & Taylor
Bibliotheca
Bloomerang
Book Systems, Inc.
Bound to Stay Bound Books
Brainfuse
Britannica Education
Brodart Co.
Calgi Construction Company, Inc.
Center for Advocacy for the Rights and Interests of Elders (CARIE)
Chilifresh.com
ConnectWell
Creativebug
D-Tech International, USA, LLC
EBSCO Information Services
Edible Education - Kitchen a la Cart
Envisionware
Equinox Open Library Initiative
FacilitySight
First Nonprofit
Gale
Hosting Solutions & Library Consulting (HSLC)
IMR Digital, a KDI Company
Infovision Software
Ingram Content Group
JanWay
J.P. Jay Associates, Inc.
Junior Library Guild
Keystone Teachers Association

Library of Accessible Media for Pennsylvanians (LAMP)
Library Speakers Consortium
NewsBank, Inc.
OCLC
Office of Commonwealth Libraries
OverDrive
Overton & Associates
PA Treasury
Palmer Hamilton, LLC
Penn State University Press
Pennsylvania Citizens for Better Libraries (PCBL)
Pennsylvania Higher Education Assistance Agency (PHEAA)
Pennsylvania Integrated Library System (PaILS)
Playaway Pre-Loaded Products
Plymouth Rocket, Inc.
Policy Map
POWER Library (HSLC)
ProQuest, Part of Clarivate
Reader Zone
Scholastic Library & Community Partnerships
Sensource
Springshare
StackMap, Inc.
Survival Mindset Co.
Transparent Language, Inc.
Turano Insurance
University of Pittsburgh School of Computing and Information
UPMC for Kids
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 the room, the AV equipment, and an announcement of the showcase session in the conference program book — you present your product to a group of potential buyers! The cost for one 20-minute presentation period is just $275. (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. 2024 Sponsorship Opportunities

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

We invite you to join our growing list of exhibitor partners! https://www.palibraries.org/page/2024ExhibitPartners

More information, and convenient online registration is available at https://www.palibraries.org/event/2024PaLAExhibitorReg

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