



PEOPLE FIRST

SPRING INSTITUTE 2020

Dear MLA Supporter,

The Michigan Library Association has served the library community for over 128 years, and our mission is simple; to help libraries and libraries professionals succeed. A major factor in the achievement of this mission is to put people first in everything we do.

On March 19 and 20, 2020 we will put this People First mentality front and center at the Spring Institute for Youth Services hosted in beautiful Ann Arbor, Michigan. The conference is expected to draw approximately 200 Youth Service Professionals from all corners of the state for two fun-filled days of learning, growing, and networking. This event is popular among both leaders and emerging professionals alike in order to learn library best practices and programming ideas, as well as develop relationships within the industry.

By partnering with MLA as an official sponsor, exhibitor, or advertiser at the 2020 Spring Institute for Youth Services your organization's brand will be highly visible to a large audience of professionals and your credibility will be anchored as part of this established and well-respected event.

Packages are outlined in the following pages. There are sponsorship opportunities to suit a variety of price points, or MLA can customize a sponsorship to leverage your organization's resources in order to best achieve your specific goals. Please give us a call to see how we can partner together.

In addition to sponsorship and advertising opportunities, a limited number of exhibitor booths are available. Attendance and demand for exhibits at MLA events is growing and space is expected to sell out quickly.

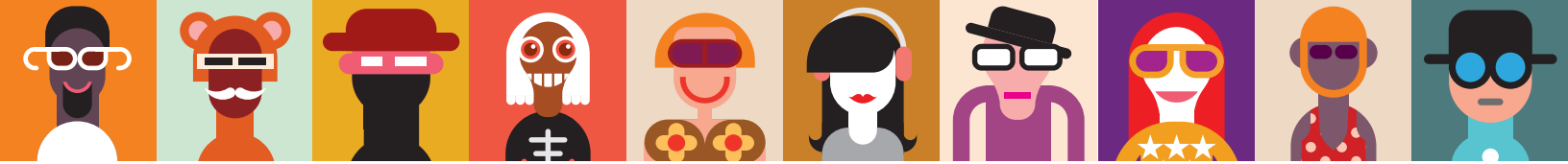
Please feel free to connect with me about any questions you may have. I look forward to working together with you to achieve our shared goals.

Sincerely,

Amber Sheerin, CTA

Michigan Library Association
Professional Development and Meeting Manager

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SPONSORSHIP OPPORTUNITIES

MLA will work to customize a sponsorship opportunity that best aligns with your goals and objectives to maximize your return on investment in Michigan's libraries. If you don't see what you're looking for just select a monetary amount you'd like to contribute and MLA will match you with a program, event, or item that suits your organization's needs.

All sponsors are entitled to a 20% discount on program advertisement and exhibit booth fees and your logo will be prominently displayed on the website and conference program book.

All-Conference Sponsorship - \$4,000

- Exclusive sponsorship opportunity
- Podium recognition at all major events
- 5-minute speaking opportunity
- Exhibit space on Thursday
- Color advertisement on outside back cover of program book
- Bag Drop, minimum 250 supplied items required

Print Sponsor - \$2,500

- Exclusive sponsorship opportunity
- Company logo featured on all session room signage
- Exhibit space on Thursday
- Color advertisement on inside front cover of program book

Tote Bags - \$1,500

- Company logo printed on bags given to all attendees

Tumblers - \$1,500

- Company logo printed on tumblers given to all attendees

Thursday Night Reception - \$1,250

- Recognition at Thursday night's reception, scheduled 5:00 p.m. – 6:00 p.m.

Continental Breakfast - \$1,000

- Recognition at continental breakfast station on March 19 or 20

Lanyards - \$750

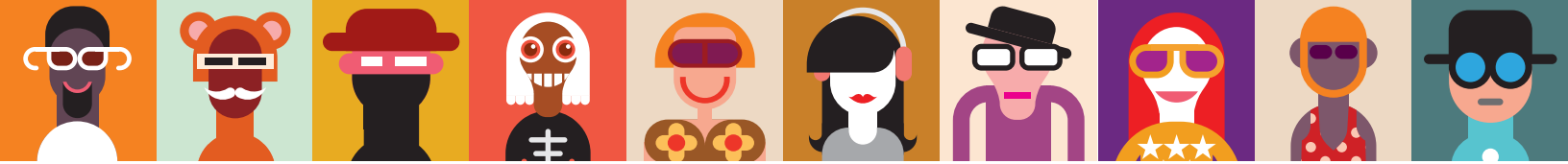
- Company logo printed on lanyards given to all attendees

Afternoon Break - \$500

- Recognition at afternoon break station on March 19 or 20

Bag Drop - \$250

- Your company provided material and/or promotional item given to all attendees
(Minimum 250 supplied items required)



EXHIBITOR & ADVERTISER INFO

Benefits to Exhibiting at Spring Institute for Youth Services

- Convenient layout with exhibit space located near event rooms
- Ample non-conflict time for conference attendees to visit the exhibit hall
- Exhibit Hall open on Thursday, March 19th. One day format helps to minimize your travel and lodging expenses
- Networking opportunities with youth services staff from across a wide variety of Michigan libraries
- Contact information for attendees provided before AND after the event
- Complimentary listing in print and online conference program

Booth Fee

Early Bird Price: \$260

Booth must be booked by Friday, February 7, 2020

Standard Rate: \$300

Registration closes Friday, February 28, 2020

Fee Includes:

- 6' skirted table with two chairs
- Wi-Fi connectivity
- Continental breakfast and lunch for one (1) booth personnel on Thursday, March 19th

Additional Options Available for Purchase

- Additional personnel meals \$30 per person
- Electrical connection \$40 per booth

Cancellation

No refunds will be issued after Friday, February 7, 2020

Cancellations received on or before Thursday, February 6, 2020 will be subject to a \$100 cancellation fee.

SCHEDULE

SETUP

7:00 - 8:30AM

EXHIBIT HALL HOURS

8:30AM - 4:00PM

NON-CONFLICT TIME

8:30 - 9:00AM

10:30 - 11:30AM

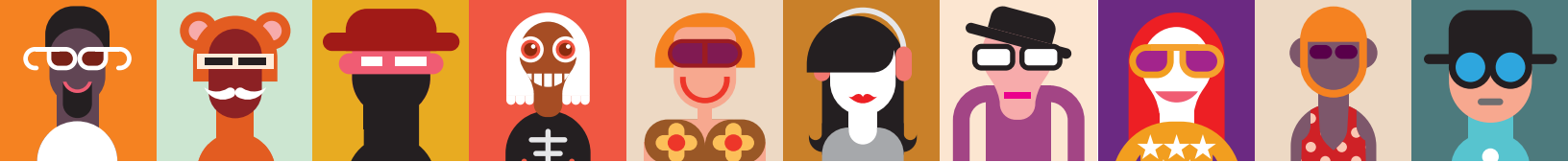
1:30 - 1:45PM

2:45 - 3:30PM

TEARDOWN

4:00 - 5:00PM

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VENUE

Ann Arbor Sheraton Hotel

3200 Boardwalk Street
Ann Arbor, MI, 48108
(734) 996-0600

Booths are assigned on a first-come first-serve basis.

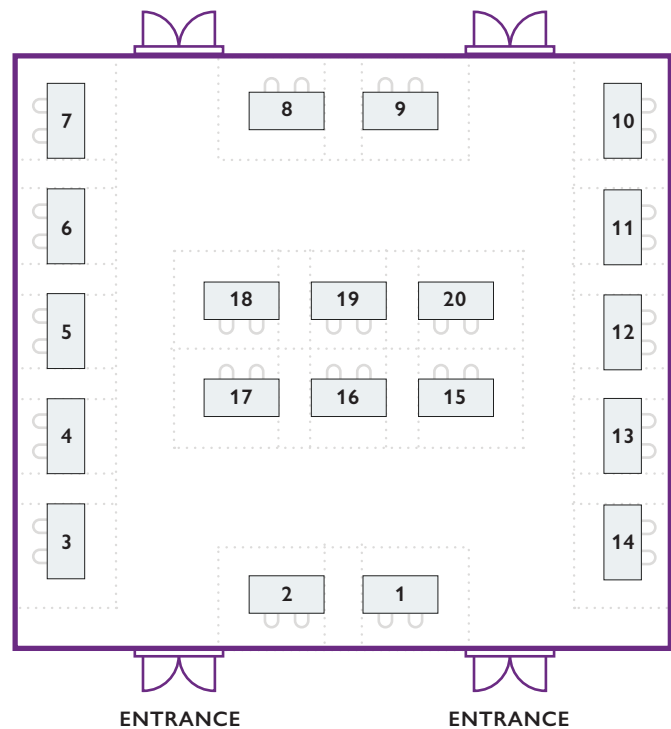
MLA Group Rate Information: \$132 plus tax

Please call the hotel directly and refer to the Michigan Library Association Spring Institute in order to qualify for the discount rate.

Reservations must be received no later than February 20, 2020

Contact Information

For additional information or questions please contact Amber Sheerin, Professional Development and Meeting Manager, at asheerin@milibraries.org



ADVERTISER OPPORTUNITIES

One of the best vehicles to reach Michigan Youth Librarians is with an advertisement in the Spring Institute Program Book. The program is given to all conference attendees and posted on the event website.

Full Page	\$300	7.5" x 4.75"
Half Page	\$175	3.25" x 4.75"

Internal program book printing is done in black and white only. Cover printing is done in full color.

Accepted Formats: jpeg, tiff, gif or pdf – minimum of 300 dpi
Artwork Deadline: Friday, February 21, 2020

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