

The PaLA Conference will take place October 15–18, 2017 at the DoubleTree by Hilton, Pittsburgh–Green Tree. This recently renovated hotel is conveniently located just outside the Pittsburgh city limits and offers the affordability and convenience of a suburb location but with easy access to city attractions, and is likely to be a draw for librarians from across the state.

Don't miss this chance to see and be seen by Pennsylvania's library community with these unique marketing opportunities! Several sponsorship levels are available, but opportunities are limited.



PaLA Annual Conference

October 15–18, DoubleTree by Hilton, Pittsburgh–Green Tree

2017 Sponsorship Opportunities

\$5,000 Platinum Sponsorship

Platinum benefits include:

- Introduction as sponsor during event
- Brief speaking opportunity for a company representative to welcome guests
- Opportunity to distribute corporate promotional items at the event (at sponsor's expense)
- Recognition of your sponsorship at the conference through signage and a listing in the conference program book (company logo included, if provided)*
- Full page ad in conference program book
- Social media post(s) through PaLA social media channels, including Facebook and Twitter
- Link to your website from the PaLA Conference web page
- Complimentary exhibit space for the 2018 PaLA Annual Conference to take place in downtown Harrisburg

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

President's Opening Keynote Luncheon — SOLD Sunday, 1:00 – 2:45 p.m.

This luncheon officially opens the conference and will feature an inspirational presenter who is sure to set a positive tone for the rest of the event. *Estimated attendance: 250+*

Closing Luncheon Wednesday, 12:00 – 2:00 p.m.

This final conference event will feature American film director and producer, **Rick Sebak**. A Pittsburgh native, Sebak is wildly known for his wacky scrapbook-style documentaries, that he narrates in a friendly narrative style that audiences have proven to recognize and love. Two complimentary tickets to the luncheon will be provided to the sponsor. *Estimated attendance: 250+*

\$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 2018 PaLA Annual Conference in Harrisburg
- Website link from PaLA website
- Social Media Post (Facebook and Twitter)

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

Mobile App — SOLD

The PaLA Conference has gone mobile! The mobile app has become a popular tool for conference attendees by providing them with the latest schedule of events, maps, lists of exhibitors, Twitter feeds and the ability to create personal schedules and to-do lists, complete with reminders. The sponsor of the mobile app will receive all of the benefits of the Gold Sponsorship package, along with a 600 x 110 banner on the guide's home screen, visible every time a user opens the app. Also included, is an icon on the guide with a link to the sponsor's website or other information about the sponsor's company. Daily sponsors of the mobile app (\$1,000/day) will also be considered, with benefits of Bronze-level sponsorship, with banner display, as described above, for each sponsor on the day sponsored.

PaLA Member Mixer

Sunday, 5:30–6:30 p.m.

This informal, "getting to know you" event will feature poster sessions prepared by the PaLA chapters and divisions to familiarize attendees with PaLA activities and initiatives. Sponsor of this event will provide light refreshments. *Estimated attendance: 250+*

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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+*

Conference Give-Away Item

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

*Acceptable logo file formats are: ai, eps

\$2,000 Silver Sponsorship

Silver benefits include:

- Announced as sponsor during event (if applicable)
- Recognition of your sponsorship at the conference through signage and a listing in the conference program book
- Half-page ad in conference program book
- At least one social media post through PaLA social media channels, including Facebook and Twitter
- Link to your website from the PaLA Conference web page
- Exhibit space \$100 coupon for the 2018 PaLA Annual Conference to take place in downtown Harrisburg

Carolyn L. Smith Best Practices in Early Learning Breakfast — SOLD

Monday, 7:45–9:00 a.m.

Pennsylvania libraries are providing fun, instructional, and developmentally-appropriate programs and services to pre-schoolers, their families and caregivers. This event will showcase what libraries are doing best by presenting the 2017 Best Practices in Early Learning Awards. Two tickets to the event will be provided to the sponsor. *Estimated attendance: 100+*

Public Library Division Breakfast — SOLD

Tuesday, 7:30–8:45 a.m.

We are pleased to welcome *Library Journal*, Mover & Shaker, **Sarah Houghton**, AKA, **the Librarian in Black**, who will present: "Ethics in the 21st Century Library" at the breakfast. Two tickets to the event will be provided to the sponsor. *Estimated attendance: 125+*

College & Research Division Luncheon

Tuesday, 12:15–1:45 p.m.

This academic librarian-focused event will likely include a presentation by a leader in the field of academic librarianship. Two tickets to the event will be provided to the sponsor. *Estimated attendance: 125+*

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 the chief 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:

- Announced as sponsor during event (if applicable)
- Recognition of your sponsorship at the conference through signage and a listing in the conference program book
- Quarter-page ad in conference program book
- Link to your website from the PaLA Conference web page

Program Sponsor

The 2017 conference schedule will provide conference attendees with more than 60 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.

Transportation Sponsor

Sponsor will underwrite transportation to evening dine-around locations in the city with the opportunity to display a company banner in the vehicle or pick-up area. Company representatives may participate in the informal networking opportunities afforded by dine-around activities. *Three opportunities available.*

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+*

Lunch Station Sponsor

Monday, 12:00–1:30 p.m. or 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 "pick-up" 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! *Four 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 before sessions or while visiting the exhibits. *Six opportunities available.*

Attendee Packet Insert

Sponsor will be afforded the opportunity to provide an insert (at sponsor's expense) for 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 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.

YES! We would like to be a 2017 sponsor:

Event Sponsored _____

Company Name _____

Contact Name _____

Telephone _____

Email _____

Mailing Address _____

Website _____

Payment by check. Check # _____

Payment by credit card VISA MasterCard Discover

Account # _____

Exp. Date _____ CVV Code _____ Amount \$ _____

Signature _____

50% deposit must accompany this form. Full payment due August 31, 2017. Make checks payable to:

PaLA

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Mechanicsburg, PA 17055