

The PaLA Conference will take place October 16–19, 2016, at the exciting, brand new Kalahari Resort & Conference Center in the Poconos. This family-friendly venue will offer a unique blend of fun and education as librarians attend this important state-wide gathering.

Don't miss this chance to see and be seen by Pennsylvania's library community! Several sponsorship levels are available, but opportunities are limited. Be sure to take advantage of this unique marketing opportunity!



PaLA Annual Conference

October 16–19 • Kalahari Resorts & Conferences, Pocono Manor, PA

\$5,000 Platinum Sponsorship

Platinum benefits include:

- Introduction as sponsor during the event
- Brief speaking opportunity for a company representative to welcome guests
- Opportunity to distribute corporate promotional items at the event
- Recognition of your sponsorship through signage and in the Conference Program book (company logo included, if provided)*
- Full-page ad in the Conference Program book
- Complimentary exhibit space for the 2017 PaLA Annual Conference in Pittsburgh
- Website link from PaLA website
- Social Media Post (Facebook and Twitter)

President's Opening Keynote Luncheon

Sunday, 1:00 – 3:15 p.m.

This official opener for the conference will feature the presentation of PaLA's Distinguished Service Award and a talk by 2013 *Library Journal* Mover & Shaker, **Ben Bizzle**, author of *Start a Revolution: Stop Acting Like a Library*. In his book, the author encourages librarians to "think outside the box" when approaching library events, marketing, and social media and to virtualize library resources to extend the reach beyond the library itself. The sponsorship package includes two tickets to the luncheon. *Estimated attendance: 250+*

Closing Luncheon — SOLD

Wednesday, 12:00 – 2:00 p.m.



\$3,000 Gold Sponsorship

Gold benefits include:

- Introduction as sponsor during the event or company logo imprinted on give-away item
- Opportunity to distribute corporate promotional items at the event
- Recognition of your sponsorship through signage and in the Conference Program book (company logo included, if provided)*
- Half-page ad in the Conference Program book
- Half-price exhibit space coupon for the 2017 PaLA Annual Conference in Pittsburgh
- Website link from PaLA website
- Social Media Post (Facebook and Twitter)

Mobile App — SOLD

Conference Give-away Item

Sponsor what tends to be a very popular item at the conference, whether a tote-bag, portfolio, water bottle, or some other useful gadget. Each one will display the sponsor's logo as well as the conference logo, and will likely come into service not only at the conference, but long after.

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Carolyn L. Smith Best Practices in Early Learning Breakfast

Monday, 7:45 – 9:00 a.m.

Pennsylvania libraries are providing fun, instructional, and developmentally appropriate programs and services to preschoolers, their families, and caregivers. This event will showcase what libraries are doing best by presenting the 2016 Best Practices in Early Learning Awards. Two tickets to the event will be provided to the sponsor. *Estimated attendance: 150+*

Carolyn W. Field Award Luncheon

Monday, 12:00 – 1:45 p.m.

This event, named after an icon for youth services in Pennsylvania for decades, honors the best children's book by a Pennsylvania author or illustrator published in the previous year. In addition, the Drexel University/Free Library of Philadelphia Citation for Children's Literature will be presented. The event sponsor will join attendees in honoring those who have made outstanding children's literature a reality. Two tickets to the event will be provided to the sponsor. *Estimated attendance: 200+*

Public Library Division Breakfast — SOLD

Tuesday, 7:30 – 8:45 a.m.

All Conference Luau

Tuesday, 5:30 – 8:30 p.m.

This new conference event will provide a casual networking opportunity as attendees experience the Kalahari indoor water park. Sponsorship covers a private cabana and snacks for the group. *Estimated attendance 300+*

\$2,000 Silver Sponsorship

Silver benefits include:

- Announced as sponsor during the event
- Recognition of your sponsorship through signage and in the Conference Program book (company logo included, if provided)*
- Half-page ad in the Conference Program book
- Exhibit space \$100 coupon for the 2017 PaLA Annual Conference in Pittsburgh
- Website link from PaLA website
- Social Media Post (Facebook and Twitter)

PaLA New Member Reception

Sunday, 5:00 – 6:00 p.m.

This informal "getting to know you" event will feature poster sessions prepared by PaLA chapters and divisions to familiarize attendees with PaLA activities and initiatives. The sponsor of this event will provide light refreshments. *Estimated attendance: 100+*

Performer's Showcase

Monday, 2:00 – 4:00 p.m.

Storytellers, comedians, musicians, magicians, puppeteers, and more will showcase their performances to introduce programs that could take place in the library. The event sponsor will underwrite the cost to produce the directory of performers to be provided to each attendee, as well as light refreshments at the event. *Estimated attendance: 100+*

Official Conference Program Book

This important publication is provided to each conference attendee and includes information for all conference events as well as a complete exhibitor listing. It is an important means of communication at the conference and serves as a handy reference afterward. The sponsor of the program book will receive prominent ad placement in the inside front cover.

\$1,000 Bronze Sponsorship

Bronze benefits include:

- Signage/announcement at event and recognition in the Conference Program book (company logo included, if provided)*
- Quarter-page ad in the Conference Program book (n/a for Packet Insert sponsors)
- Website link from PaLA website
- Social Media Post (Facebook and Twitter)

Exhibit Hall Progressive Lunch Station

Monday, 12:00 – 1:30 p.m.

Tuesday, 12:15 – 1:45 p.m.

The Exhibits Progressive Lunches will offer conference attendees an efficient way to visit the exhibits while feasting on a variety of complimentary "finger foods" as they travel around the exhibit hall. As a food station sponsor, your generosity will be acknowledged through signage on the table and you have the option of having your booth located near the food station you are sponsoring. Highlight your company's presence during this popular, traffic-building event! *Eight opportunities available.*

Coffee/Refreshment Break

These hour-long breaks provide the opportunity for attendees to comfortably interact with their peers while enjoying a hot or cold beverage and a snack before sessions or while visiting the exhibits. *Six opportunities available.*

Session Sponsor

The 2016 conference schedule will provide conference attendees with 65 continuing education sessions to choose from. Linking your company name with a session topic is a good way to promote your product or service outside of the exhibit hall.

Attendee Packet Insert

Sponsor will be afforded the opportunity to provide an insert (at sponsor's expense) to each attendee registration packet. Acceptable inserts include one-page fliers, pamphlets, bookmarks, magnets, or similar flat items, no more than 1/8" in thickness. All inserts must meet conference management approval. Estimated quantity: 600 – 700 pieces.

Please contact Kim Snyder at the PaLA office for specific information on break and program opportunities available. Telephone: 717-766-7663 or kim@palibraries.org

PaLA reserves the right to revise food and beverage selections dependent upon the level of sponsorship support received.

*Acceptable logo file formats are: ai, eps, hi-resolution (300 dpi) pdf or jpg

YES! We would like to be a 2016 sponsor:

Event Sponsored _____

Company Name _____

Contact Name _____

Telephone _____

Email _____

Mailing Address _____

Website Link _____

Payment by check. Check # _____

Payment by credit card VISA MasterCard

Account # _____

Exp. Date _____ CVV Code _____ Amount \$ _____

Signature _____

50% deposit must accompany this form. Full payment due August 31, 2016. Make checks payable to:

PaLA

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