

MLA 2021 ANNUAL CONFERENCE

October 13 - 14, 2021

Vendor & Sponsor Prospectus

INVITATION TO CONNECT

ABOUT THE MLA ANNUAL 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. Supporting MLA 2021 will provide your organization the platform to build relationships and strengthen your company's image and credibility.

We are confident that our comprehensive virtual program will deliver the knowledge and connection-rich conference experience that has supported learning and development for Michigan's library professionals for years. The digital platform offers many exciting possibilities, and we hope you will join us as we rise to the challenges and opportunities of a new decade.

We welcome back our long-time supporters and look forward to engaging with new organizations and partners. There are various ways to be involved, but these packages are not fixed – so if you have ideas, let's talk possibilities!

ABOUT MLA

The Michigan Library Association (MLA) is recognized statewide and nationally for its 130-year history of quality services and programs focused on ensuring the health and vitality of these key cultural institutions. MLA serves as a forum for collaboration, cooperation, and partnerships, cultivating cutting-edge ideas and awareness of best practices in an open and supportive culture.

Since 1891, MLA has been a vibrant and dynamic cultural service organization with a diverse membership of more than 325 libraries and 1400 library professionals in rural, suburban and urban areas. MLA's oversight of professional development, education, and advocacy services broadly assist residents, municipal leadership, business leaders and visitors; all who are invested in building healthy and dynamic communities in all 83 Michigan counties.

DIGITAL PLATFORM

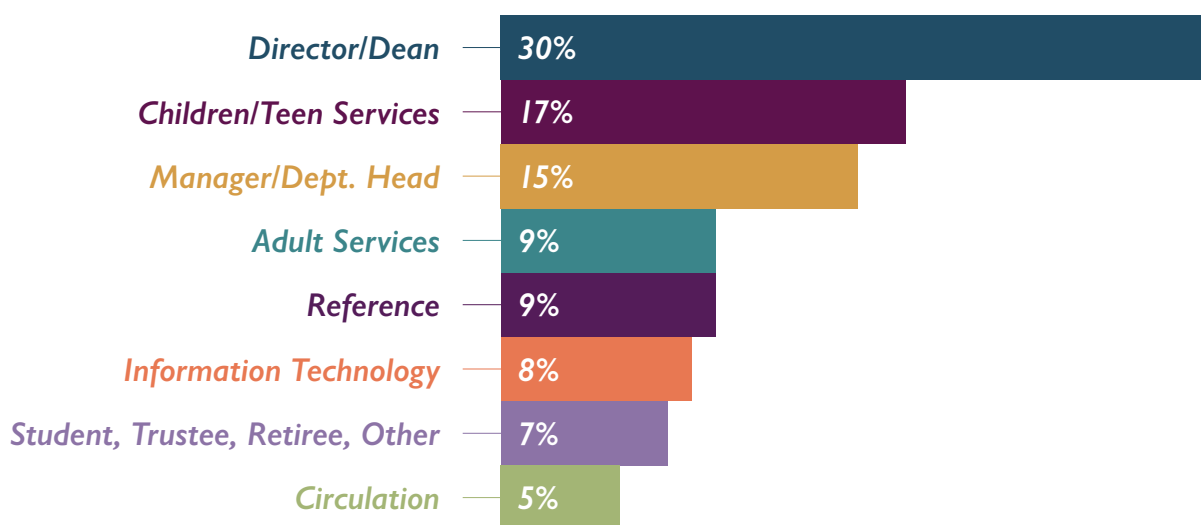
MLA is excited to once again partner with Hopin to produce the 2021 Annual Conference. Hopin is an all-inclusive digital event platform focused on connecting people across the globe. All attendees and exhibition personnel will be required to create a free Hopin account in order to access the event.



ATTENDEE INFORMATION

AUDIENCE PROFILE

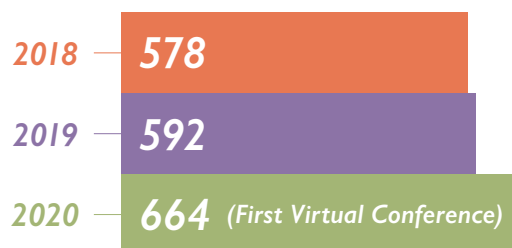
Our attendees provide a wide cross section of public, academic, school, and special libraries. Over 50% of attendees have buying influence and most attendees are from a class 5 library or above.



MLA ANNUAL CONFERENCE ATTENDANCE INFORMATION

Attendance at the MLA Annual Conference has steadily grown over the last several years.

Based on the 2020 post-event survey, 100% of exhibitors said the event had a positive impact on their business goals and are interested in participating in future MLA virtual conferences.



**Do you have an idea for an in-kind sponsorship or an unlisted option?
Let's talk! Contact Amber Sheerin at asheerin@milibraries.org**

PAST SPONSORS AND EXHIBITORS



SPONSORSHIP OPPORTUNITIES

ALL-CONFERENCE SPONSOR: \$7,500

- Exclusive major sponsorship
- Recognition at all main stage events, MLA newsletter, social media, and website
- Welcome video played during conference opening remarks (4-minute maximum)
- Complimentary premium exhibit booth
- Platinum level logo recognition on event reception page

MICHIGAN LIBRARY AWARDS: \$5,000

- Exclusive sponsorship of statewide awards ceremony presented by MLA, MiALA, and MAME
- Welcome video (2-minute maximum) played during Awards Broadcast
- Awards broadcast streamed to audience of 1000+ on multiple platforms
- Recognition in MLA newsletter, social media, and website
- Complimentary premium exhibit booth
- Gold level logo recognition on event reception page

SHIRT SPONSOR: \$2,500

- Your logo added to the back of the event apparel worn by event volunteers and staff, and available for purchase by all attendees
- Recognition in MLA newsletter, social media, and website
- Gold level logo recognition on event reception page

KEYNOTE SPONSOR: \$1,500

- Welcome video played during keynote speaker in introduction (2-minute maximum)
- Logo recognition as overlay during selected keynote
- Recognition in MLA newsletter, social media, and website
- Complimentary standard exhibit booth
- Silver level logo recognition on event reception page

PHOTOBOOTH SPONSOR: \$1,500

- Photo booth gallery will display your logo every 10 seconds during photo rotation
- Your logo featured on the photobooth image overlay
- Note: Must submit square logo artwork
- Your chosen hashtag added to the social media share buttons
- Recognition in MLA newsletter, social media, and website
- Silver level logo recognition on event reception page

DAILY SESSION SPONSOR: \$1,000

- Recognition in all breakout sessions on chosen day
- Recognition in MLA newsletter, social media, and website
- Silver level logo recognition on event reception page

BINGO SPONSOR: \$750

- Your logo image displayed as Bingo Stamp during event gamification
- Recognition in participant prize mailings
- Recognition in MLA newsletter, social media, and website
- Bronze level logo recognition on event reception page

WELLNESS SPONSOR: \$500

- Welcome video played ahead of morning group wellness session (2-minute maximum)
- Logo recognition as overlay during morning group wellness session
- Recognition in MLA newsletter, social media, and website
- Bronze level logo recognition on event reception page

HOMEPAGE LOGO SPONSOR: \$250

- Bronze level logo recognition on event reception page
- Recognition in MLA newsletter and website



SPONSORSHIP LEVELS

SPONSOR LEVEL BENEFITS

Platinum	(\$7,500 and up)
Gold	(\$2,500 - \$7,499)
Silver	(\$1,000 - \$2,499)
Bronze	(\$250 - \$999)

PLATINUM — EXCLUSIVE

- Complimentary premium exhibit booth
- Welcome video played during conference opening remarks

GOLD

- Complimentary standard exhibit booth

SILVER

- 15% discount on exhibit booth

BRONZE

- 10% discount on exhibit booth

SPONSORSHIP OPTIONS

All-Conference Sponsor	Exclusive
Michigan Library Awards	Exclusive
Keynote Sponsor	Limited
Shirt Sponsor	Limited
Photo Booth Sponsor	Exclusive
Daily Session Sponsor	Limited
Bingo Sponsor	Exclusive
Wellness Sponsor	Exclusive
Homepage Logo	Unlimited

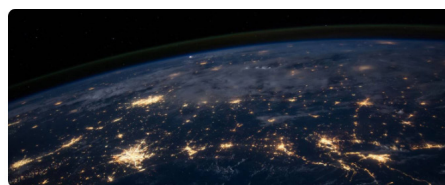
LOGO SPECIFICATIONS

High Resolution Color Logo, minimum resolution 500x200px
 Landscape format, 5:2 aspect ratio
 Recommended resolution: 1000x400px

SPONSORSHIPS INVOLVING VIDEOS

If you wish to submit in another format, please contact Amber at asheerin@milibraries.org

Please submit artwork and videos to MLA no later than October 1, 2021.



Description

Sponsors

Platinum

[Visit the Platinum Sponsor Website](#)

Proudly Supported By

Gold

Gold

Silver

Silver

Bronze

Bronze

NUMBER AVAILABLE

INVESTMENT

VIRTUAL EXHIBIT HALL

EXHIBIT SCHEDULE

Wed., October 13th

Thurs., October 14th

EXPO OPEN

8am-1pm

8am-1pm

COFFEE

8:00-8:45AM

8-9am

SHOWCASE

10-11am, 12-1pm

10-11am, 12-1pm

COFFEE WITH VENDORS

Bring a cup of coffee and get to know your potential customers. No other events are offered in competition of visiting the Expo Hall and the attendees will be incentivized to visit before going into educational sessions.

VENDOR SHOWCASE

Vendors are encouraged to schedule a highlighted event in the general event schedule. Examples might include a demonstration, product announcement, presentation, or Q&A with representatives. Standard booths are allotted 15 minutes of time and premium booths are allotted 25 minutes. Booth personnel will appear on the schedule as event speakers.

Exhibit Booth Options

Differences listed on next page

Early Bird

Until June 30th

Investment Post-Early Bird

July 1st and After

Standard Exhibit Booth

\$500

\$600

Premium Exhibit Booth

\$700

\$800

VIRTUAL EXHIBIT HALL ARTWORK REQUIREMENTS

All Booths

- Organization Logo
 - 1:1 aspect ratio
 - Recommended resolution: 100x100px
- Booth Attachments
 - MLA recommends landscape format
 - .jpg, .jpeg, .png, or .gif accepted
- Fallback Provider
- Youtube link or Google Slides Presentation that will play for attendees if booth is unattended.
- About Your Organization
- Booth Headline or Slogan (60 character maximum)
- Optional promotional offer or raffle

Standard Booths

- Banner Image
 - 2:1 aspect ratio
 - Recommended resolution: 1500x750px
 - Minimum resolution: 1000x500px

Premium Booths

- Banner Image
 - 4:1 aspect ratio
 - Recommended resolution: 2000x500px
 - Minimum resolution: 1000x250px

Please submit artwork and/or videos to MLA no later than October 1, 2021.

Visit milibraries.org for additional information about sponsoring or exhibiting at MLA 2021

VIRTUAL EXHIBIT HALL BOOTH LEVEL BENEFITS

PREMIUM EXHIBIT BOOTH

- Schedule an optional 25-minute live session highlighted on event schedule during Vendor Showcase Times
- Priority booth placement
- Large sized booth banner
- Customizable lead generation feature for capturing attendee interest
- Link to website in booth and on event home page
- Pre- and post-event attendee lists
- Post-event booth chat transcript
- Post-event analytics including number of visitors, number of interactions, and average attendee time in booth.
- Four attendee registrations included
- Log into your booth live on-camera or submit a pre-recorded video
- Add an optional promotional offer button to increase attendee engagement
- Involvement in MLA exhibitor Bingo Game

STANDARD EXHIBIT BOOTH

- Schedule an optional 15-minute live session highlighted on event schedule during Vendor Showcase Times
- Customizable lead generation feature for capturing attendee interest
- Link to website in booth and on event home page
- Pre- and post-event attendee lists
- Post-event booth chat transcript
- Post-event analytics including number of visitors, number of interactions, and average attendee time in booth.
- Three attendee registrations included
- Log into your booth live on-camera or submit a pre-recorded video
- Add an optional promotional offer button to increase attendee engagement
- Involvement in MLA exhibitor Bingo Game

Booth placement is assigned on a first come, first serve basis.



SUPPORTER BENEFITS

PERSONAL CONTACT

Put a face to your brand – the best way to create and maintain relationships with your target audience.

EDUCATION

Learn what's happening in Michigan's libraries and how you can be part of it.

PRESENCE

Show your commitment to libraries – support the community that supports your business.

LEADS

Secure qualified leads – exhibiting allows you to secure leads in one location.

SALES

Promote new services or demonstrate new products and equipment.

DIRECT MARKETING

Frequent email blasts update registered attendees with general information, latest news, key dates, and program and speaker details. This ensures attendees remain engaged in activities leading up to the conference.

ADVERTISING & ARTICLES

Regular e-blasts will promote conference highlights and sponsors.

SOCIAL MEDIA

Facebook and Twitter will be used to create excitement around the conference sponsors and exhibitors.

MLA WEBSITE

The key source of information about the conference, and is constantly updated and refreshed to reflect the latest news, including logos and links for all sponsors.

EXHIBIT BOOTH ANALYTICS

Receive real data about your booth efficacy, including the number of attendees in the booth, the number of attendees that interacted, average length of time attendees spent in your booth, and how this data compares to other exhibitors. You will also receive a full chat transcript and a list of attendees that clicked on your optional promotional offer or raffle giveaway.