



Michigan Library Association

**SPRING
INSTITUTE
FOR YOUTH SERVICES
2025**

*Frankenmuth, MI
April 10-11, 2025*

VENDOR AND SPONSOR PROSPECTUS



CONFERENCE OVERVIEW



ABOUT SPRING INSTITUTE FOR YOUTH SERVICES

Spring Institute for Youth Services is Michigan’s premier education and networking event for youth services library professionals. This annual event brings together approximately 250 librarians and library workers for two days of education, exhibits, networking, special events, and interactive activities.

The 2025 theme is Celebrate Our Stories and aims to spread knowledge, share our stories, and celebrate those who support and strengthen our diverse communities.

2025 CONFERENCE VENUE

Bavarian Inn Lodge

1 Covered Bridge Lane
Frankenmuth, MI 48734



Group room rates at the Bavarian Inn Lodge start at \$169.

Call the hotel directly at (989) 652-7200 and refer to the Michigan Library Association Spring Institute to qualify for the discount rate.



Reserve your room by March 14, 2025.
Room block may sell out sooner.

ABOUT THE MICHIGAN LIBRARY ASSOCIATION

Michigan’s oldest and largest library association, MLA has served the library profession in Michigan for over 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 ideas and innovations that benefit library personnel, library patrons, and the communities we serve.

If you have any questions about the 2025 Spring Institute please contact MLA Program and Event Director Amber Sheerin.



Amber Sheerin, CMP
Program & Event Director
asherin@milibraries.org
(517) 881-3194



SPONSORSHIP OPPORTUNITIES



By sponsoring 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 sponsorship opportunities include logo recognition in printed materials, event app, attendee emails, and on the MLA website and social media.

All-Conference Sponsor – \$4,000

- Logo recognition on all conference signage
- Podium recognition during conference opening and closing remarks
- Exhibit space on both Thursday and Friday
- Option to provide chair drop (250 supplied items required)

Breakfast Sponsor – \$2,000

- Logo recognition on breakfast buffet signage
- Podium recognition during opening remarks

Library Reception Sponsor – \$1,750

- Logo recognition on reception signage
- Podium recognition during Friday's opening remarks

Keynote Sponsor – \$1,500

- Logo recognition on keynote signage
- Podium recognition during keynote introduction

Lanyards Sponsor – \$1,000

- Your logo* printed on lanyards given to conference attendees

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

Break Station Sponsor – \$1,000

- Logo recognition on break station signage

Mobile App Sponsor – \$750

- Logo featured on app splash page and QR code signage on-site

Trivia Game Sponsor – \$500

- Logo recognition on trivia lunch signage
- Podium recognition by trivia host

Chair Drop Sponsor – \$300

- Your provided promotional item placed on all seats during your choice of general session

Supporter Sponsor – \$150

- Credit in printed materials, event app, and on MLA website and social media





EXHIBIT INFORMATION



BENEFITS OF EXHIBITING AT SPRING INSTITUTE

Exhibiting at 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.

- Convenient layout with exhibit space located in pre-function space near meeting rooms
- Ample non-conflict time for conference attendees to visit your exhibit
- One-day format helps to minimize your travel and lodging expenses
- Networking opportunities with staff from a wide variety of Michigan libraries
- Contact information for attendees provided before and after the event

EXHIBITION SCHEDULE – THURSDAY, APRIL 10, 2025

Setup	7:00 - 8:00 AM
Exhibits Open	8:00 AM - 3:00 PM
Non-Conflict Times	8:00 - 9:00 AM / 10:15 - 11:00 AM / 1:15 - 1:45 PM / 2:30 - 3:00 PM
Teardown	3:00 - 4:00 PM

INVESTMENT	PROSPECTIVE PARTNER	STRATEGIC PARTNER RATE
Early Bird – reserve by Feb 14	\$300	\$270 (10% discount)
Standard Rate – reserve by Mar 28	\$400	\$360 (10% discount)

INVESTMENT INCLUDES

- 8' 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 (\$40 per person)
- Electrical connection (\$50 per booth)



PARTNER FAIR

FREE SPACE AVAILABLE AT THE NON-PROFIT PARTNER FAIR

On Friday, April 11, 2025, we will be hosting an exhibition of non-profit organizations and community partners who work with and serve Michigan libraries and/or Michigan youth.

- Are you a community partner or 501(c)3 non-profit organization that would benefit from networking with representatives of Michigan libraries?
- Do you provide services that libraries need?
- Do you work to help children, teens, or families in your community?

If this sounds like your organization, consider joining us on April 11 in Frankenmuth.

Registration is complimentary but space is limited and offered on a first-come first-served basis. Partners must be registered by March 7, 2025.

PARTNER FAIR SCHEDULE – FRIDAY, APRIL 11, 2025

Setup	9:00 - 10:00 AM
Exhibits Open	10:00 AM - 2:15 PM
Non-Conflict Times	10:00 - 10:45 AM / 1:45 - 2:15 PM
Teardown	2:15 - 3:00 PM

REGISTRATION INCLUDES

- 8' skirted table with two chairs
- Wi-Fi connectivity





POLICIES



CANCELLATIONS

No refunds will be issued after Friday, March 7, 2025. Cancellations received on or before Thursday, March 6, 2025 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.

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.

STATEMENT OF NON-ENDORSEMENT

MLA does not endorse any product, service, or activity of any partner organization, speaker, sponsor, or event exhibitor. Participation in MLA events or provision of goods, services, facilities, or equipment does not constitute endorsement by MLA.

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.

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.