SPRING INSTITUTE FOR YOUTH SERVICES 2023

SUSTAINING OUR
FUTURE

MARCH 30 - 31, 2023

VENDOR PROSPECTUS

CONFERENCE OVERVIEW

ABOUT THE SPRING INSTITUTE FOR YOUTH SERVICES

The Spring Institute for Youth Services is the best annual event for Michigan's youth library workers. The conference brings together professionals, administrators, and vendors for two days of education, exhibits, networking, special events, and interactive activities.

2023 CONFERENCE VENUE

Sheraton Ann Arbor Hotel
3200 Boardwalk Drive
Ann Arbor, MI 48108
(734) 996-0600

Group room rates start at $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. **Reserve your room by March 1, 2023.**

Learn more about Ann Arbor at **annarbor.org.**

CONTACT INFORMATION

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ABOUT THE MICHIGAN LIBRARY ASSOCIATION

Michigan's oldest and largest library association, MLA has served the library profession in Michigan for 130 years. We are a collaborative network of libraries, library professionals and library supporters who are dedicated to advocating for libraries, growing professionally as leaders in the library community and advancing the profession through sharing of best practices, innovative ideas and new programs and services that benefit library personnel, library patrons and the communities we serve.

SPONSORSHIP OPPORTUNITIES

By sponsoring the Spring Institute for Youth Services, you can show your dedication and support to Michigan's youth and teen library staff and leaders. This highly attended event attracts library workers from across the state and is a great opportunity to showcase your brand, products, and services.

ALL-CONFERENCE SUSTAINING — $5,000
- Logo recognition on all-conference session signage
- Podium recognition during conference opening and closing remarks
- Complimentary exhibit space on Thursday and Friday
- Color advertisement on back cover of program book
- Logo recognition in program book, event app, and on MLA website and social media
- Option to provide chair drop, (250 supplied items required)

THURSDAY NIGHT RECEPTION — $1,750
- Logo recognition on reception signage
- Podium recognition during Friday's opening remarks
- Complimentary advertisement in program book
- Logo recognition in program book, event app, and on MLA website and social media

LANYARDS SPONSOR — $1,000
- Your logo* printed on lanyards given to conference attendees
- Logo recognition in program book, event app, and on MLA website and social media

*Logo must be single color. Lanyard width is 3/8"

BREAK STATION SPONSOR — $1,000
- Logo recognition on break signage
- Credit in program book, event app, and on MLA website and social media

MOBILE APP SPONSOR — $750
- Credit and logo featured on app splash page and QR code signage on-site
- Credit in program book and on MLA website and social media

KEYNOTE SPONSOR — $750
- Logo recognition on keynote signage
- Podium recognition during keynote introduction
- Logo recognition in program book, event app, and on MLA website and social media
- Option to provide chair drop item for keynote session

TRIVIA GAME SPONSOR — $600
- Logo recognition on trivia lunch signage
- Podium recognition by trivia host
- Credit in program book, event app, and on MLA website and social media
- Option to provide chair drop item for trivia lunch

BREAKOUT ROOM SPONSOR — $500
- Logo recognition on breakout signage
- Podium recognition by breakout room leader
- Credit in program book, event app, and on MLA website and social media
- Option to provide chair drop item for breakout room sessions

CHAIR DROP — $250
- Your company provided material and/or giveaway given to all attendees during keynote session (250 supplied items required)
- Credit in program book, event app, and on MLA website and social media

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.

DIRECT MARKETING
Frequent email blasts update registered attendees with general information, latest news, key dates, and program and speaker details.

MENTIONS IN PROMOTIONS
Regular e-blasts will promote conference highlights and sponsors.

ADVERTISING OPPORTUNITIES
One of the best vehicles to reach Michigan's youth and teen librarians is with an advertisement in the Spring Institute program book. This program is given to all conference attendees and posted on the event website.

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 ppi
Artwork Deadline: Friday, February 24, 2023

INVESTMENT	FULL PAGE AD (7.5" x 4.75")	HALF PAGE AD (3.25" x 4.75")
Early Bird — submit by Feb 10th	$325	$175
Standard Rate — submit by Feb 24th	$375	$225

Exhibiting at the Spring Institute for Youth Services gets you face to face with decision makers and youth and teen library workers from across the state of Michigan.

BENEFITS OF EXHIBITING AT THE SPRING INSTITUTE FOR YOUTH SERVICES

- Convenient layout with exhibit space located near event rooms
- Ample non-conflict time for conference attendees to visit your booth
- One-day format helps to minimize your travel and lodging expenses
- Networking opportunities with youth services staff from a wide variety of Michigan libraries
- Contact information for attendees provided before and after the event
- Complimentary listing in printed conference program and mobile app

EXHIBITION DAY SCHEDULE — THURSDAY, MARCH 30, 2023

Setup..7:00 - 8:00am

Non-Conflict Exhibit Time................8:00 - 9:00am, 10:15 - 11:00am

Lunch..12:00 - 1:30pm

Non-Conflict Exhibit Time................2:30 - 3:15pm

Teardown...3:15 - 4:15pm

| INVESTMENT	BOOTH RATE	STRATEGIC PARTNER RATE
Early Bird — reserve by Feb 7th	$300	$270
Standard Rate — reserve after Feb 7th	$350	$315

PRICE INCLUDES

- 6' skirted table with two chairs
- Wi-Fi connectivity
- Continental breakfast and lunch for one (1) booth personnel

ADDITIONAL OPTIONS AVAILABLE FOR PURCHASE

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

SHERATON ANN ARBOR HOTEL
PETITE BALLROOM
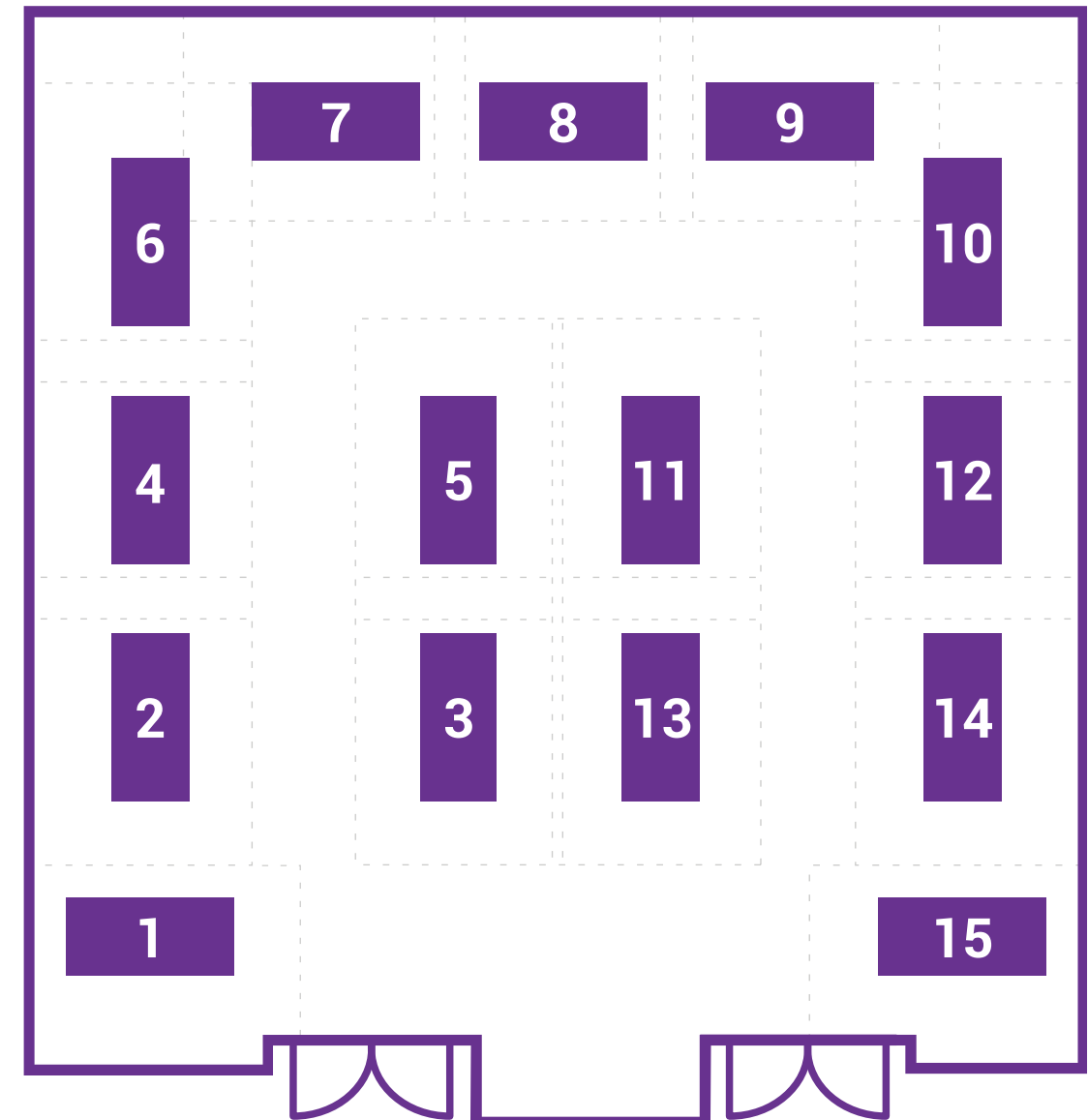
MAIN ENTRANCE

CANCELLATIONS

No refunds will be issued after Friday, February 10, 2023.
Cancellations received on or before Thursday, February 9, 2023 will be subject to a $100 cancellation fee.

CONSENT

Registration and attendance at, or participation in, MLA meetings or other activities constitutes an agreement by the registrant to the use and distribution of the registrants' or attendees' image or voice in photographs, videotapes, electronic reproductions of such events and activities by MLA. Please contact MLA at MLA@milibraries.org if you'd like to be removed from any list.

CODE OF CONDUCT

MLA's vision is to be a highly effective, trusted network of libraries, library employees, trustees, friends and supporters working together to support and promote the highest quality library services throughout Michigan. To fulfill our vision, MLA has built, and is dedicated to maintaining, an inclusive and equitable community where all people can come together to advance our shared vision.

Click here to download the complete Code of Conduct (pdf).

MLA is committed to providing a safe, productive, and welcoming environment for all participants and MLA staff. Each participant, including attendees, speakers, volunteers, exhibitors, staff, and service providers, is expected to understand and follow MLA policies and report any violations.

These expectations apply to all MLA activities (whether virtual or in-person), including but not limited to those held in conjunction with conferences, events, and meetings. Any conduct that is prohibited in-person is also prohibited online, including but not limited to on MLA social media pages and other online platforms.

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.

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.

COVID-19

MLA will implement and follow all current requirements related to COVID-19 from the CDC and state and local health departments. With our guests' safety in mind, we strongly recommend that you be fully vaccinated against COVID-19 to attend and that masks be worn in all indoor spaces for the safety of all attendees. These guidelines are subject to change based on requirements in place at the time of the event.

MLA is committed to alerting all attendees of any changes, but please continue to visit **MLA's website** for the latest information. Do not attend the conference if you are testing positive for COVID-19 or if you are unwell, showing COVID-19 symptoms or awaiting COVID-19 test results.

If any government orders restrict us from gathering, we will reassess the event dates and reimbursements at that time. MLA will provide a full refund for any in-person event registration cancellations with documentation of any of the following:
• Receipt of a positive COVID test
• Required quarantine due to COVID exposure
• State, local and federal government mandates regarding COVID-19