



# Exhibitor and Sponsor Prospectus

MLA 2026 ANNUAL CONFERENCE

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**OCTOBER 28-30, 2025**

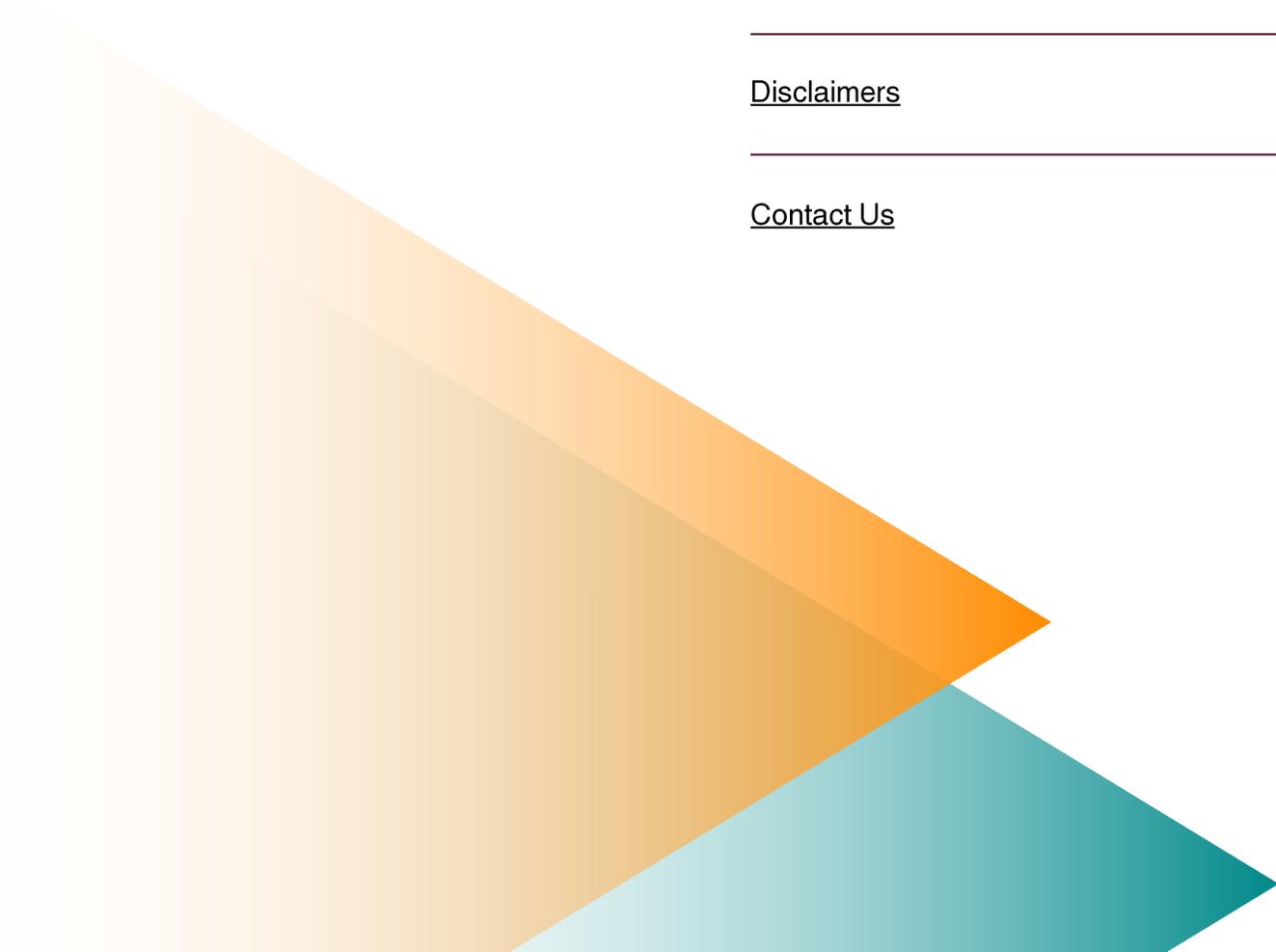
**Vibe Credit Union Showplace**  
**(formerly Suburban Collection Showplace)**  
46100 Grand River Avenue  
Novi, MI, 48374



[milibraries.org](http://milibraries.org) (517) 294-2774

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# General Information

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## MLA MISSION

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

The Michigan Library Association (MLA) is a collaborative network of over 2500 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.

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### The Details

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

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### The City

Located in the heart of southeast Michigan, Novi blends modern amenities with small-town warmth. Known for its shopping, dining, and easy access to Detroit, Novi is a convenient place to gather, explore, and connect.

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### The Theme

The theme of the 2026 Annual Conference is **Beyond Buzzwords: An Enduring Public Good**

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### The Schedule

Wednesday, October 28 - MLA 2026 Opening | Exhibit Hall  
Thursday, October 29 - Educational Sessions | Exhibit Hall  
Friday, October 30 - MLA 2026 Closing Session

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### The Accommodations

Rooms available starting at \$179.00 per night at the Hyatt Place Detroit Novi.  
Reserve early as rooms sometimes sell out.  
Discounted rate not available after September 26, 2026.

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### The 10% Discount

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

# The Venue



## VIBE CREDIT UNION SHOWPLACE

### Address and Website

#### **Vibe Credit Union Showplace**

46100 Grand River Avenue

Novi, MI, 48374

[www.vibeshowplace.com](http://www.vibeshowplace.com)

### Parking

Parking is complimentary for day and overnight guests.

### Overnight Accommodations

***Reservations at the Hyatt Place Detroit Novi beginning at \$179.00***

*Reserve by September 26th, 2026*

*Call (248) 348-5600 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.*

# The Schedule



## CONFERENCE SCHEDULE

<b>Wednesday</b> October 28	<b>10:00 - 5:30</b> Educational Sessions <b>6:00 - 9:00</b> Award Ceremony
<b>Thursday</b> October 29	<b>9:00 - 5:15</b> Educational Sessions <b>6:30 - 9:00</b> Conference Reception
<b>Friday</b> October 30	<b>9:00 - 12:30</b> Educational Sessions

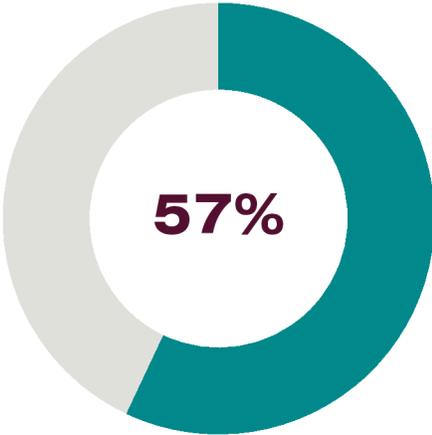
\*Schedule subject to change

## EXHIBIT HALL SCHEDULE

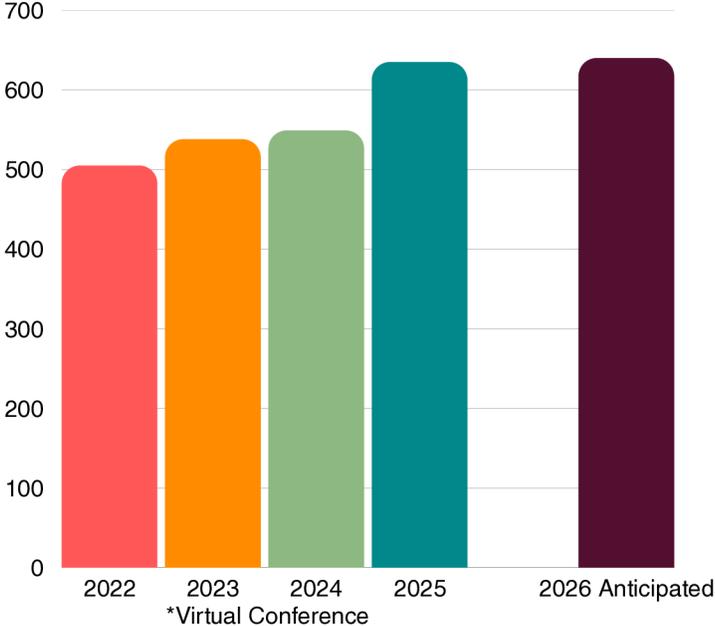
<b>Wednesday</b> October 28	<b>8:00 - 12:00</b> Registration and Setup <b>12:30 - 6:00</b> Exhibits Open
<b>Thursday</b> October 29	<b>12:30 - 2:00 / 3:00 - 3:30</b> <b>4:30 - 4:45 / 5:30 - 6:00</b> Non-Conflict Times  <b>10:00 - 4:30</b> Exhibits Open <b>4:30 - 6:00</b> Teardown  <b>10:00 - 10:45</b> <b>2:30 - 3:00 / 4:00 - 4:15</b> Non-Conflict Times

# Attendee Demographics

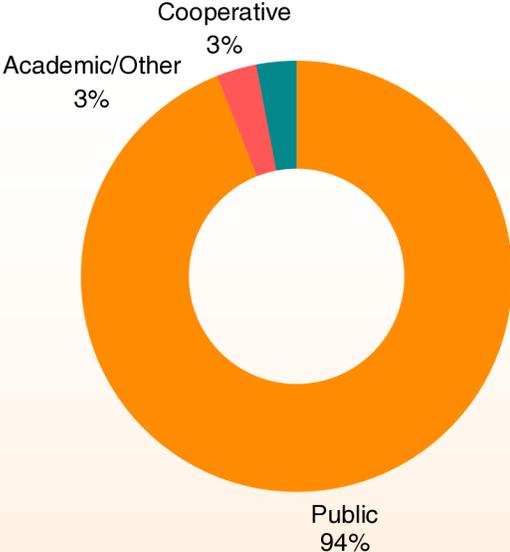
% of Attendees who reported that visiting exhibitors was a top reason to attend.



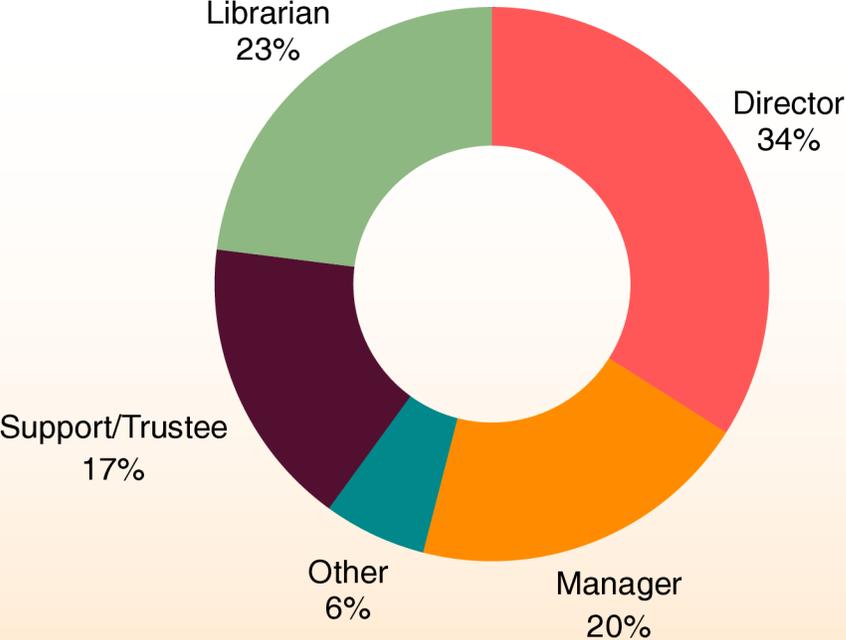
Attendance, MLA 2022-2025



Attendee Library Type, MLA 2025



Attendee Job Description, MLA 2025



# Sponsor Tiers

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MLA offers a range of exposure levels and sponsorship opportunities at our 2026 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 all 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 Novi with food, drinks, and good vibes.*

### ▶ 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  
Podium Speaking Opportunity

*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

\$6,000 Investment | Exclusive  
Podium Speaking Opportunity

*Many attendees said this was the best part of the 2024 and 2025 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

## 2026 EXHIBIT HALL LAYOUT



## EXHIBIT BOOTH INVESTMENT

	<b>Early Bird</b> Register by July 31	<b>Standard</b> Register by August 30	<b>Last Chance</b> Register After September 1
<b>Zone 1</b>	\$1,000	\$1,150	\$1,400
<b>Zone 2</b>	\$1,100	\$1,250	\$1,500
<b>Zone 3</b>	\$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 carpeted
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- Inclusion in exhibit hall scavenger hunt
  - First-come, first served booth placement
  - Wireless internet access
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- 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 — \$65 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

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## **CANCELLATION**

No cancellation refunds will be issued after September 1, 2026. Cancellations received by August 31, 2026 are subject to a \$150.00 cancellation fee.

## **DEADLINES**

Exhibitor Early Bird Rate expires July 31, 2026. Please submit artwork and/or videos to MLA no later than September 26, 2026.

## **REGISTRATION**

All sponsor and exhibitor registration must be completed online at [milibraries.org](http://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



**Amber Sheerin, CMP**  
MLA Program Director  
(517) 881-3194  
[asheerin@milibraries.org](mailto:asheerin@milibraries.org)



**Mackenzie Hanfland**  
MLA Event Coordinator  
(517) 881-7242  
[mhanfland@milibraries.org](mailto:mhanfland@milibraries.org)



**James Pugh**  
2026 Conference Chair  
(616) 696-1910  
[director@cedarspringslibrary.org](mailto:director@cedarspringslibrary.org)



**Save the Date!**

**MLA 2027**  
**ANNUAL CONFERENCE**  
RADISSON PLAZA, KALAMAZOO  
OCTOBER 20-22, 2027