

Spring Institute for Youth Services 2022

LEVEL

UP



ABOUT SPRING INSTITUTE FOR YOUTH SERVICES

The Spring Institute for Youth Services is the best annual event for Michigan's youth library workers. The conference brings together professionals, administrators, and vendors for two days of education, exhibits, networking, special events, and interactive activities.

2022 CONFERENCE VENUE

Comfort Inn & Suites Conference Center

2424 S. Mission Street,
Mount Pleasant, MI 48858
mtpcomfortinn.com | (989) 772-4000

Group room rates starting at \$91.00
Reserve your room by February 23, 2022

Learn More about Mt. Pleasant at meetmtp.com



CONTACT INFORMATION



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



Deborah E. Mikula
Executive Director
debbie@milibraries.org
(517) 881-1266

ABOUT THE MICHIGAN LIBRARY ASSOCIATION



Michigan's oldest and largest library association, MLA has served the library profession in Michigan for 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 of best practices, innovative ideas and new programs and services that benefit library personnel, library patrons and the communities we serve.

EXHIBITION DAY SCHEDULE — THURSDAY, MARCH 10, 2022

Setup.....6:30am - 8:00am

Exhibit Hall Hours.....8:30am - 4:00pm

Non-Conflict Exhibit Time.....Approximately Two Hours

Teardown.....4:00pm - 6:00pm

INVESTMENT	BOOTH RATE	STRATEGIC PARTNER RATE
Early Bird — reserve by Jan 28th	\$300	\$270
Standard Rate — reserve by Feb 25th	\$350	\$315

PRICE INCLUDES:

- One standard electrical hookup, please bring your own extension cord
- Continental breakfast and lunch on March 10 for one person
- 6' table with 2 chairs
- WiFi access

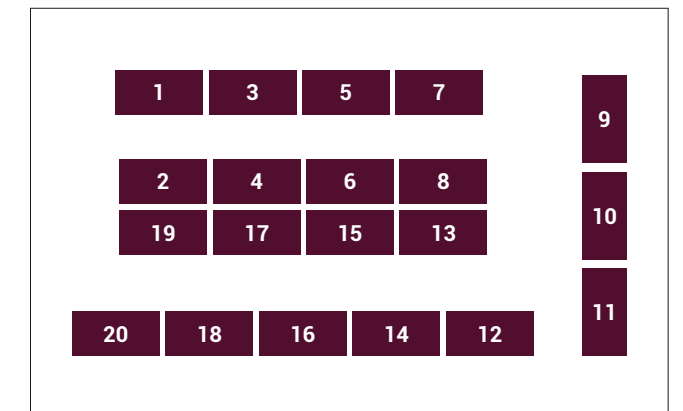
ADDITIONAL SERVICES AVAILABLE:

- Extension Cords: \$10 each
- Additional breakfast and lunch: \$30

PRIZE DRAWING

MLA will host a prize drawing in the afternoon on Thursday, March 10th. Exhibitors are encouraged to donate a prize of any value to further showcase your goods or services beyond the conference.

EXHIBIT BOOTH LAYOUT



CANCELLATION INFORMATION

No refunds will be issued after February 25, 2022. Cancellations received before February 25, 2022, are subject to a \$75 cancellation fee.

SPONSORSHIP OPPORTUNITIES

We offer a wide range of sponsorship options to fit your needs and budget. If you are interested in an in-kind sponsorship or unlisted opportunity, MLA will work with you to find a solution within your budget that maximizes your investment.

ALL CONFERENCE SPONSOR — \$4000

- Podium recognition at all major events
- 5-minute speaking opportunity
- Complimentary exhibitor booth
- Opportunity to provide a maximum of 2 banner stand signs for the front of the general session room
- Company logo printed on event signage and on event website
- Mentions and thanks on social media

WELCOME RECEPTION **SOLD OUT**

- Recognition at the Wednesday night welcome reception
- 2 free tickets to event. Estimated attendance of 100
- Company logo printed on reception signage and on event website

THURSDAY RECEPTION — \$1,500

- Recognition at the Thursday night reception
- 4 free tickets to event. Estimated attendance of 150
- Company logo printed on reception signage and on event website
- Mentions and thanks on social media

KEYNOTE SPEAKER — \$1,500

- Podium recognition ahead of keynote address
- Opportunity to introduce keynote speaker
- Company logo on event website
- Mentions and thanks on social media

LANYARDS — \$1,000

- Company logo printed on lanyards given to all attendees
- Company logo on event website
- Mentions and thanks on social media

BREAKOUT ROOM — \$750

- Opportunity to introduce speakers in your sponsored room
- Opportunity to provide a maximum of 2 banner stand signs for the front of the breakout room
- Your company provided materials and/or promotional items given to all attendees during the general session. Please provide at least 100 items
- Company logo on event website
- Mentions and thanks on social media

AFTERNOON BREAK STATION — \$750

- Recognition at afternoon break on Thursday or Friday
- Company logo on event website
- Mentions and thanks on social media

MORNING BREAK STATION — \$500

- Recognition at mid-morning break on Thursday or Friday
- Company logo on event website
- Mentions and thanks on social media

EVENT PHOTOGRAPHY — \$500

- Recognition on conference signage
- Company logo on event website
- Mentions and thanks on social media

SANITIZER STATIONS — \$500

- Recognition at hand sanitizer stations located throughout the conference
- Company logo on event website
- Mentions and thanks on social media

CHAIR DROP — \$250

- Your company provided materials and/or promotional items given to all attendees during the general session. Please provide at least 200 items
- Company logo on event website
- Mentions and thanks on social media

SPONSORSHIP BENEFITS

PERSONAL CONTACT

Put a face to your brand – the best way to create and maintain relationships with your target audience.

EDUCATION

Learn what's happening in Michigan's libraries and how you can be part of it.

PRESENCE

Show your commitment to libraries – support the community that supports your business.

LEADS

Secure qualified leads – exhibiting allows you to secure leads in one location.

SALES

Promote new services or demonstrate new products and equipment.

DIRECT MARKETING

Frequent email blasts update registered attendees with general information, latest news, key dates, and program and speaker details. This ensures attendees remain engaged in activities leading up to the conference.

ADVERTISING AND ARTICLES

Regular e-blasts will promote conference highlights and sponsors.

SOCIAL MEDIA

Facebook and Twitter be used to create excitement around the conference sponsors and exhibitors.

MLA WEBSITE

The key source of information about the conference and is constantly updated and refreshed to reflect the latest news, including logos and links for all sponsors.