



MLA 2020

ANNUAL CONFERENCE

CHARTING
A NEW COURSE
TOGETHER

October 28 & 29, 2020

VENDOR PROSPECTUS

ABOUT THE CONFERENCE

The Michigan Library Association Annual Conference has offered access to hundreds of current and future library leaders from public, academic, school, 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 with colleagues and vendors.

The Annual Conference provides your organization the platform to strengthen your relationships with our attendees to improve your company's image and credibility.

MLA 2020 is charting a new and exciting course for connections as our first fully virtual conference. Not only does this reduce overall expenses for you, but it allows us to provide you with greater analytics about those who express interest in your services and help streamline your follow-up processes while keeping everyone safe.

EXHIBIT SCHEDULE

Wednesday, October 28

9:00am - 5:00pm

Including 2.5 hours of non-conflict time when visiting your booth is all that is on the attendees' schedule

Thursday, October 29

9:00am - 5:00pm

Including 2.5 hours of non-conflict time when visiting your booth is all that is on the attendees' schedule

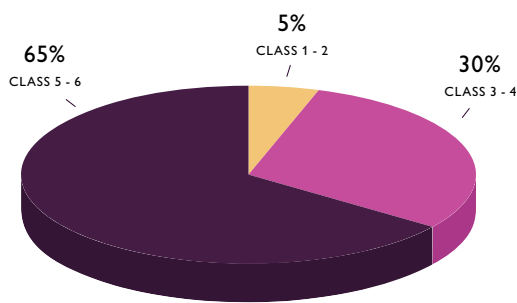
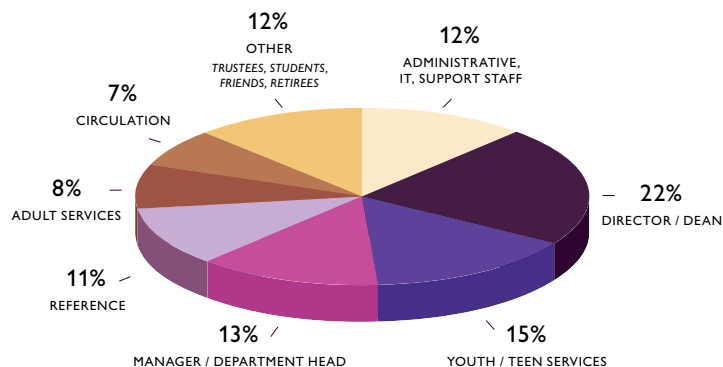
THE 2020 CONFERENCE WILL BE HOSTED ON  **hopin**



ATTENDEE DEMOGRAPHICS

AUDIENCE PROFILE

Nearly 50% of attendees had buying influence and comprised a mix of attendees from public, academic, and specialty libraries.



PUBLIC LIBRARIES

65% of public library attendees were from class 5 or above

LIBRARY COOPERATIVES

Representatives from 9 of 11 Michigan Library Cooperatives were present at the 2019 conference.

ACADEMIC LIBRARIES

The following academic Institutions were represented at the 2019 conference:

- University of Michigan
- Michigan State University
- Andrews University
- Central Michigan University
- Eastern Michigan University
- Mid-Michigan College
- Mott Community College
- Oakland Community College
- Northern Michigan University
- Saginaw Valley State University
- University of Detroit Mercy
- Wayne Community College
- Wayne State University
- Western Michigan University

PAST SPONSORS AND EXHIBITORS INCLUDE

- EBSCO
- Capiera Technologies
- National Insurance Services
- Metcom
- Library of Michigan
- Library Design Associates
- Quinn Evans Architects
- Midwest Collaborative for Library Services (MCLS)
- AtoZDatabases
- Sprint
- Oakland Community College
- Wayne State University
- Baker and Taylor
- ProQuest
- Mulder's Moving and Storage, Inc.
- Midwest Tape/hoopla
- Plante Moran
- Fresh Food is Fun!
- Niche Academy
- ABDO Books

MLA ANNUAL CONFERENCE ATTENDANCE INFORMATION

MLA welcomed 595 attendees in 2019 and 578 attendees in 2018.

SPONSORSHIP LEVELS

MLA offers a range of sponsorship levels with commensurate opportunities at our 2020 annual conference. Sponsor an event that fits your organization's personality or place your company logo on conference collateral. The total of your sponsored items or events determines your sponsorship level. The more you invest, the more visibility you receive!

SUPPORTER LEVEL: \$999 AND LESS

- Recognition in scrolling slideshow played throughout conference on main stage
- Logo and link to your website on conference homepage
- Pre and post event attendee list
- Mention in MLA newsletter and social media sites

AMBASSADOR LEVEL: \$1,000-\$2,499

- All Supporter Level benefits
- Prominent mention in MLA Newsletter and social media sites
- 25% discount on advertising
- One free registration (not including exhibit booth personnel)

CHAMPION LEVEL: \$2,500-\$4,999

- All Ambassador Level benefits
- Complimentary large exhibit booth
- Complimentary advertisement

PREMIER LEVEL: \$5,000-\$9,999

- All Champion Level benefits
- Two free registrations (not including exhibit booth personnel)
- Prime exhibit booth location

EXCLUSIVE - ALL CONFERENCE SPONSOR: \$10,000

- All Premier Level benefits
- Four free registrations (not including exhibit booth personnel)
- Opportunity to introduce opening keynote speaker
- Logo and recognition on signage at all major event functions
- Prominent mention in MLA Newsletter and social media sites
- Right of first refusal for sponsorship of MLA's 2021 Annual Conference



SPONSORSHIP OPPORTUNITIES

Mix and match any of these sponsorship opportunities to fit your company's goals and budget. The total amount you spend determines your level of sponsorship (see preceding page). These opportunities are first come, first serve, so don't wait to gain maximum exposure!

NEW VIRTUAL SPONSORSHIP OPTIONS

- **Digital Bag Drop: \$250 (Unlimited Opportunities)**
 - A PDF version of your promotional material sent to all attendees prior to the event
 - Receive a pre-event list of all attendees and a post event list of those that reviewed your materials
- **Branded Waiting Room: \$300 (3 Opportunities)**
 - Link to your website and 150-character message posted for 30 minutes prior to event start for attendees in waiting room
- **Branded Breakout: \$350 (Unlimited Opportunities)**
 - Speaker recognition during any breakout session
 - Logo recognition on session image and in session presentation
- **Profile Frame: \$500 (Two Opportunities)**
 - Add your logo to a profile picture frame sent to all attendees ahead of the event for sharing on social media and during the event
- **Daily Educational Sessions: \$1,000 (Two Opportunities)**
 - Your logo displayed during all breakout sessions on the day of your choice
- **Keynote: \$2,500 (Four Opportunities)**
 - 2-minute prerecorded video played before the keynote session of your choice
Speakers include Beth Zesenis, Dr. Michael Rice, Wesley Stace, and others
- **Award Ceremony: \$5,000 (One Opportunity)**
 - Sponsor the Michigan Library Virtual Awards Gala to honor the profession's best and brightest
 - Speaker recognition and 2-minute prerecorded video played at the beginning of the award ceremony
 - Logo recognition during event

NEW VIRTUAL EXHIBIT HALL

Showcase your products and services, with your choice of a prerecorded video or a live video stream session in the booth.

- Booths have a customizable lead generation feature built-in for capturing attendee interest with automatic email notifications
- Link to website button in booth and on event home page
- Link to twitter button in booth
- Pre-event and post-event attendee lists
- Post-event transcript of chats
- Two (2) complimentary event passes

Check out a [video tutorial](#) of the virtual expo hall or visit our website for more details

BOOTH OPTIONS	EARLY BIRD (UNTIL AUG 21)	STANDARD (AFTER AUG 21)
SMALL BOOTH	\$500	\$550
LARGE BOOTH	\$600	\$650

ADVERTISEMENTS

ADVERTISER PACKAGE (\$350) INCLUDES:

- Advertisement and link on MLA website
- Logo and link on conference reception page
- Ad included in scrolling presentation on main stage throughout conference

ARTWORK REQUIREMENTS

- 1320px x 880px
- 3:2 aspect ratio
- Full color or black and white images are accepted
- High resolution (minimum of 600 ppi)
- Accepted formats: jpeg, tiff, gif, or pdf
- **Must be submitted no later than Friday, September 25, 2020**

