

MLA 2020

ANNUAL CONFERENCE

OCTOBER 28-30, 2020

MLA
Michigan Library Association

**MICHIGAN LIBRARY ASSOCIATION
MLA 2020 ANNUAL CONFERENCE**

Radisson Plaza Hotel at Kalamazoo Center
Kalamazoo, MI

ABOUT THE CONFERENCE

The Michigan Library Association Annual Conference offers access to more than 600 current and future leaders from public, academic, school, and special libraries of all sizes from across the state. The event provides a unique setting for library professionals to gain new skills, explore emerging trends, and make important connections with colleagues and vendors.

The Annual Conference provides your organization the platform to strengthen your relationships with our attendees and improve your company's image and credibility.

MLA 2020 is an event tailored to the audience you want to reach!

SCHEDULE

Wednesday, October 28	9:00am - 6:30pm
Thursday, October 29	9:00am - 6:00pm
Friday, October 30	9:00am - 1:00pm

VENUE

Radisson Plaza Hotel at Kalamazoo Center
100 W Michigan Avenue
Kalamazoo, MI, 49007
(269) 343-3333
radissonkzoo.com

Reserve your hotel room before 5:00pm Tuesday, October 6, 2020 and refer to the Michigan Library Association to get the MLA group rate of \$148.00.

PARKING

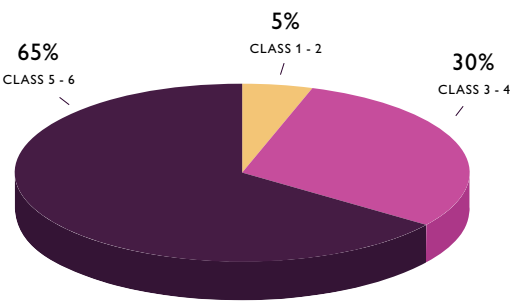
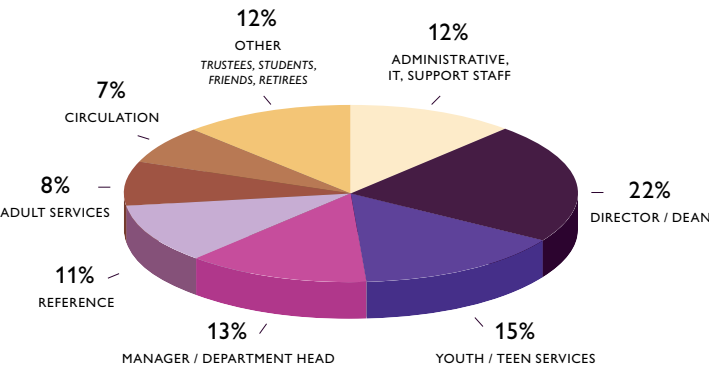
Standard parking rates are \$30.00 per day maximum but have been discounted for MLA attendees and participants. Parking rates are \$10.00 per day or \$8.00 per day with a guestroom reservation.



ATTENDEE DEMOGRAPHICS

AUDIENCE PROFILE

Nearly 50% of attendees had buying influence and comprised a mix of attendees from public, academic, and specialty libraries.



PUBLIC LIBRARIES

65% of public library attendees were from class 5 or above

LIBRARY COOPERATIVES

Representatives from 9 of 11 Michigan Library Cooperatives were present at the 2019 conference.

ACADEMIC LIBRARIES

The following academic Institutions were represented at the 2019 conference:

- | | | |
|-------------------------------|-----------------------------------|-------------------------------|
| • University of Michigan | • Mid-Michigan College | • University of Detroit Mercy |
| • Michigan State University | • Mott Community College | • Wayne Community College |
| • Andrews University | • Oakland Community College | • Wayne State University |
| • Central Michigan University | • Northern Michigan University | • Western Michigan University |
| • Eastern Michigan University | • Saginaw Valley State University | |

PAST SPONSORS AND EXHIBITORS INCLUDE

- | | | |
|-------------------------------|---|-------------------------------------|
| • EBSCO | • Midwest Collaborative for Library Services (MCLS) | • ProQuest |
| • Capiera Technologies | • AtoZDatabases | • Mulder's Moving and Storage, Inc. |
| • National Insurance Services | • Sprint | • Midwest Tape/hoopla |
| • Metcom | • Oakland Community College | • Plante Moran |
| • Library of Michigan | • Wayne State University | • Fresh Food is Fun! |
| • Library Design Associates | • Baker and Taylor | • Niche Academy |
| • Quinn Evans Architects | | • ABDO Books |

EXPECTED ATTENDANCE FOR 2020

MLA welcomed 595 attendees in 2019 and 578 attendees in 2018. MLA has seen continued growth in attendance in the last several years and expects this upward trend to continue.

SPONSORSHIP LEVELS

MLA offers a range of sponsorship levels with commensurate opportunities at our 2020 annual 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 you receive!

EXCLUSIVE - ALL CONFERENCE SPONSOR: \$15,000

- Complimentary 7' x 10' exhibit booth
- Full page color advertisement in the program book (Inside Front Cover or Back Cover)
- Two (2) complimentary full conference registrations
- Prominent logo placement on all conference signage
- Podium recognition at all major event functions
- Opportunity to introduce opening keynote speaker
- Logo prominently displayed (with link) on the MLA 2020 conference website, mobile app, and conference email blasts
- Logo and recognition on the projection screen signage at all major event functions
- Prominent mention in MLA Newsletter and Social Media Sites
- Right of first refusal for MLA's 2021 Annual Conference

PREMIER LEVEL: \$5,000-\$14,999

- Complimentary 7' x 10' exhibit booth
- Half page color advertisement in the program book
- Two (2) complimentary full conference registrations
- Podium recognition at your sponsored event
- Logo displayed (with link) on the MLA 2020 conference website, mobile app, and conference email blasts
- Logo and recognition on the projection screen signage at your sponsored event
- Prominent mention in MLA Newsletter and Social Media Sites

CHAMPION LEVEL: \$2,500-\$4,999

- One (1) complimentary full conference registration
- Podium recognition at your sponsored event
- Logo displayed (with link) on the MLA 2020 conference website, mobile app, and conference email blasts
- Logo and recognition on the projection screen signage at your sponsored event
- Prominent mention in MLA Newsletter and Social Media Sites
- 10% discount on program book advertising

AMBASSADOR LEVEL: \$1,000-\$2,499

- Podium recognition at your sponsored event
- Logo displayed (with link) on the MLA 2020 conference website, mobile app, and conference email blasts
- Logo and recognition on the projection screen signage at your sponsored event
- Prominent mention in MLA Newsletter and Social Media Sites
- 10% discount on program book advertising

SUPPORTER LEVEL: \$250-\$999

- Podium recognition at your sponsored event
- Logo displayed (with link) on the MLA 2020 conference website, mobile app, and conference email blasts
- Logo and recognition on the projection screen signage at your sponsored event
- 10% discount on program book advertising



SPONSORSHIP OPPORTUNITIES

Mix and match any of these sponsorship opportunities to fit your company's goals and budget. The total amount you spend determines your level of sponsorship (see preceding page). These opportunities are first come, first serve, so don't wait to gain maximum exposure!

SPONSOR AN EVENT

- Exclusive All Conference Sponsor: \$15,000
- Wednesday or Thursday Luncheon: \$5,000/luncheon
- Keynote Speakers (five to choose from): \$4,000/keynote
- Opening Reception at Kalamazoo Public Library: \$4,000
- Entertainer Showcase in Exhibit Hall: \$2,500
- Leadership Academy Breakfast (Wednesday): \$2,000
- Networking Break with Exhibitors: \$1,500
- Daily Education Sessions (three different days to choose from): \$1,000/day

BRAND VISIBILITY

- Water Bottles (add your logo on water bottles given to all attendees): \$4,000
- Tote Bags (add your logo on tote bags given to all attendees): \$3,500
- Lanyards (add your logo on lanyards given to all attendees): \$1,500
- Afternoon Beverage Stations (add your logo on cards placed on all beverage stations throughout conference): \$2,000
- Mobile Charging Station: \$500
- Bag Drop (your literature or giveaways included in all attendee tote bags): \$250/drop
- Chair Drop (your literature or giveaways included at one "all conference attendee" session): \$250/drop

IN-KIND MARKETING SPONSORSHIP

- Program Book: Estimated Worth — \$2,500
- All Conference Signage: Estimated Worth — \$1,000
- Mobile App Sponsor: Estimated Worth — \$5,000

Custom Sponsorship Packages are also available.



MICHIGAN LIBRARY AWARDS GALA

The Michigan Library Awards Gala is presented by the Michigan Library Association, the Library of Michigan, and the Michigan Association of Media in Education. The event honors libraries and library professionals for exemplary contributions to the community. Prior to the award ceremony there will be a VIP Reception with the Governor (or her designee). All award winners and sponsors over \$1,000 will be invited!

The Michigan Library Awards Gala provides an excellent opportunity for you to demonstrate your commitment to libraries and local communities. Each year, the event reaches more than 2,000 individuals and organizations, and includes statewide press releases promoting the event.

SPONSORSHIP OPPORTUNITIES FOR 2020 GALA / THURSDAY, OCTOBER 29

EMERALD EX LIBRIS: \$15,000 (ONE OPPORTUNITY)

- Exclusive recognition as the lead sponsor of the Michigan Library Award Gala
- Special recognition at the VIP and Honoree reception
- Invitations for up to ten (10) special guests at the VIP and Honoree Reception
- Full page ad in the Awards Gala event program
- Special reserved seating at the event
- Year-round recognition as lead sponsor
- Prominently featured in press releases, social media and signage at the event
- Opportunity to introduce the Governor (or designee)
- Right of first refusal in 2021

DIAMOND DIGITIZATION: \$10,000 (10 OPPORTUNITIES)

- Special Recognition at the VIP and Honoree Reception
- Invitations for seven (7) special guests at the VIP and Honoree Reception
- Half page color ad in Awards Gala event program
- Special reserved seating at the event
- Year-round recognition as premier sponsor
- Prominently featured in press releases, social media and signage at the event
- Opportunity to introduce one of the award winners on stage
- Right of first refusal in 2021

PLATINUM PERIODICAL: \$7,500 (UNLIMITED OPPORTUNITIES)

- Special Recognition at the VIP and Honoree Reception
- Invitations for five (5) special guests at the VIP and Honoree Reception
- 1/4 page color ad in Awards Gala event program
- Recognized in press releases, social media and signage at the event
- Right of first refusal in 2021

SAPPHIRE STACKS: \$5,000 (UNLIMITED OPPORTUNITIES)

- Invitation for one (1) special guests to VIP and Honoree Reception
- Recognition in Awards Gala event program
- Recognized in press releases, social media and signage at the event

GOLD GLOSSARY: \$5,000 (UNLIMITED OPPORTUNITIES)

- Special Recognition at the VIP and Honoree Reception
- Invitations for three (3) special guests to VIP and Honoree Reception
- 1/4 page color ad in Awards Gala event Program
- Recognized in press releases, social media and signage at the event

RUBY REFERENCE: \$2,500 (UNLIMITED OPPORTUNITIES)

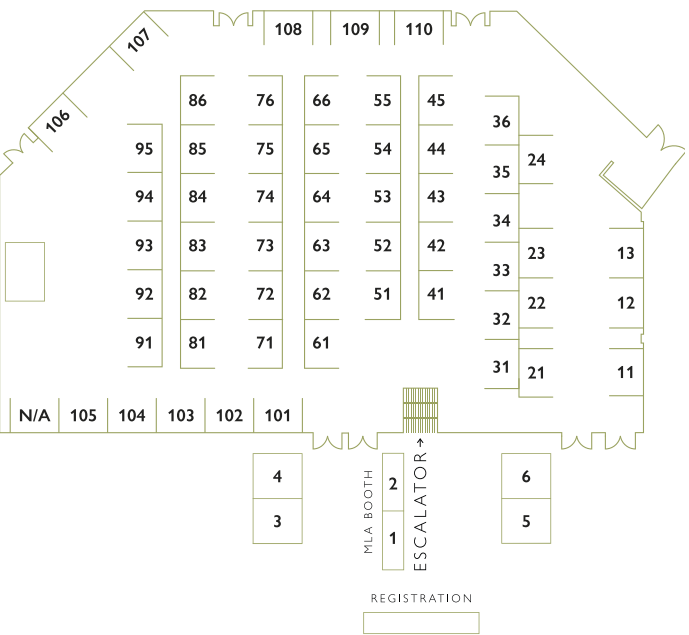
- Invitations for two (2) special guests to VIP and Honoree Reception
- Recognition in Awards Gala event program
- Recognized in press releases, social media and signage at the event

BRONZE BOOKMARK: \$500 (UNLIMITED OPPORTUNITIES)

- Recognition in Awards Gala event program
- Recognized in press releases, social media and signage at the event

Custom Sponsorship Packages are also available.

EXHIBITORS



BOOTH OPTIONS

EARLY BIRD RATE (Before June 30, 2020)

TIER 1	TIER 2
\$850	\$950

STANDARD RATE (July 1, 2020 and Later)

TIER 1	TIER 2
\$950	\$1,050

Tier 1: Booths 11 - 45 (18 Available)
Tier 2: Booths 3 - 6 and 51 - 110 (42 Available)

BOOTH FEE INCLUDES

- 7' x 10' booth space (carpeted)
- 7" x 44" booth ID sign (max of 29 characters)
- 7' back drape
- 3' side dividers
- One 2' x 6' table, covered and skirted
- Two chairs and a maximum of 3 booth personnel exhibit hall passes. Additional personnel will be charged \$15.
- Wireless Internet Access

QUESTIONS

Contact: Amber Sheerin
Program and Event Director
asheerin@milibraries.org
(517) 394-2774, ext. 223

2020 EXHIBITOR HIGHLIGHTS

- Exhibit hall layout allows you to pick the booth location that best suits your organization's budget and goals.
- Non-conflict time scheduled daily in which the attendees only agenda is strolling through the vendors
- Stage in exhibit hall showcasing a variety of musical talent and performance showcase
- Beverages and snacks located in the exhibit hall
- Acknowledgment on the MLA website, program book, and mobile app
- Reserve by June 30, 2020 to get Early Bird pricing
- Exhibitors and sponsors receive 10% discount on program book advertisements
- Invitation to attend the Wednesday Opening Reception at the Kalamazoo Public Library

EXHIBIT SCHEDULE

- Exhibit Hall will open at 7:00am on Wednesday, October 28 for setup.
- Exhibit Hall will be open Wednesday and Thursday and include a minimum of 3.5 hours of attendee non-conflict time.

Wednesday		Thursday	
7:00 - 11:00am	Setup	10:00am - 3:00pm	Exhibits Open
11:30am - 5:00pm	Exhibits Open	3:00 - 4:30pm	Load-out

EXHIBITOR INFO

ADDITIONAL SERVICES

Electrical Connection — \$110.00

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

Additional supplies, furniture, and accessories will be available for rental.
Exhibitor kit including additional items will be provided approximately 1 month prior to conference date. Electrical charge cannot be applied to sponsorship level total.

Additional Booth Personnel — \$15.00 per person

- 3 booth personnel included in booth fee

ASSIGNMENT

Booths are assigned on a first-come first-served basis. All attempts to honor location requests will be made but cannot be guaranteed in advance.

LIABILITY

MLA and the venue will make reasonable effort to protect the exhibit hall and its contents, however no overnight security personnel will be present in the exhibit hall after hours. It is understood the venue, MLA, and ArtCraft Display shall not be held liable for any damage, injury, or loss to any person or property. MLA reserves the right to refuse any exhibitor that is deemed to be inappropriate or offensive.

DISCLAIMER

Payment for booth space reflects an agreement to abide by the terms and conditions outlined in this document and to all conditions under which the exhibit area is leased to the association. All exhibitors registered before September 1, 2020 will be included in the conference program book and be listed on the MLA website and conference mobile app. All exhibit booth personnel must be registered with MLA. Non-registered personnel may be restricted access to the exhibit area.

CANCELLATION

No refunds will be issued after August 1, 2020. Cancellations received on or before August 1, 2020 will be subject to a \$100.00 cancellation fee.

INSURANCE

Proof of general liability insurance must be submitted to MLA no later than October 1, 2020. Please send digital proof of insurance to asheerin@milibraries.org



ADVERTISEMENTS

Don't miss the opportunity to connect with the Michigan Library community and maximize your organization's visibility at MLA 2020 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 to give your organization a direct link to those with purchasing power.

Conference Exhibitors receive a 10% discount on advertisement rates.

OPTIONS	RATE	DIMENSIONS
Inside Cover	\$650	7.5" x 9.75"
Full Page	\$425	7.5" x 9.75"
Half Page	\$325	7.5" x 4.78"

ARTWORK REQUIREMENTS

- Full color or black and white images are accepted.
- High resolution (minimum of 600 ppi)
- Accepted formats: jpeg, tiff, gif, or pdf

Must be received no later than September 1, 2020 to asheerin@milibraries.org





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MIA
Michigan Library Association

Michigan Library Association
3410 Belle Chase Wway, Suite 100
Lansing, MI 48911