



Exhibitor and Sponsor Prospectus

MLA 2025 ANNUAL CONFERENCE

OCTOBER 29-31, 2025

Lansing Center

333 E Michigan Avenue

Lansing, Michigan, 48933



MICHIGAN LIBRARY ASSOCIATION

milibraries.org (517) 294-2774

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General Information

MLA MISSION

The Michigan Library Association leads the advancement of all Michigan libraries through advocacy, education and engagement.

The Michigan Library Association (MLA) is a collaborative network of over 2000 libraries, library professionals, and library supporters, working together to protect and promote our libraries and advance the library profession in Michigan.

The MLA Annual Conference offers access to hundreds of current and future library leaders from public, academic, school, tribal, and special libraries of all sizes from across the state. This event provides a unique setting for library professionals to gain new skills, explore emerging trends, and make important connections.

The Details

[Register online at www.milibraries.org/annual-conference](http://www.milibraries.org/annual-conference)

The City

Lansing is Michigan's vibrant capital city, centrally located and home to the State Capitol, Michigan State University, and a mix of cultural, historic, and recreational attractions.

The Theme

The theme of the 2025 Annual Conference is **Library Kaleidoscope: Shifting Perspectives**.

The Schedule

Tuesday, October 28 - Welcome Events
Wednesday, October 29 - MLA 2025 Opening | Exhibit Hall
Thursday, October 30 - Educational Sessions | Exhibit Hall
Friday, October 31 - MLA 2025 Closing Session

The Accomodations

Rooms available starting at \$159.00-\$169.00 per night.
Reserve early as rooms sometimes sell out.
Discounted rate not available after September 27, 2025.

The 10% Discount

[Become an MLA Strategic Partner](#) to get 10% off exhibit registration. Includes additional benefits such as a listing in our online partner directory.

The Venue



LANSING CENTER

Address and Website

Lansing Center
333 E Michigan Avenue
Lansing, MI 48933
(517) 483-7400
www.lansingcenter.com

Learn more about Lansing
at www.lansing.org



Overnight Accommodations

Reservations at the Lansing DoubleTree by Hilton beginning at \$169.00
Reserve by September 27th, 2025

Call (517) 482-0188 and identify yourself as a part of the MLA group to receive discounted rate.

An online booking code will also be available on the MLA website when full event details are published.

Parking

Overnight parking at the DoubleTree is \$28.00. Lansing Center lots for those not staying overnight are \$2 per hour with a \$10 daily maximum after 5 hours.

The Schedule



CONFERENCE SCHEDULE

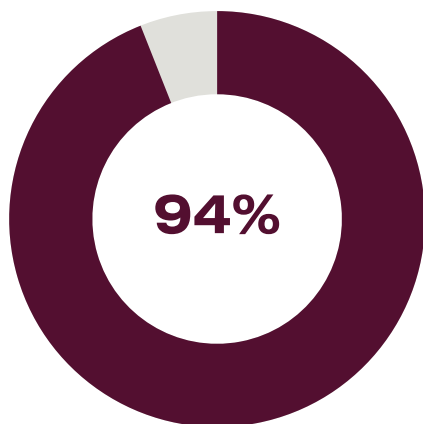
Tuesday October 28	6:00 - 9:00 Welcome Reception
Wednesday October 29	10:00 - 5:30 Educational Sessions 6:00 - 9:00 Award Ceremony
Thursday October 30	9:00 - 5:15 Educational Sessions 6:30 - 9:00 Conference Reception
Friday October 31	9:00 - 12:30 Educational Sessions

EXHIBIT HALL SCHEDULE

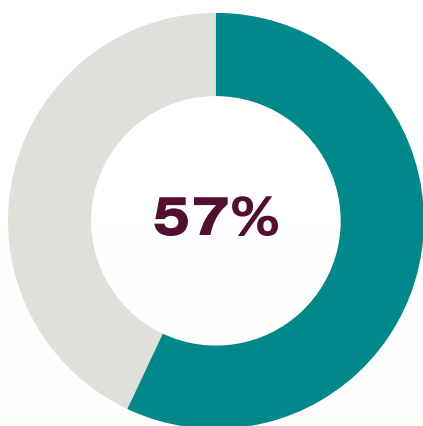
Wednesday October 29	8:00 - 12:00 Registration and Setup 12:30 - 6:00 Exhibits Open
Thursday October 30	12:30 - 2:00 / 3:00 - 3:30 4:30 - 4:45 / 5:30 - 6:00 Non-Conflict Times 10:00 - 4:30 Exhibits Open 4:30 - 6:00 Teardown
	10:00 - 10:45 2:30 - 3:00 / 4:00 - 4:15 Non-Conflict Times

Attendee Demographics

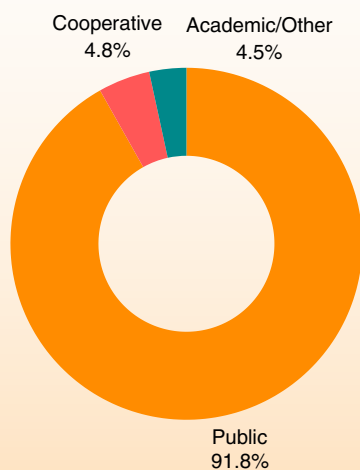
% Satisfied Exhibitors, MLA 2024



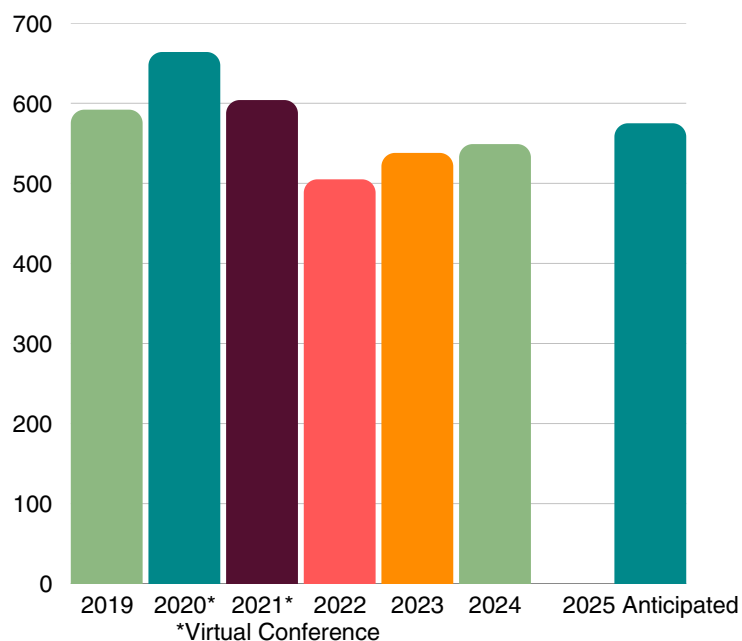
% of attendees influenced to attend by exhibitors/vendors.



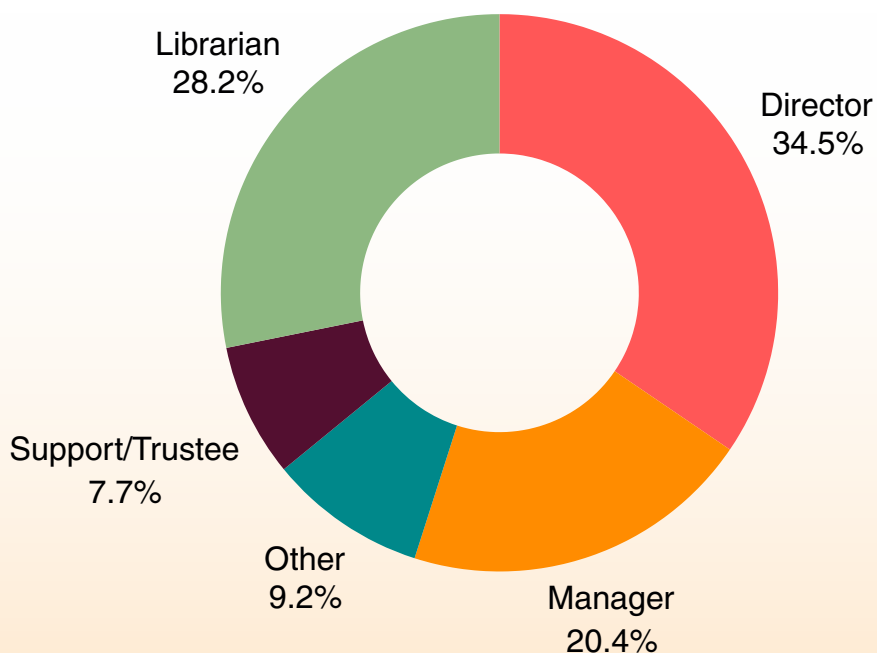
Attendee Library Type, MLA 2024



Attendance, MLA 2019-2024



Attendee Job Description, MLA 2024



Sponsor Tiers

MLA offers a range of exposure levels and sponsorship opportunities at our 2025 conference. The total amount of your selected options determines your sponsorship tier. The more you invest the more benefits you receive.

**Exclusive
All-Conference**
\$15,000

The Exclusive All-Conference sponsor receives all Premier benefits plus an included double booth, mobile app advertisement, and podium recognition at all general sessions

Premier
\$10,000 - \$14,999

Premier sponsors receive all Elite benefits plus a main stage slideshow advertisement, podium recognition at all general sessions, and a complimentary exhibit booth.

Elite
\$5,000 - \$9,999

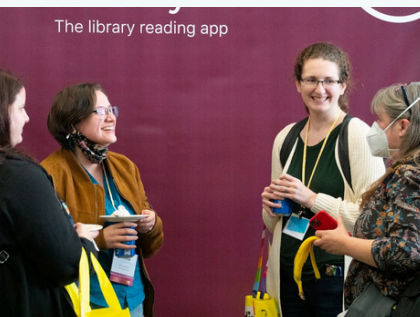
Elite sponsors receive all Champion benefits plus a banner advertisement in the event mobile app, podium recognition at the opening session, and a 20% discount on exhibit booth registration.

Champion
\$2,500 - \$4,999

Champion sponsors receive all Supporter benefits plus one full conference registration and a 15% discount on exhibit booth registration.

Supporter
Up to \$2,499

Supporter sponsors receive their website linked logo on MLA's website and all event related email correspondence, and recognition on conference signage and main stage screens.



Sponsorship Opportunities

Have something specific in mind?
Give us a call for custom options.

Sponsor an Event

Welcome Reception

\$1,500 Investment | Exclusive

Welcome guests to Lansing with food, drinks, and shuffleboard at Lansing Shuffle.

▶ All-Conference Lunch

\$5,000 Investment | Exclusive

Podium Speaking Opportunity

The Thursday lunch is the highest attended event at the MLA Annual Conference.

All-Conference Breakfast

\$3,000 Investment | Two Available

Podium Speaking Opportunity

They can't talk about your organization all day unless they start in the morning.

Library Awards Cocktail Reception

\$3,500 Investment | Exclusive

Stock the bar at the celebration of the year!

Brand Visibility

Lanyards

\$2,250 Investment

Your logo printed on all attendee lanyards.

▶ Mobile App

\$2,000 Investment

Logo credit on mobile app splash page used by 93% of attendees.

▶ Chair Drop

\$350 Investment

Your supplied item placed at each seat during an all-conference session.

▶ Exceptional Value

Off-Site Events

▶ All-Conference Reception at Library of Michigan

\$6,000 Investment | Exclusive

Many attendees said this was the best part of the 2023 and 2024 conferences.

Keynote Speaker

\$5,000 Investment | Three Available

Podium Speaking Opportunity

Includes the opportunity to introduce your brand and introduce the keynote speaker.



▶ Coffee and Break Stations

\$2,500 Investment

Everyone loves snacks and those who help provide them.

Selfie Station

\$1,250 Investment

Your logo on MLA designed 8'x10' selfie backdrop.

Breakout Room

\$750 Investment

Your logo added to room signage and recognition during session introductions.

Exhibitor Opportunities

2025 EXHIBIT HALL LAYOUT

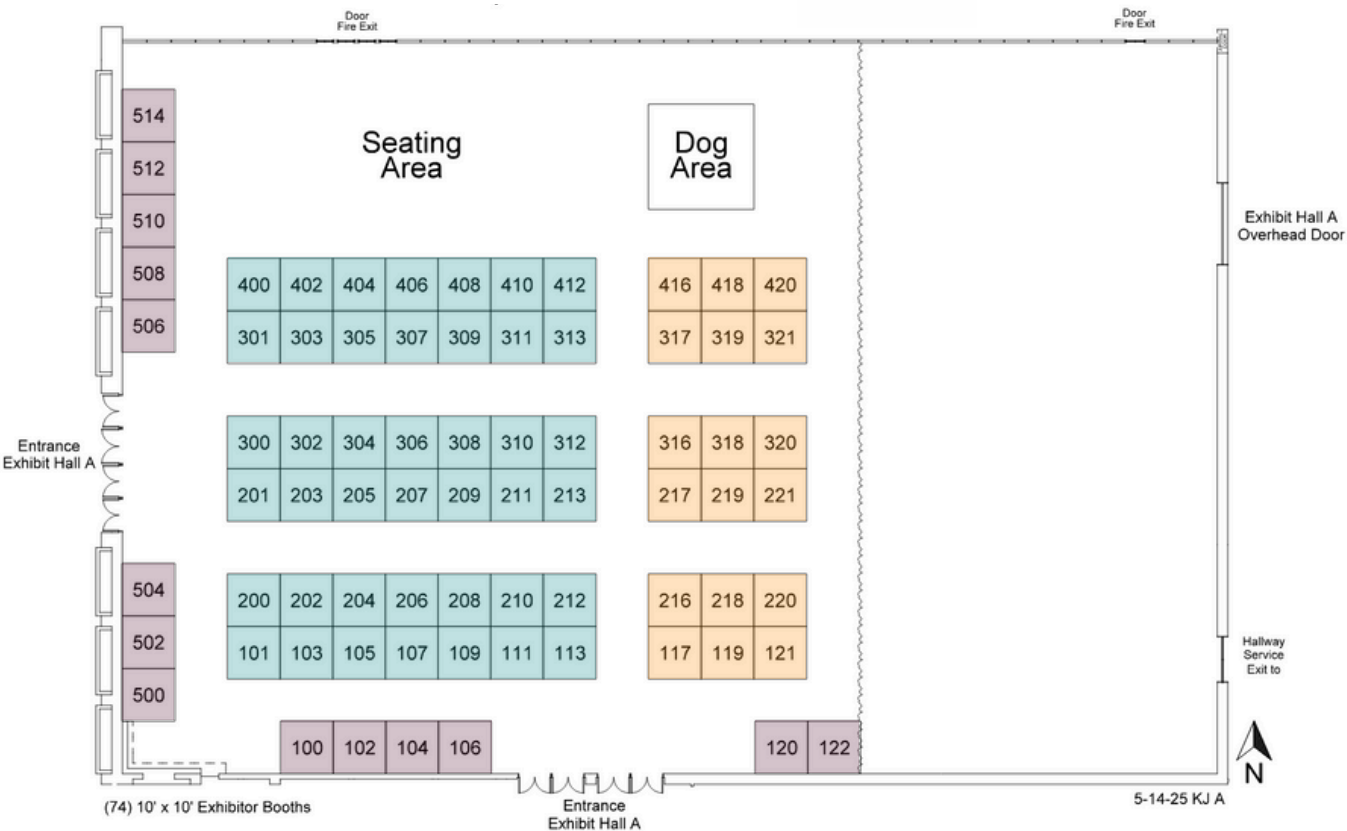


EXHIBIT BOOTH INVESTMENT

	Early Bird Register by July 31	Standard Register by August 30	Last Chance Register After September 1
Zone 1	\$1,000	\$1,150	\$1,400
Zone 2	\$1,100	\$1,250	\$1,500
Zone 3	\$1,200	\$1,350	\$1,600

Double the space, double the fun!
Get 25% off your second booth

Exhibitor Details

EXHIBIT BOOTH FEATURES

- 10' x 10' booth space (carpeted)
 - 7" x 44" booth ID sign (max of 29 characters)
 - 7' back drape and 3' side dividers
 - One 2' x 6' table, covered and skirted
 - Two chairs and wastebasket
 - Four booth personnel exhibit hall passes
 - Exhibit hall is NOT carpeted
-
- Inclusion in exhibit hall scavenger hunt
 - First-come, first served booth placement
 - Wireless internet access
-
- Pre-event attendee list 1 week before conference
 - Post-event attendee list 1 week after conference



EXHIBIT BOOTH ADD-ONS

Electrical Access — \$100

120v/20amp connection. Must provide power strips and extension cords.

Award Ceremony Ticket — \$60 each

Celebrate Michigan's libraries and library workers on Wednesday evening.



**Exhibit space is
expected to sell out.
PLEASE REGISTER EARLY**

Fine Print and Deadlines

CANCELLATION

No cancellation refunds will be issued after September 1, 2025.
Cancellations received by August 31, 2025 are subject to a \$150.00 cancellation fee.

DEADLINES

Exhibitor Early Bird Rate expires July 31, 2025.
Please submit artwork and/or videos to MLA no later than September 26, 2025.

REGISTRATION

All sponsor and exhibitor registration must be completed online at milibraries.org. All onsite personnel are required to register and provide emergency contact information.

HEALTH AND SAFETY GUIDELINES

We ask you to be courteous and conscientious of others while meeting in-person at the event, especially when it comes to health and safety.

COVID-19

Do not attend the conference if you are testing positive for COVID-19 or if you are unwell, or awaiting COVID-19 test results. Masks are optional at all MLA events.

COMMON ALLERGENS

MLA will make every effort to ensure that provided meals are free of any declared allergens. Please ensure you have alerted MLA staff to any allergies you may have. If you have emergency medications, such as an EpiPen, please carry it with you during the conference.

Although we always aim to work with you to provide a safe and comfortable conference, we cannot guarantee a completely allergen-free event or prevent others from bringing potential allergens to the event.

Conference attendees and exhibitors are asked to refrain from bringing, distributing, and consuming products containing peanuts and other nuts at the conference.

Contact Us



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2025 Conference Chair
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Save the Dates

MLA 2026
SUBURBAN COLLECTION
SHOWPLACE, NOVI
OCTOBER 28-30, 2026

MLA 2027
RADISSON PLAZA, KALAMAZOO
OCTOBER 20-22, 2027