MLA ANNUAL CONFERENCE 2022
BRIDGING
THE DIVIDE
HURON
VENDOR
PROSPECTUS

INVITATION TO CONNECT

ABOUT THE MICHIGAN LIBRARY ASSOCIATION

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

MLA was established in 1891 and is Michigan's oldest and largest library association, serving as a collaborative network of Michigan's libraries and library professionals for more than 130 years. Our network of more than 2000 organizations and individuals is 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.

ABOUT THE MLA ANNUAL CONFERENCE

The Michigan Library Association Annual Conference has offered 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 with colleagues and vendors. Supporting MLA 2022 will provide the platform to build relationships and strengthen your company's image and credibility.

We welcome back our long-time supporters and look forward to engaging with new organizations and partners. There are various ways to be involved, but these packages are not set in stone – so if you have ideas, let's talk possibilities!

THIS YEAR'S THEME: BRIDGING THE DIVIDE

Whether the divides are socioeconomic, digital, political, or historical, the Michigan Library Association believes we are all #StrongerTogether. The 2021 MLA conference is all about bridging that which divides us and forming a stronger statewide ecosystem of libraries and suppliers.

TENTATIVE SCHEDULE

Wednesday, October 19	8:00am – 6:00pm
Thursday, October 20	8:00am – 6:00pm
Friday, October 21	8:00am – 12:00pm

VENUE INFORMATION

HOST CITY

Port Huron is known as the Maritime Capital of the Great Lakes with unique sites such as the Blue Water Bridge, Huron Lightship, the Great Lakes Maritime Center, and Fort Gratiot Light – Michigan's oldest, working lighthouse. Port Huron is conveniently located 60 miles north of Detroit, where I-94 and I-69 meet.

CONFERENCE VENUE

Blue Water Convention Center

800 Harker Street
Port Huron, MI, 48060
(810) 201-5513

The Lake Huron Convention Hall at the Blue Water Convention Center has an amazing view of the St. Clair River and Blue Water Bridges. This one-of-a-kind exhibit hall will captivate attendees and vendors alike.

HOTEL

DoubleTree by Hilton Port Huron

800 Harker Street
Port Huron, MI, 48060
(810) 984-8000

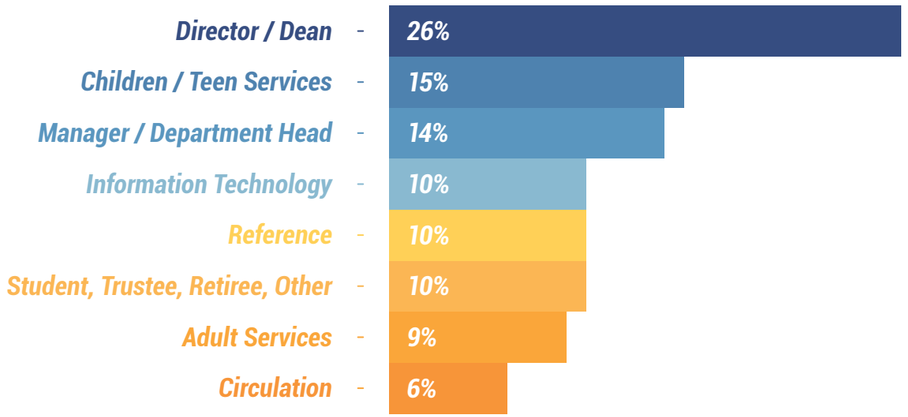
$129.00 per night, plus applicable taxes*

**Reserve your room by September 15, 2022 and refer to the Michigan Library Association in order to get the discounted rate.*

ATTENDEE INFORMATION

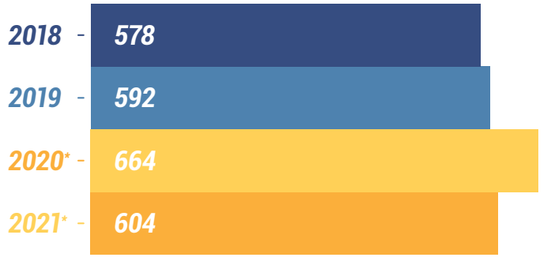
AUDIENCE PROFILE

Our attendees provide a wide cross section of public, academic, school, tribal, and special libraries.



Attendance at the MLA Annual Conference has steadily grown over the last several years. We welcomed 578 attendees in 2018, 592 in 2019, and 664 and 604 for our 2020 and 2021 virtual conferences respectively.

We expect to host approximately 500 in-person attendees in 2022.



*Indicates Virtual Conference

EXAMPLES OF PAST SPONSORS

3 | REGISTER AT MILIBRARIES.ORG/ANNUAL-CONFERENCE

SPONSORSHIP OPPORTUNITIES

SPONSOR AN EVENT

ALL CONFERENCE — $15,000

This exclusive sponsorship provides the most recognition and includes a complimentary exhibit booth with first choice of location, recognition at all general conference events, and prominent logo placement on all conference collateral.

KEYNOTE SPEAKER — $5,000

Sponsor one of our headlining speakers, including the opportunity to introduce them to the audience.

CONFERENCE LUNCH —$6,000

The way to an attendee's heart is through their stomach. Sponsor one of the all-conference lunches.

WELCOME RECEPTION — $2,750

The Welcome Reception will be held in the Exhibit Space on Wednesday evening.

TRIVIA PARTY —$1,000

Sponsor trivia on Thursday evening.

BREAKOUT SESSION ROOM —$1,250

Sponsor one of the session rooms for 1, 2, or all 3 days. Add your organization's banner stand to the front of the room and get noticed by your specific audience.

LEADERSHIP BREAKFAST — $2,000

On Wednesday morning Think Space Library Directors and Leadership Academy Graduates will gather at this invitation-only event for library leaders.

RECEPTION ENTERTAINMENT — $1,500

Sponsor the musical entertainment during one of our receptions.

BRAND VISIBILITY

SHIRT SPONSOR — $3,500

Add your logo to the back of the conference attendee and volunteer t-shirts.

PHOTOBOOTH — $1,500

Say cheese! Everyone loves a photobooth and your logo will appear on all photo strips.

SELFIE STATION — $1,250

Your logo printed on the backdrop of our check-in location for social media.

LANYARDS — $1,750

Your logo printed on lanyards given to all attendees.

CHAIR DROP — $250

Your literature or promo item placed on all chairs during a general session.

DOOR DROP — $450

Your promotional item delivered to overnight guests' rooms at check-in.

MORNING BREAK — $2,000

Recognition at a morning break station with coffee and snacks.

AFTERNOON BREAK —$2,000

Recognition at an afternoon break station with coffee, sodas, and snacks.

CONFERENCE WI-FI — $2,500

Your organization's name as the conference Wi-Fi password and printed on Wi-Fi access cards for all attendees.

REGISTER AT MILIBRARIES.ORG/ANNUAL-CONFERENCE | 4

SPONSORSHIP OPPORTUNITIES

IN-KIND OPPORTUNITIES

MOBILE APP — ~$3,500 VALUE

Host the conference app, downloaded by over 75% of attendees.

CONFERENCE SIGNAGE — ~$3,500 VALUE

Print our conference signage and add your logo to all of it!

PROGRAM BOOK PRINTING — ~$5,000 VALUE

Print 600 copies of the program book and get back cover advertisement.

SPONSOR TIERS

The total amount of your selected options determines your sponsorship tier.

ALL-CONFERENCE SPONSOR — $15,000

This exclusive sponsorship tier includes an exhibit booth with first choice of location, two full conference registrations, recognition at all major events, your logo with link on the MLA website and all event-related email correspondence, your logo on all conference signage, and a full-page program book advertisement.

PREMIER — $5,000 AND ABOVE

Premier sponsors receive a full-page program book advertisement, two full conference registrations, your logo with link on the MLA website and all event-related email correspondence, and a 20% discount on exhibit booth registration, and recognition at the conference registration desk.

CHAMPION — $2,500 TO $4,999

Champion sponsors receive one full conference registration, your logo with link on the MLA website and all event-related email correspondence, and a 15% discount on exhibit booth registration, and recognition at the conference registration desk.

SUPPORTER — $250 TO $2,499

Supporter sponsorships include your logo with link on the MLA website and all event-related email correspondence, and recognition at the conference registration desk.

EXHIBIT HALL

2022 EXHIBIT HALL HIGHLIGHTS

- Ample non-conflict time when attendees' only agenda is strolling through the vendor area.
- Wednesday night opening reception held in the Exhibit Hall.
- Contact information for attendees provided before and after the event.
- Games to encourage interaction
- Complete listing in the program book includes organization and primary contact information.
- Organization logo and link on the MLA website.

EXHIBIT BOOTH FEES

Early Bird Rate — $950

Reserved by June 30, 2022

Standard Rate — $1,200

Reserved after July 1, 2022

EXHIBIT BOOTH INCLUDES

- 8x8' Booth Space (carpeted)
- 8' Back Pipe and Drape
- 3' Side Pipe and Drape
- 7"x 44" Booth ID sign, 29 characters max
- 6' table with linens
- 2 folding chairs
- Wireless Internet Access

OPTIONAL ADD-ONS

Electrical Access — $100

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

Add a second booth

$750 Early Bird | $850 Standard

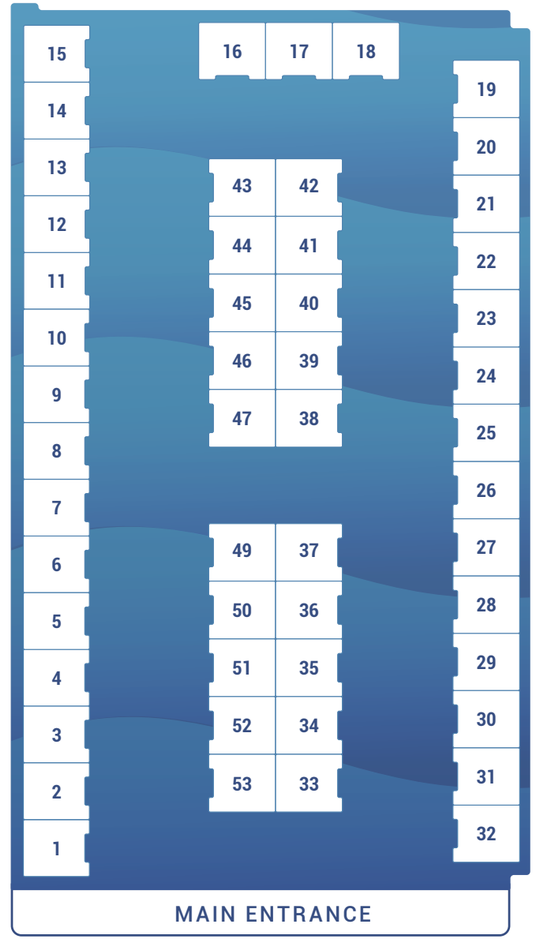


EXHIBIT HALL SCHEDULE

Wednesday, October 19, 2022

7:00am - 11:00am	Registration and Load-in
11:30am - 6:30pm	Exhibits Open

Thursday, October 20, 2022

9:00am - 3:00pm	Exhibits Open
3:00pm - 5:00pm	Load-out

ADVERTISING

PROGRAM BOOK ADS

Increase your visibility with a program book advertisement. The 2022 program book will be printed in a small format and will be black and white only. The program book will be handed out on-site and a digital version will be posted on the MLA website.

AD SIZE OPTIONS

FULL PAGE AD — $500
4.5" x 7.5", portrait orientation

HALF PAGE AD — $300
4.5" x 3.5", landscape orientation

ARTWORK REQUIREMENTS

- Black and white or greyscale artwork accepted
- High resolution – minimum of 500 ppi
- JPEG, PDF, PNG, EPS formats accepted

DELIVERY INSTRUCTIONS

Please send artwork to Rachel Ash at rfash@milibraries.org

Deadline to purchase advertisements is September 1, 2022

DISCLAIMERS

CANCELLATION

No cancellation refunds will be issued after September 1, 2022.

Cancellations received by August 31, 2022 are subject to a $150.00 cancellation fee.

DEADLINES

Exhibit Booth Early Bird Rate expires June 30, 2022.

Advertisements must be purchased by September 1, 2022.

Please submit artwork and/or videos to MLA no later than October 1, 2022.

EXHIBIT HALL

BOOTH ASSIGNMENT

Booth assigned on a first come, first serve basis apart from the all-conference sponsor who reserves first choice.

LIABILITY INSURANCE

Proof of general liability insurance is due to be submitted to MLA no later than October 1, 2022.

REGISTRATION

All sponsor and exhibitor registration must be completed online at milibraries.org.