



SPRING INSTITUTE FOR YOUTH SERVICES 2021

SPARKING CONNECTIONS AND POSSIBILITIES

VENDOR PROSPECTUS

MICHIGAN LIBRARY ASSOCIATION

INVITATION TO PARTICIPATE

SPARKING CONNECTIONS AND POSSIBILITIES

Spring Institute 2021 is going virtual. Rather than view this as necessary but unfortunate circumstances we are choosing to see it as an opportunity for growth and connection because moving online offers a new range of possibilities not available before.

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 youth focused 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 with open arms and look forward by engaging with new organizations and partners. There are various ways to be involved. This document outlines the developed sponsorship packages. These packages are not fixed – so if you have ideas, let's talk possibilities!

ABOUT SPRING INSTITUTE

Every March the Michigan Library Association hosts the Spring Institute for Youth Services, Michigan's premier annual education event for youth library professionals. This two-day conference brings together more than 200 children and teen services librarians from across the state to share, discover and experience best practices. Formal sessions and vendor exhibits combine with networking and social activities in a fun and collaborative learning environment.

DIGITAL PLATFORM

MLA is excited to once again partner with Hopin to produce the 2021 Spring Institute. 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.



SPONSORSHIP LEVELS

PARTNERSHIPS AT A GLANCE

NUMBER AVAILABLE

INVESTMENT

SPONSORSHIPS

All-Conference Sponsor	Exclusive	\$1500
Daily Session Sponsor	Limited	\$500
Keynote Sponsor	Limited	\$400
Homepage Logo	Unlimited	\$150

EXPO HALL

Exhibit Booth	Unlimited	\$260
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ALL CONFERENCE SPONSOR – \$1500

- Exclusive major sponsorship: Recognition at all main stage events, MLA newsletter, social media, and website.
- Logo recognition on event reception page.

DAILY SESSION SPONSOR – \$500

- Recognition in the day's breakout sessions, MLA newsletter, social media, and website.
- Logo recognition on event reception page.

KEYNOTE SPONSOR – \$400

- Recognition ahead of a keynote presentation, in MLA newsletter, social media, and website.
- Logo recognition on event reception page.

HOMEPAGE LOGO – \$150

- Recognition in MLA newsletter, social media, and website.
- Logo recognition on event reception page.

EXHIBIT BOOTH – \$260

- 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.
- Two attendee registrations
- Log into your booth live on-camera or submit a pre-recorded welcome message
- Schedule an optional 15-minute live demo session highlighted on event schedule
- Add an optional promotional offer button to increase attendee engagement
- Involvement in MLA exhibitor scavenger hunt

Contact asheerin@milibraries.org to discuss custom sponsorship packages

SPONSORSHIP 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 AND ARTICLES

Regular e-blasts will promote conference highlights and sponsors.

SOCIAL MEDIA

Facebook and Twitter 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.