



# Exhibitor and Sponsor Prospectus

MLA 2024 ANNUAL CONFERENCE

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**OCTOBER 16-18, 2024**

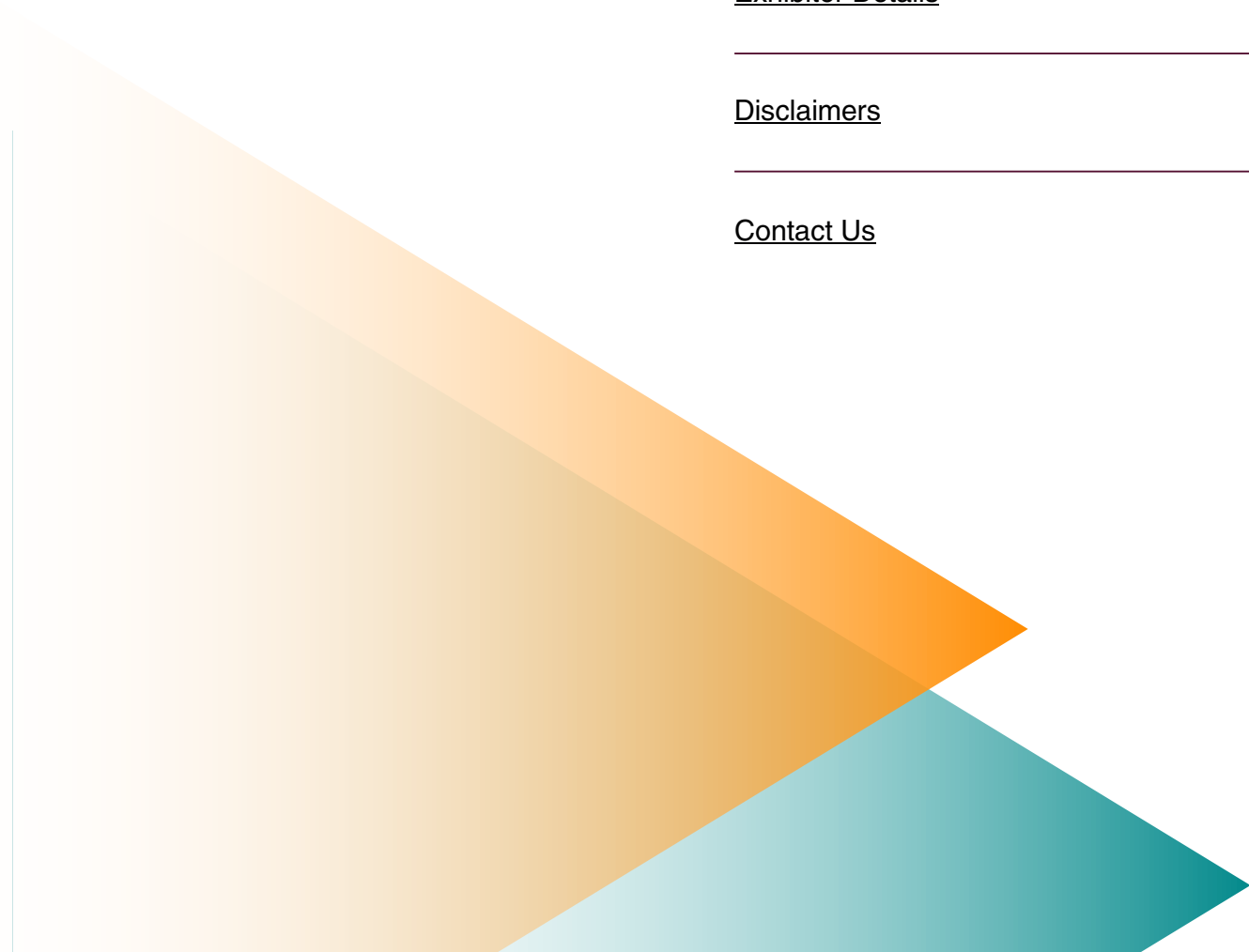
Grand Traverse Resort and Spa  
100 Grand Traverse Village Road  
Acme, Michigan, 49610



[milibraries.org](http://milibraries.org) (517) 294-2774

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# General Information

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## MLA MISSION

**The Michigan Library Association leads the advancement of all Michigan libraries through advocacy, education and engagement.**

The Michigan Library Association (MLA) is a collaborative network of over 2000 libraries, library professionals, and library supporters, working together to protect and promote our libraries and advance the library profession in Michigan.

The MLA Annual Conference offers access to hundreds of current and future library leaders from public, academic, school, tribal, 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.

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### The Details

[Register online at www.milibraries.org/annual-conference](http://www.milibraries.org/annual-conference)

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### The City

Traverse City is a picturesque vacation city located along the coast of Lake Michigan, approximately 250 miles northwest of Detroit.

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### The Theme

The theme of the 2024 Annual Conference is **Press Play**.

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### The Schedule

Tuesday, October 15 - Pre-conferences | Welcome Events  
Wednesday, October 16 - MLA 2024 Opening | Exhibit Hall  
Thursday, October 17 - Educational Sessions | Exhibit Hall  
Friday, October 18 - MLA 2024 Closing Session

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### The Accomodations

Rooms available starting at \$219.00 per night.  
Reserve early as rooms sometimes sell out.  
Discounted rate not available after September 14, 2024.

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### The 10% Discount

[Become an MLA Strategic Partner](#) to get 10% off exhibit registration. Includes additional benefits such as a listing in our online partner directory.

# The Venue



## GRAND TRAVERSE RESORT AND SPA

### Address and Website

**Grand Traverse Resort and Spa**  
100 Grand Traverse Village Blvd  
Acme, MI 49610  
(231) 534-6000  
[www.grandtraverseresort.com](http://www.grandtraverseresort.com)

Learn more about Traverse City  
at [www.traversacity.com](http://www.traversacity.com)

**TRAVERSE**  
*city* MI

### Overnight Accommodations

**Reservations beginning at \$219.00**  
Reserve by September 14, 2024

Call 800-968-7352 and identify yourself as a part of the MLA group to receive discounted rate.

An online booking code will also be available on the MLA website when full event details are published.

### Parking

Parking is complimentary at Grand Traverse Resort and Spa.

# The Schedule



## CONFERENCE SCHEDULE

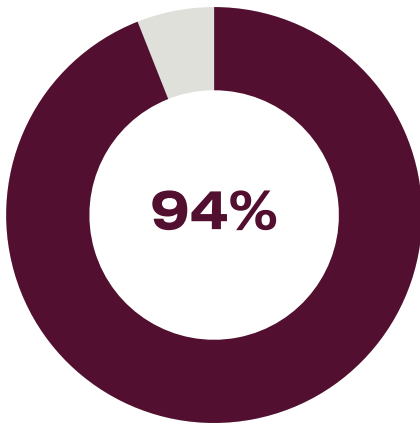
|                                |  |
|--------------------------------|--|
| <b>Tuesday</b><br>October 15   | <b>9:00 - 5:00</b><br>Pre-Conferences<br><b>6:00 - 9:00</b><br>Welcome Events            |
| <b>Wednesday</b><br>October 16 | <b>10:00 - 5:00</b><br>Educational Sessions<br><b>6:00 - 9:00</b><br>Award Ceremony      |
| <b>Thursday</b><br>October 17  | <b>9:00 - 5:00</b><br>Educational Sessions<br><b>6:30 - 8:30</b><br>Conference Reception |
| <b>Friday</b><br>October 18    | <b>9:00 - 12:30</b><br>Educational Sessions  |

## EXHIBIT HALL SCHEDULE

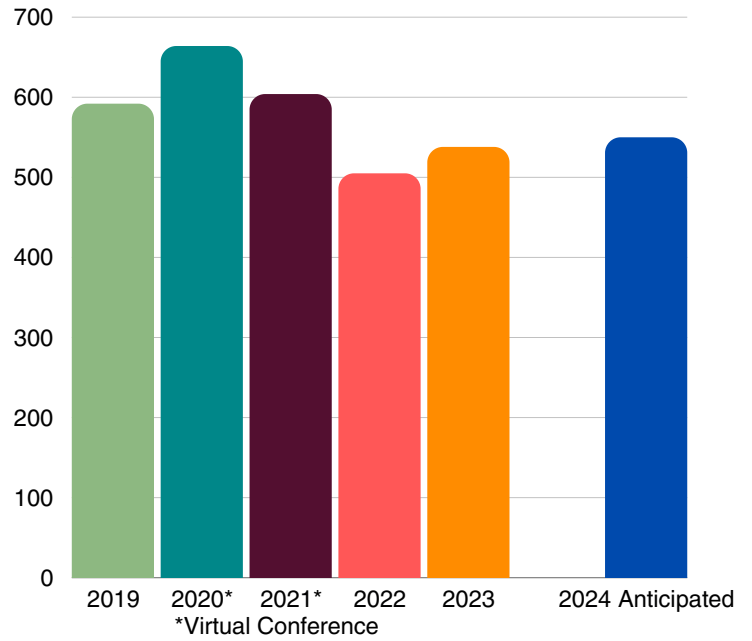
|                                |   |
|--------------------------------|---|
|                                | <b>10:00 - 1:00</b><br>Registration and Setup<br><b>1:15 - 6:00</b><br>Exhibits Open          |
| <b>Wednesday</b><br>October 16 | <b>1:15 - 1:45 / 2:45 - 3:15</b><br><b>4:15 - 4:30 / 5:30 - 6:00</b><br>Non-Conflict Times    |
|                                | <b>9:30 - 4:00</b><br>Exhibits Open<br><b>4:00 - 5:30</b><br>Teardown                         |
| <b>Thursday</b><br>October 17  | <b>9:30 - 10:00 / 11:00 - 11:30</b><br><b>1:30 - 1:45 / 2:45 - 3:30</b><br>Non-Conflict Times |

# Attendee Demographics

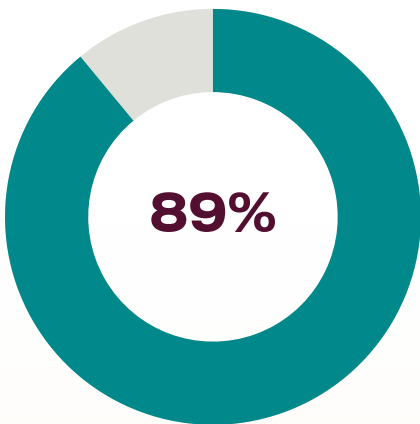
% Satisfied Exhibitors, MLA 2023



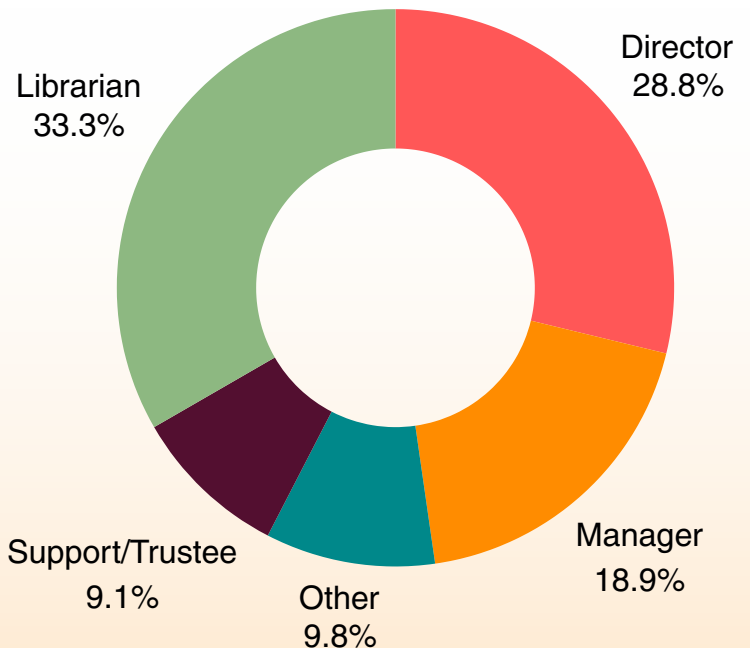
Attendance, MLA 2019-2023



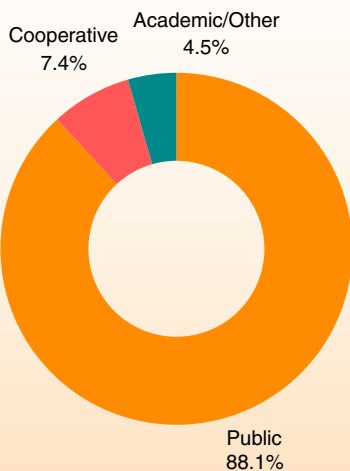
% Attendees that Visited Exhibits, MLA 2023



Attendee Job Description, MLA 2023



Attendee Library Type, MLA 2023





# Sponsor Tiers

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MLA offers a range of exposure levels and sponsorship opportunities at our 2024 conference. The total amount of your selected options determines your sponsorship tier. The more you invest the more benefits you receive.



The Exclusive All-Conference sponsor receives all Premier benefits plus an included double booth, mobile app advertisement, and podium recognition all all general sessions



**Premier**  
\$10,000 - \$14,999

Premier sponsors receive all Elite benefits plus a main stage slideshow advertisement, podium recognition at all general sessions, and a complimentary exhibit booth.

**Elite**  
\$5,000 - \$9,999

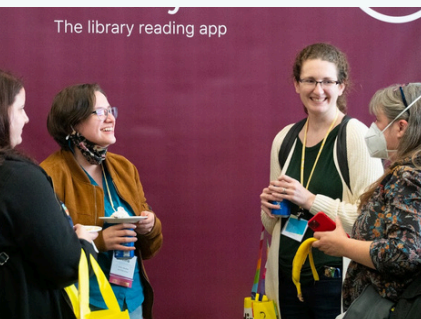
Elite sponsors receive all Champion benefits plus a banner advertisement in the event mobile app, podium recognition at the opening session, and a 20% discount on exhibit booth registration.

**Champion**  
\$2,500 - \$4,999

Champion sponsors receive all Supporter benefits plus one full conference registration and a 15% discount on exhibit booth registration.

**Supporter**  
Up to \$2,499

Supporter sponsors receive their website linked logo on MLA's website and all event related email correspondence, and recognition on conference signage and main stage screens.



# Sponsorship Opportunities

Have something specific in mind?  
Give us a call for custom options.

## Sponsor an Event

### New Attendee Welcome

\$2,000 Investment | Exclusive

*30% of attendees were first timers in 2023.*

▶ **All-Conference Lunch**

\$5,000 Investment | Exclusive

*The Thursday lunch is the highest attended event at the MLA Annual Conference.*

### All-Conference Breakfast

\$3,000 Investment | Two Available

*They can't talk about your organization all day unless they start in the morning.*

### Keynote Speaker

\$5,000 Investment | Three Available

*Includes the opportunity to introduce your brand and introduce the keynote speaker.*

## Brand Visibility

### Lanyards

\$2,000 Investment

*Your logo printed on all attendee lanyards.*

▶ **Mobile App**

\$2,000 Investment

*Logo credit on mobile app splash page used by 95% of attendees.*

▶ **Chair Drop**

\$350 Investment

*Your supplied item placed at each seat during an all-conference session.*

▶ **Exceptional Value**

## Off-Site Events

### Traverse Area Wine Tour

\$1,500 Investment | Exclusive

*Brand exposure as we enjoy the local specialties.*

### Murder Mystery Party

\$1,500 Investment | Exclusive

*Actors will humorously highlight your brand in the script for the 100 person party.*

### Grand Traverse Commons Tour

\$1,500 Investment | Exclusive

*This spooky tour of the historical state hospital will be an event to remember. Be part of the memory.*

▶ **All-Conference Reception at TADL**

\$6,000 Investment | Exclusive

*Many attendees said this was the best part of the 2023 conference.*

▶ **Coffee and Break Stations**

\$2,000 Investment

*Everyone loves snacks and those who help provide them.*

### Selfie Station

\$1,250 Investment

*Your logo on MLA designed 8'x10' selfie backdrop.*

### Breakout Room

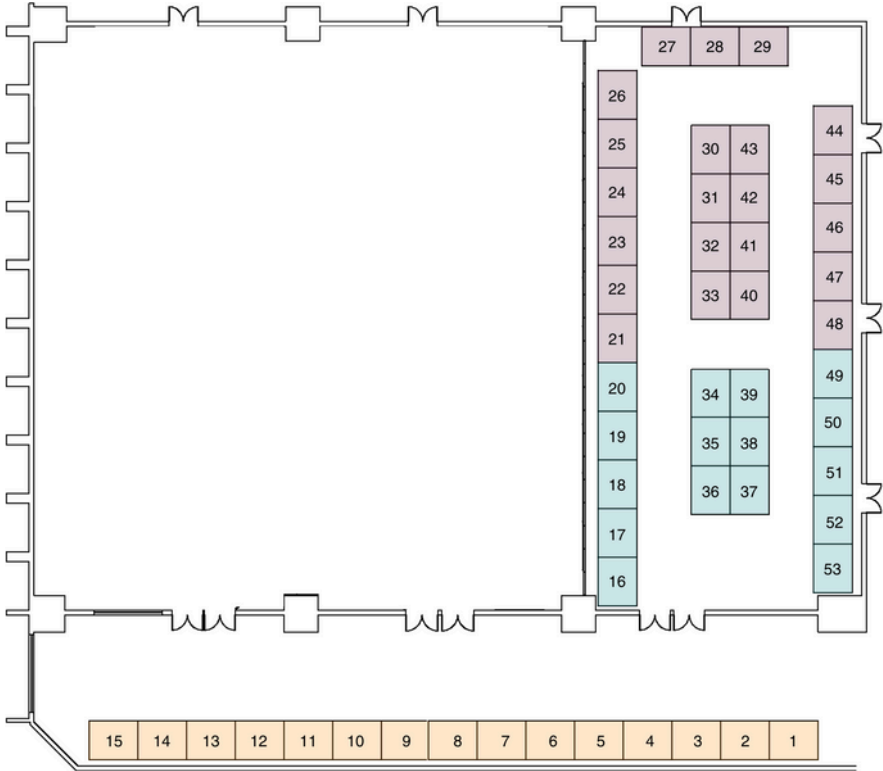
\$750 Investment

*Your logo added to room signage and recognition during session introductions.*



# Exhibitor Opportunities

## 2024 EXHIBIT HALL LAYOUT



## EXHIBIT BOOTH INVESTMENT

|               | <b>Early Bird</b><br>Register by<br>June 30 | <b>Standard</b><br>Register by<br>August 30 | <b>Last Chance</b><br>Register After<br>September 1 |
|---------------|---|---|---|
| <b>Zone 1</b> | \$1,000                                     | \$1,150                                     | \$1,400   |
| <b>Zone 2</b> | \$1,100                                     | \$1,250                                     | \$1,500   |
| <b>Zone 3</b> | \$1,200                                     | \$1,350                                     | \$1,600   |

**Double the space, double the fun! Get 25% off your second booth**

# Exhibitor Details

## EXHIBIT BOOTH FEATURES

- 8' x 10' booth space (carpeted)
  - 7" x 44" booth ID sign (max of 29 characters)
  - 7' back drape and 3' side dividers
  - One 2' x 6' table, covered and skirted
  - Two chairs and wastebasket
  - Four booth personnel exhibit hall passes
- 
- Inclusion in exhibit hall scavenger hunt
  - First-come, first served booth placement
  - Wireless internet access
- 
- Pre-event attendee list 1 week before conference
  - Post-event attendee list 1 week after conference



## EXHIBIT BOOTH ADD-ONS

### Electrical Access — \$100

120v/20amp connection. Must provide power strips and extension cords.

### Award Ceremony Ticket — \$50 each

Celebrate Michigan's libraries and library workers on Wednesday evening.



**Exhibit space is  
expected to sell out.  
PLEASE REGISTER EARLY**

# Fine Print and Deadlines

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## **CANCELLATION**

No cancellation refunds will be issued after September 1, 2024. Cancellations received by August 31, 2023 are subject to a \$150.00 cancellation fee.

## **DEADLINES**

Exhibitor Early Bird Rate expires June 30, 2024.  
Advertisements must be purchased by September 1, 2024.  
Please submit artwork and/or videos to MLA no later than September 16, 2024.

## **REGISTRATION**

All sponsor and exhibitor registration must be completed online at [milibraries.org](http://milibraries.org). All onsite personnel are required to register and provide emergency contact information.

## **HEALTH AND SAFETY GUIDELINES**

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.

## **COVID-19**

Do not attend the conference if you are testing positive for COVID-19 or if you are unwell, or awaiting COVID-19 test results. Masks are optional at all MLA events.

## **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.**

# Contact Us



**Amber Sheerin, CMP**  
MLA Program & Event Director  
(517) 881-3194  
[asheerin@milibraries.org](mailto:asheerin@milibraries.org)



**Deborah E. Mikula**  
MLA Executive Director  
(517) 881-1216  
[dmikula@milibraries.org](mailto:dmikula@milibraries.org)



**Wesleyann Johnson**  
2024 Conference Chair  
(586) 758-8274  
[wjohnson@centerline.gov](mailto:wjohnson@centerline.gov)



## Save the Dates

**MLA 2025**  
LANSING CENTER, LANSING  
OCTOBER 29-31, 2025

**MLA 2026**  
SUBURBAN COLLECTION  
SHOWPLACE, NOVI  
OCTOBER 28-30, 2026