

LANCASTER COUNTY CONVENTION CENTER

PaLA CONFERENCE

SEPTEMBER 28 – OCTOBER 1 • LANCASTER MARRIOTT PENN SQUARE



The PaLA Conference will take place September 28 – October 1 at the Lancaster Marriott Penn Square. This attractive venue, located in the heart of downtown Lancaster, is expected to draw librarians from across the state for the educational and networking opportunities available during the conference.

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!

\$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
- Recognition of your sponsorship through signage and in the Conference Program
- Full page ad in Conference Program
- Complimentary exhibit space for the 2015 PaLA Annual Conference in State College
- Web site link from PaLA Web site

President's Opening Keynote Luncheon — SOLD

Sunday, 1:00 – 3:00 p.m.

This brand-new conference event will officially open the conference and will feature **Adi Redzic**, cofounder and executive director of the financial-literacy organization iOme. The organization is focused on providing college students with the knowledge to invest into their financial future, a mission that ties in nicely with our own PA Forward initiative. The sponsorship package includes two tickets to the luncheon. (Estimated attendance: 250+)

All-Conference Dinner — SOLD

Tuesday, 6:00 – 9:30 p.m.

This prestigious conference event includes the Pre-Dinner Social, the presentation of PaLA's Distinguished Service Award and features a keynote presentation by **David Lee King**, Digital Services Director at the Topeka & Shawnee County Public Library (KS). His passion is creating 21st century libraries that use the power of the social web and emerging trends to market library services and programs. The sponsorship package includes two tickets to the event. (Estimated attendance: 250+)

Closing Luncheon

Wednesday, 12:00 – 2:00 p.m.

This final conference event will feature the entertaining duo, **Bill Barnes** and **Gene Ambaum** from the popular library comic strip, "Unshelved." The keynote will focus on the *Unshelved* approach to customer service: *the customer is seldom right*. Learn how to "stop worrying and learn to enjoy difficult people" and take your customer service to new heights! 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 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
- Half-page ad in Conference Program Book.
- Half-price exhibit space coupon for the 2015 PaLA Annual Conference in State College
- Web-site link from PaLA Web site.

Mobile App

The PaLA Conference has gone mobile! The **mobile app** has become a popular tool for conference attendees by providing a 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

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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.

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. The item(s) 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.

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 pre-schoolers, their families, and caregivers. This event will showcase what libraries are doing best by presenting the 2014 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 p.m. – 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+)

\$2,000 SILVER SPONSORSHIP

Silver Benefits Include:

- Introduction as sponsor during event
- Recognition of your sponsorship through signage and in the Conference Program
- Half-page ad in Conference Program Book.
- Exhibit space \$100 coupon for the 2015 PaLA Annual Conference in State College
- Web-site link from PaLA Web site.

PaLA New Member Reception

Sunday, 5:00 – 6:00 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: 100)

Performer's Showcase

Monday, 2:00 p.m. – 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 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:

- Signage/announcement at event and recognition in the Conference Program
- Quarter-page ad in Conference Program
- Web site link from PaLA Web site

Exhibit Hall Food Stations

Monday, 12:00 – 1:30 p.m.

Tuesday, 12:15 – 1:45 p.m.

Having grown in popularity, the PaLA exhibits will once again feature a walk-around lunch each exhibit day. Attendees will be able to enjoy a variety of complimentary "pick-up" foods as they travel around the exhibit hall. As a food station sponsor, 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!

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 between programs or while visiting the exhibits.

Program Sponsor

The 2014 conference schedule will provide conference attendees with 75 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.

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 2014 sponsor:

Event Sponsored _____

Company Name _____

Contact Name _____

Telephone _____

Email _____

Web Site 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 28, 2014. Make checks payable to:

PaLA

220 Cumberland Parkway, Suite 10
Mechanicsburg, PA 17055

VISA/Mastercard is also accepted.