

MLLA 2019

ANNUAL CONFERENCE



Michigan Library Association
MLA 2019 Annual Conference

Suburban Collection Showplace
Diamond Banquet and Conference Center
Novi, Michigan | October 16-18, 2019

ABOUT THE CONFERENCE

The MLA Annual Conference offers access to more than 600 current and future leaders from public, academic 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.

Annual Conference provides your organization the platform to strengthen your relationships with our attendees and improve your company's image and credibility. MLA 2019 is an event tailored to the people you want to reach!

SCHEDULE

(Tentative)

Wednesday, October 16, 2019

9:00 a.m. – 6:30 p.m.

Thursday, October 17, 2019

9:00 a.m. – 6:00 p.m.

Friday, October 18, 2019

9:00 a.m. – 2:00 p.m.

VENUE

Suburban Collection Showplace
[Diamond Banquet and Conference Center](#)
46100 Grand River
Novi, MI 48374

HOTEL

Hyatt Place Detroit/Novi
46080 Grand River Avenue
Novi, MI 48374
(248) 513-4111
\$153.00 per night (plus applicable taxes)
Reserve your room by **September 15, 2019** and refer to the Michigan Library Association to receive the discounted group rate.



ATTENDEE DEMOGRAPHICS

AUDIENCE PROFILE

Nearly 50% of attendees at the 2018 conference had buying influence including:

124 – Directors/Deans

18 – Assistant Directors/Deans

14 – Trustees

78 – Manager/Department Heads

MLA has a mix of attendees from public, academic and specialty libraries who often include:

- Directors
- Deans
- Assistant Directors/Deans
- Branch Managers
- Community Specialists
- Department Managers
- Friends of the Library
- Human Resources Professionals
- Librarians
- Library Students
- Library Support Staff
- Marketing Professionals
- Technology Professionals
- Trustees
- Youth and Teen Librarians

EXPECTED ATTENDANCE FOR 2019

MLA welcomed 578 attendees to MLA 2018 Annual Conference and expects to host more than 600 librarians and library supporters at MLA 2019.

PAST SPONSORS INCLUDE

- Baker & Taylor
- Bloom, Sluggett, Morgan
- Brodart
- Capira Technologies, LLC
- EBSCO
- Emery Pratt Company
- Foster, Swift, Collins & Smith P.C.
- Gale, a Cengage Company
- Governmental Consultant Services, Inc.
- JanWay Company
- Library Design Associates
- Metcom, Inc.
- Michigan Cooperative Director's Association
- Midwest Collaborative for Library Services (MCLS)
- National Insurance Services, Inc.
- Treetop Publishing
- Umbaugh
- William Blair & Company

Types of Organizations

Public Libraries:

66% of public library attendees were from a class five or above.

Library Cooperatives:

Representatives from eight Michigan Library Cooperatives were present at our event.

Academic Libraries:

The following academic institutions were represented at the 2018 conference:

- Andrews University
- Central Michigan University
- Delta College
- Eastern Michigan University
- Finlandia University
- Gogebic Community College Library
- Kalamazoo College-Upjohn Library
- Kettering University Library
- Lake Superior State University
- Mott Community College
- Oakland Community College Libraries
- University of Detroit Mercy
- University of Michigan
- Walsh College
- Wayne County Community College Library
- Wayne State University

MLA 2019

SPONSORSHIP LEVELS

MLA offers a range of exposure levels and sponsorship opportunities at our 2019 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 and sponsor benefits you receive!

ALL CONFERENCE SPONSOR

Contribution of \$15,000:

This exclusive level provides our All Conference Sponsor the highest recognition at MLA 2019 and includes the following:

- Complementary 8'x10' exhibit booth
- Full page advertisement placement in the onsite program book
- Two complimentary full conference registration passes
- Prominent logo placement on all conference promotional materials and signage
- Podium recognition at all major event functions
- Your logo prominently displayed (with link) on the MLA 2019 conference website and conference email blasts

PREMIER LEVEL

Contribution of \$5,000 and above:

Premier sponsors receive recognition on the MLA website with a logo and link to your site, podium recognition at your sponsored event, onsite signage at your sponsored event, recognition in all materials that promote your sponsored event or item, two complimentary full conference registrations and one complimentary 8'x10' exhibit booth.

CHAMPION LEVEL

Contributions of \$2,500 and above:

Champion sponsors receive recognition on the MLA website with a logo and link to your site, podium recognition at your sponsored event, onsite signage at your sponsored event, recognition in all materials that promote your sponsored event or item and one complimentary full conference registration.

SUPPORTER LEVEL

Contributions of \$250 and above:

Supporter sponsors receive recognition on the MLA website with a link to your site and recognition in all materials that promote your sponsored event or item.

SPONSORSHIP OPPORTUNITIES

Make your sponsorship dollars work harder. Mix and match any of these sponsorship opportunities to fit your organization's goals and budget. The total amount you spend determines your level of sponsorship – All Conference, Premier, Champion or Supporter. These opportunities are first come, first served so don't wait to gain maximum exposure!

SPONSOR AN EVENT

Exclusive All Conference Sponsor	\$15,000
Thursday Keynote Luncheon	\$8,000
Opening Conference Reception	\$5,000
Opening Keynote	\$4,000
Closing Keynote	\$4,000
Michigan Author Award Luncheon	\$3,500
Thursday Offsite Reception	\$3,000
Networking Break with Exhibitors	\$2,000
Your Professional Connection Reception	\$1,500
Executive Exchange	\$1,500
Daily Education Sessions	\$750-\$1,000

BRAND VISIBILITY

Mobile App	\$8,000
Water Tumblers	\$3,500
<i>Your logo on reusable cups given to all attendees</i>	
All-Conference Signage	\$3,500
Tote Bags	\$3,500
<i>Your logo printed on bags given to all attendees</i>	
Conference Wi-Fi	\$3,000
<i>Your company name as Wi-Fi password and logo on Wi-Fi Cards for all attendees</i>	
Coffee Cup Sleeves	\$2,500
<i>Your logo printed on coffee cup sleeves provided at break stations</i>	
Conference Registration Booth	\$2,000
Lanyards	\$1,500
<i>Your logo printed on lanyards given to all attendees</i>	
Beverage Stations	\$1,000
Mobile Charging Station	\$500
MLA Membership Booth	\$500
Bag Drop	\$250
<i>Your literature or giveaways included in attendee tote bags</i>	
Chair Drop	\$250
<i>Your literature placed on Keynote session chairs</i>	

EXHIBITORS

2019 EXHIBITOR HIGHLIGHTS

- New exhibit hall layout allows you to pick the booth location that best fits your organization's budget and goals
- Non-conflict times where our attendees' only agenda is strolling through the vendor area
- Opening Conference Reception held in the exhibit hall
- Efficient move-in time frame eliminates the need for Tuesday overnight accommodations
- Contact information of our attendees provided before the event and at the conclusion of the conference to extend your reach
- Beverage and snack breaks located in the exhibit hall
- Acknowledgement on the MLA website, program book and mobile app
- Exhibitors and sponsors receive a 10% discount on program book advertisements

EXHIBIT SCHEDULE

Wednesday, October 16, 2019

7:00 - 11:00 a.m. Move-in/setup
 11:30 a.m. - 6:30 p.m. Exhibits Open
Non-Conflict Time:
 11:30 a.m. - 12:00 p.m.
 1:00 - 1:30 p.m.
 5:30 - 6:30 p.m.

Thursday, October 17, 2019

9:00 a.m. - 3:15 p.m. Exhibits Open
Non-Conflict Time:
 10:00 - 10:45 a.m.
 1:30 - 2:30 p.m.
 3:15 - 6:00 p.m. Load Out

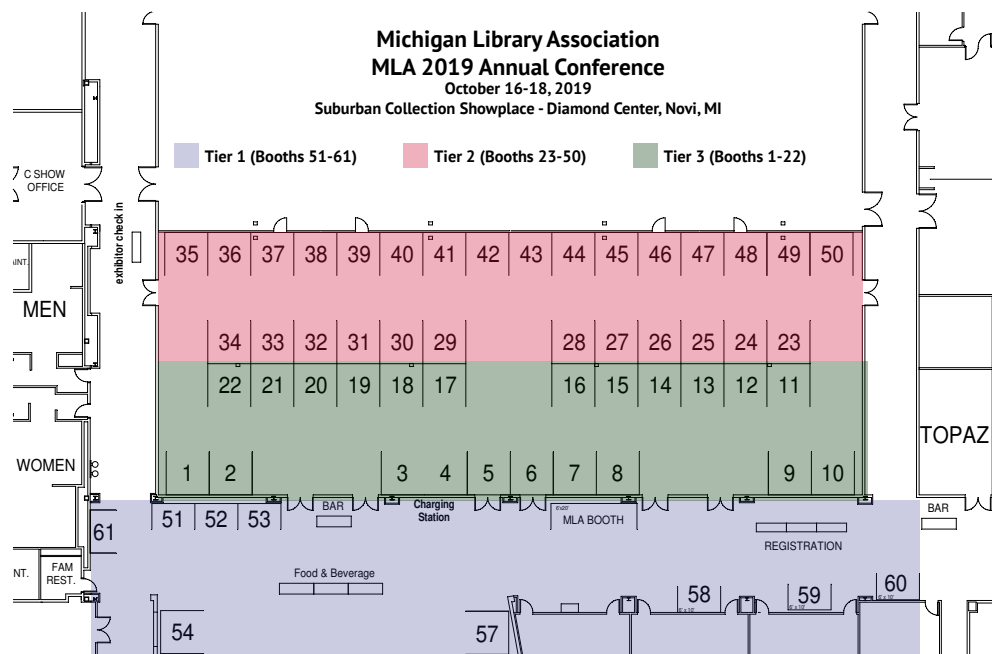
VENUE

Suburban Collection Showplace
Diamond Banquet and Conference Center
 46100 Grand River
 Novi, MI 48374

QUESTIONS

Contact: Leanne Sandoval
 Director of Professional Development
 (517) 394-2774 ex. 223
lsandoval@milibraries.org

Register online at www.milibraries.org



EXHIBITORS

BOOTH FEE

Early Bird Deadline:

June 30, 2019

Tier 1 (Booths 51-61)

\$810 if paid by June 30, 2019

\$910 if paid after June 30, 2019

Additional booths – \$670 each

Tier 2 (Booths 23-50)

\$850 if paid by June 30, 2019

\$950 if paid after June 30, 2019

Additional booths – \$710 each

Tier 3 (Booths 1-22)

\$890 if paid by June 30, 2019

\$990 if paid after June 30, 2019

Additional booths – \$750 each

Includes:

- 8'x10' space (carpeted)
- 8' back drape (blue and white)
- 3' side dividers (blue and white)
- 7" x 44" booth ID sign – 29 characters maximum
- 1 – 2'x8' table (covered and skirted – white)
- 2 – folding chairs
- 1 – waste basket
- Wireless internet access

Additional Services

Electrical – \$110.00

- 120v/20amp electrical connection. One-time fee covers two days of electrical usage. You must provide your own extension cords and power strips.

Additional supplies, furniture, etc. will be available for rental through Art Craft Display. Exhibitor kit including additional items will be provided approximately one month prior to the conference date.

Assignment

Booths will be assigned on a first come, first served basis.

Liability

Suburban Collection Showplace will make every reasonable effort to protect the Exhibit Hall and its contents, however, no overnight or in-hall security personnel will be present during the event. It is understood that the venue, MLA and Art Craft Display shall not be held liable by an exhibitor for any damage, injury or loss to any person or property. MLA reserves the right to refuse an exhibit which is deemed inappropriate or objectionable.

Insurance

Proof of general liability insurance will be due to MLA by October 1, 2019. Please send your digital copy to MLA@milibraries.org.

Disclaimer

Payment for booth space reflects an agreement to abide by the terms and conditions outlined in this document by the Michigan Library Association and to all conditions under which the exhibit area is leased to the Association.

All exhibitors registered by September 1, 2019 will be included in the conference program book and listed with a link to your company website on the MLA website and conference mobile app.

Cancellation Information

No refunds will be issued after August 1, 2019; cancellations on or before August 1, 2019 are subject to a \$100.00 cancellation fee.

REGISTRATION

All exhibitor registration must be completed online for the MLA 2019 Annual Conference: www.milibraries.org

ADVERTISEMENTS

Don't miss the opportunity to connect with the Michigan library community! Maximize your company's visibility at MLA 2019 by taking advantage of a variety of advertising options.

PROGRAM BOOK ADVERTISEMENTS

The best advertising vehicle to reach Michigan librarians is the Michigan Library Association's annual conference program book. The program is circulated to conference attendees AND posted on our website giving your organization the attention of hundreds of library professionals and a direct link to those with purchasing power.

OPTIONS	RATE	DIMENSIONS
Inside Cover	\$635.00	7.5" x 9.75"
Full Page	\$425.00	7.5" x 9.75"
Half Page	\$320.00	7.5" x 4.78"

Artwork Requirements

Full color or black and white artwork accepted

High Resolution – minimum of 600 ppi

Accepted Formats – jpeg, tiff, gif or pdf

Send no later than September 1, 2019 to MLA@milibraries.org

DEADLINE: SEPTEMBER 1, 2019

MLA CONFERENCE WEBSITE LEADERBOARD AD

New in 2019: Place a leaderboard ad on our dedicated conference website. This opportunity is limited to two organizations! Your advertisement and link would display on every page of the annual conference site. Available placement is directly below the navigation menu bar or centered directly above the footer. (See www.milibraries.org for example placement.)

OPTIONS	RATE
6 month lead	\$1,500.00
3 month lead	\$750.00
1 month lead	\$320.00

Artwork Requirements

Dimensions for the leaderboard ad are 728 x 90px. Submit your artwork as a jpeg or png file via email to MLA@milibraries.org. Artwork should be submitted at the time the order is placed.

MLA 2019 conference exhibitors receive a 10% discount on advertisement rates.

Complete the online form at www.milibraries.org to reserve your ad space.