

VENDOR & SPONSOR PROSPECTUS

MICHIGAN LIBRARY ASSOCIATION

Spring Institute

FOR YOUTH
SERVICES

JOIN US!

GRAND RAPIDS, MI
MARCH 18-20, 2026

WWW.MILIBRARIES.ORG



CONFERENCE OVERVIEW

ABOUT SPRING INSTITUTE FOR YOUTH SERVICES

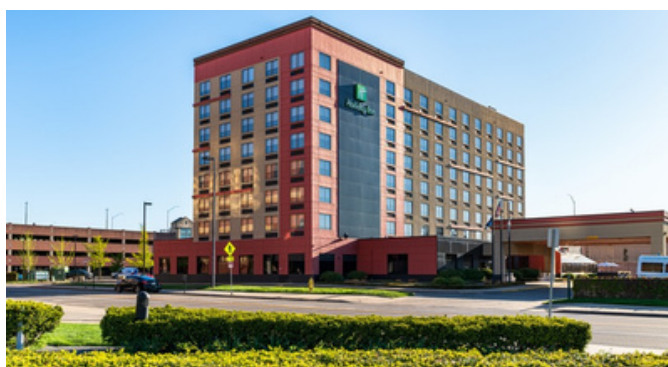
Spring Institute for Youth Services is Michigan's premier education and networking event for youth services library professionals. This annual event brings together approximately 250 librarians and library workers for two days of education, exhibits, networking, special events, and interactive activities.

The 2026 theme is PLAY IT FORWARD and aims to celebrate the joy and importance of play in our life and work, as well the in the growth of our smallest patrons.

2026 CONFERENCE VENUE



L.V. EBERHARD CENTER @ GVSU PEW CAMPUS
301 FULTON STREET SW
GRAND RAPIDS, MI 49504



HOLIDAY INN DOWNTOWN GRAND RAPIDS
310 PEARL STREET NW
GRAND RAPIDS, MI 49504

Group room rates at the Holiday Inn Grand Rapids Downtown start at \$149.00

Call the hotel directly at (616) 235-7611 and refer to the Michigan Library Association Spring Institute to qualify for the discount rate.

Reserve your room by February 24, 2026.
Room block may sell out sooner.

ABOUT THE MICHIGAN LIBRARY ASSOCIATION

Michigan's oldest and largest library association, MLA has served libraries and library staff 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 2026 Spring Institute, please contact MLA Event Coordinator Mackenzie Hanfland at mhanfland@milibraries.org.



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 the event app, attendee emails, and on the MLA website and social media.

ALL-CONFERENCE SPONSOR — \$5,000

Our MVP! (Most Valuable Partner)

- Logo recognition on all conference signage
- Podium recognition during conference opening and closing remarks and keynotes
- Exhibit space on both Thursday and Friday

WELCOME SPONSOR — \$2,000

Sponsor our big opening bash

- Logo on signage at GRMC door
- 4 passes and table space at welcome party
- Exhibit space on Thursday

LUNCH SPONSOR — \$1,500

Please Feed the Librarians

- Logo recognition on lunch buffet signage
- Podium recognition during lunch remarks

KEYNOTE SPONSOR — \$1,000

Help us get the best headliners

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

COFFEE STATION SPONSOR — \$800

People love whoever supplies the coffee

- Logo recognition on coffee station signage
- Podium recognition during opening remarks

LANYARDS SPONSOR — \$750

- Your logo* printed on lanyards given to conference attendees

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

BREAKFAST SPONSOR — \$650

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

MOBILE APP SPONSOR — \$500

We don't print programs anymore, so 90+% of attendees use the app!

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

GR SCAVENGER HUNT SPONSOR — \$450

- Logo recognition at event
- Add a clue or stop on our downtown adventure!

TRIVIA GAME SPONSOR — \$350

Trivia is a well loved and expected SI tradition!

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

CHAIR DROP SPONSOR — \$250

- Your provided promotional item placed on all seats during a general session.



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.

- Ample non-conflict time for conference attendees to visit your exhibit
- Networking opportunities with staff from a wide variety of Michigan libraries
- Contact information for attendees provided before and after the event
- Convenient layout with exhibit space located in pre-function space near meeting rooms
- MLA Strategic Partners get 10% exhibit booth prices

EXHIBITION SCHEDULE — THURSDAY, MARCH 19, 2026

Setup 7:00 - 8:00 AM

Exhibits Open 8:00 AM - 11:45 AM / 1:00 PM - 3:00 PM

Non-Conflict Times 8:00 - 9:00 AM / 10:15 - 11:00 AM / 1:00 - 1:45 PM / 2:30 - 3:00 PM

Teardown 3:00 - 4:00 PM

INVESTMENT	PROSPECTIVE	STRATEGIC
	PARTNER	PARTNER RATE
Early Bird — reserve by Feb 13	\$300	\$270 (10% discount)
Standard Rate — reserve by Feb 27	\$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, March 20, 2026, 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 in Grand Rapids!

Registration is complimentary, but space is limited and offered on a first-come first-served basis. Partners must be registered by March 6, 2026.

REGISTRATION INCLUDES

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

PARTNER FAIR SCHEDULE — FRIDAY, MARCH 20, 2026

Setup Exhibits Open

9:00 - 10:00 AM 10:00 AM - 2:15

Non-Conflict Times

PM 10:00 - 10:45 AM / 1:45 - 2:15

Teardown

PM 2:15 - 3:00 PM



POLICIES

CANCELLATIONS

No refunds will be issued after Friday, March 6, 2026. Cancellations received on or before March 6, 2026 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.