

PA LIBRARIES: ARCHITECTS OF CHANGE PaLA 2013

PaLA CONFERENCE • OCTOBER 20 – 23, 2013 • SEVEN SPRINGS MOUNTAIN RESORT • SEVEN SPRINGS, PA

The PaLA Conference will take place October 20 – 23, 2013 at the Seven Springs Mountain Resort located in southwestern Pennsylvania. This attractive conference venue, with scenic mountain views, is expected to draw librarians from across the state for the educational and networking opportunities to take place during the conference.

Don't miss this chance to see and be seen by Pennsylvania's library community! Several sponsorship levels are available, but opportunities are limited. Be sure to take advantage of this unique marketing opportunity!

\$5,000 PLATINUM SPONSORSHIP

Platinum Benefits Include:

- Introduction as sponsor during event
- Brief speaking opportunity for a company representative to welcome guests
- Opportunity to distribute corporate promotional items at the event
- Recognition of your sponsorship through signage and in the Conference Program
- Full page ad in Conference Program
- Exhibit booth coupon (one 10' x 8' booth) for the 2014 PaLA Annual Conference in Lancaster
- Web site link from PaLA Web site

President's Program & Reception

Sunday, 8:00 – 10:00 p.m.

We are pleased to welcome **Dr. Franklin Toker**, author of *Fallingwater Rising*, which chronicles the unusual collaboration between Franklin Lloyd Wright and Edgar J. Kauffman, to build this amazing structure. No one but Dr. Toker could provide us with this compelling saga of the most famous private house in the world and the dramatic personal story of the fascinating people who built and used it. A dessert reception will follow the presentation. (Estimated attendance: 200+)

All-Conference Dinner

Tuesday, 6:00 – 9:30 p.m.

This prestigious conference event includes the Pre-Dinner Social, the presentation of PaLA's Distinguished Service Award and features a keynote presentation by acclaimed author, **Andre Dubus III**. He is the author of a collection of short fiction, *The Cage Keeper and Other Stories*, and the novels *Bluesman*, and *New York Times* bestsellers, *House of Sand*

and *Fog and The Garden of Last Days*. His memoir, *Townie*, published in 2011 has been included on many "Top Ten Non-Fiction Book" lists. His new book, *Dirty Love*, is to be published in the fall of 2013. An evening with this talented, engaging author is sure to be a highlight for conference attendees. The sponsorship package includes two tickets to the event.

(Estimated attendance: 250+)

Closing Luncheon

Wednesday, 12:00 – 2:00 p.m.

This final conference event will feature **Carl Kurlander**, an American television writer, producer and screenwriter. He is best known for his extensive work on American teen sitcoms including *Saved by the Bell*, and as a screenwriter who co-wrote the semi-autobiographical smash hit *St. Elmo's Fire*. More recently, he has produced *The Shot Felt around the World*, a film about Jonas Salk, and his team at the University of Pittsburgh, who pulled together to conquer polio, one of the most feared diseases of the twentieth century. He is also the co-founder of the *Steeltown Entertainment Project*, a non-profit whose mission is to connect entertainment professionals, with Southwestern Pennsylvania ties, to projects, people and partnerships in order to support the media industry of the Pittsburgh region. Two complimentary tickets to the event will be provided to the sponsor.

(Estimated attendance: 250+)

\$3,000 GOLD SPONSORSHIP

Gold Benefits Include:

- Introduction as sponsor during event or on mobile app.
- Opportunity to distribute corporate promotional items at the event
- Recognition of your sponsorship through signage and in the Conference Program
- Half-page ad in Conference Program Book.
- Half-price exhibit space coupon (one 10'x8' booth) for the 2014 PaLA Annual Conference in Lancaster
- Web-site link from PaLA Web site.

Mobile App

The PaLA Conference is going mobile! The mobile app will likely become a popular tool by providing conference attendees 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 Platinum Sponsorship package, along with a 600x110 banner on the guide's home

screen, visible every time a user opens the app, instead of the program book ½ page ad. Also included, is an icon on the guide with a link to the sponsor's website or other information about the sponsor's company.

Daily sponsors of the mobile app (\$1,000/day) will also be considered, with benefits of Bronze-level sponsorship, with banner display, as described above, for each sponsor.

Best Practices Breakfast

Sunday, 10:00 a.m. – 11:45 a.m.

Pennsylvania libraries are providing fun, instructional, and developmentally-appropriate programs and services to pre-schoolers, their families and caregivers. This event will showcase what libraries are doing best by presenting the 2013 Best Practices Awards. Two tickets to the event will be provided to the sponsor.
(Estimated attendance: 150+)

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 last year. In addition, the Drexel University/Free Library of Philadelphia Citation for Children's Literature will be presented. 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+)

\$2,000 SILVER SPONSORSHIP

Silver Benefits Include:

- Introduction as sponsor during event or Company logo imprinted on give-away item.
- Recognition of your sponsorship through signage and in the Conference Program
- Half-page ad in Conference Program Book (full-page ad for Conference Program Book sponsor).
- Exhibit space \$100 coupon for the 2014 PaLA Annual Conference in Lancaster
- Web-site link from PaLA Web site.

PaLA New Member Reception

Sunday, 5:00 – 6:00 p.m.

This informal, "getting to know you" event will feature poster sessions prepared by the PaLA chapters and divisions to familiarize attendees with PaLA activities and initiatives. Sponsor of this event will provide light refreshments.

(Estimated attendance: 75)

Performer's Showcase

Monday, 2:00 p.m. – 4:00 p.m.

Storytellers, Comedians, Musicians, Magicians, Puppeteers, and more will showcase their performances to familiarize attendees with programs that could take place in their library. The event sponsor will provide light refreshments for attendees of the program. Attendance is included with registration.

(Estimated attendance: 100+)

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 prominent ad placement in the inside front cover.

Conference Give-away Item

Become the sponsor of what tends to be a very popular item at the conference, whether a tote-bag, portfolio 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.

Re-useable Water Bottles

In another effort to reduce our environmental impact, re-usable water bottles will be given to each conference attendee. The bottles will include imprint areas for both the conference logo and the sponsor's logo.

\$1,000 BRONZE SPONSORSHIP

Bronze Benefits Include:

- Signage/announcement at event and recognition in the Conference Program
- Quarter-page ad in Conference Program
- Web site link from PaLA Web site

Exhibit Hall Food Stations

Monday, 12:00 – 1:30 p.m.

Tuesday, 12:15 – 1:45 p.m.

Popular in 2012, the PaLA exhibits will once again feature a walk-around lunch each exhibit day. Attendees will be able to enjoy a variety of complimentary "pick-up" foods as they travel around the exhibit hall. As a food station sponsor, you have the option of having your booth located near the food station you are sponsoring. Highlight your company's presence during this popular, traffic-building event!

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 between programs or while visiting the exhibits.

Program Sponsor

The 2013 conference schedule will provide conference attendees with 80+ 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.

Please contact Kim Snyder at the PaLA office for specific information on break and program opportunities available. Telephone: 717.766.7663 or kim@palibraries.org

PaLA reserves the right to revise food and beverage selections dependent upon the level of sponsorship support received.

YES! We would like to be a 2013 sponsor:

Event Sponsored _____

Company Name _____

Contact Name _____

Telephone _____

Email _____

Web Site Link _____

Payment by check. Check # _____

Payment by credit card VISA Mastercard

Account # _____

Exp. Date _____ CVV Code _____ Amount \$ _____

Signature _____

50% deposit must accompany this form. Full payment due September 15, 2013. Make checks payable to:

PaLA

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