



MICHIGAN LIBRARY ASSOCIATION

2023 ANNUAL CONFERENCE

CONNECTING THE DOTS

VENDOR PROSPECTUS



OCTOBER 18-20, 2023
KALAMAZOO, MI

CONFERENCE INFORMATION

ABOUT THE MICHIGAN LIBRARY ASSOCIATION



The Michigan Library Association (MLA) is a collaborative network of libraries, library professionals, and library supporters, working together to protect and promote our libraries and advance the library profession in Michigan.

Our Mission: The Michigan Library Association leads the advancement of all Michigan libraries through advocacy, education and engagement.

ABOUT THE MLA ANNUAL CONFERENCE

The Michigan Library Association Annual Conference has offered access to hundreds of current and future library leaders from public, academic, school, tribal, and special libraries of all sizes from across the state. This event provides a unique setting for library professionals to gain new skills, explore emerging trends, and make important connections.

Supporting MLA 2023 will provide the platform to build relationships and strengthen your company's image and credibility. We welcome back our long-time supporters and look forward to engaging with new organizations and partners. There are various ways to be involved, but these packages are not set in stone – so if you have ideas, let's talk possibilities!

BECOME AN MLA STRATEGIC PARTNER

Become an MLA Strategic Partner to get 10% off your exhibit booth or advertisement and join our network of hundreds of libraries and supporters from across Michigan. Strategic Partner membership with MLA provides exclusive benefits, including registration discounts and listing in our online partner directory. Visit milibraries.org to learn more.

2023 CONFERENCE THEME

The theme of MLA 2023 is Connecting the Dots and we will be sharing ways for library workers to connect with one another, community partners, and the greater library community. We've spent too much time apart, let's reconnect at MLA 2023!

TENTATIVE CONFERENCE SCHEDULE

Wednesday, October 18, 2023	9:30am	-	9:00pm
Thursday, October 19, 2023	7:30am	-	9:00pm
Friday, October 20, 2023	8:00am.	-	1:00pm

VENUE INFORMATION

HOST CITY

Kalamazoo is located in southwest Michigan and is approximately 150 miles from both Detroit and Chicago. Its location near the intersection of I-94 and US-131 make it a hassle-free commute from all directions. In 2022 Kalamazoo was named one of the top 10 arts-vibrant mid-sized communities and the vibrant downtown has a variety of restaurants, breweries, and museums to explore.

CONFERENCE VENUE

Radisson Plaza Hotel at Kalamazoo Center

100 West Michigan Avenue

Kalamazoo, MI, 49007

radissonkzoo.com

(269) 343-3333

The Radisson Plaza Hotel & Suites is in the heart of downtown Kalamazoo, only a short walk to a wide variety of shops, 13 craft breweries, beautiful parks, museums, entertainment, eateries, and more. Visit the Kalamazoo Air Zoo or the Kalamazoo Institute of Arts or explore over 22 miles of river-valley trails. If anyone has a little time to spare, they'll find plenty to do in downtown Kalamazoo.

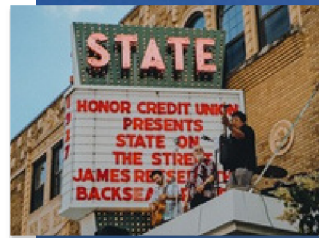
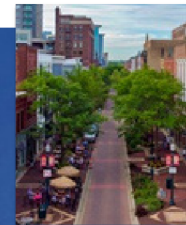
OVERNIGHT ACCOMMODATIONS

\$148 per night, plus applicable taxes

Reserve your hotel room before September 29, 2023 and refer to the Michigan Library Association to get this discounted MLA group rate.

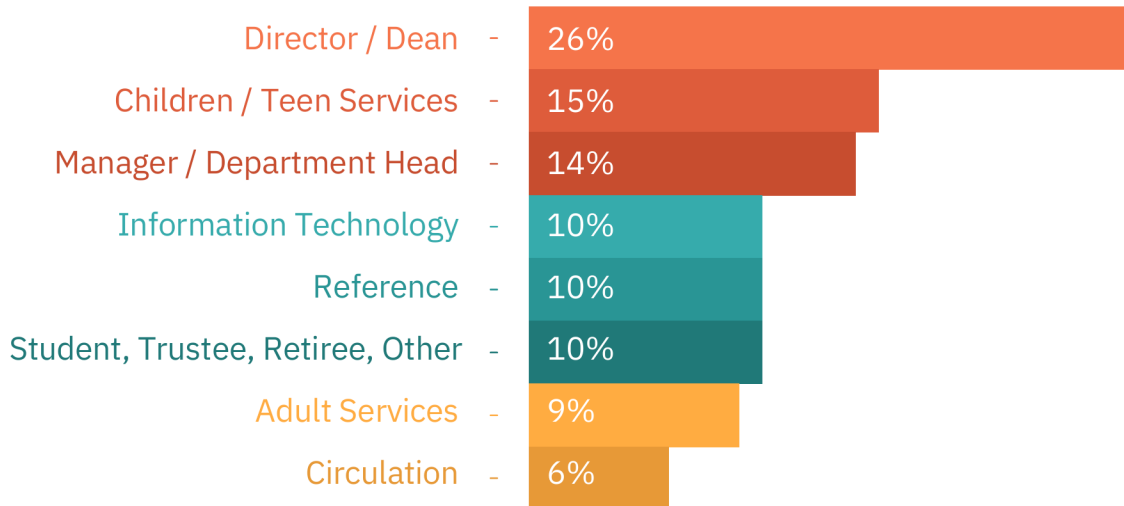
PARKING

Standard parking rates are \$30 per day maximum but have been discounted for MLA attendees. Parking rates are \$10 per day, or \$8 per day with guest room reservation.

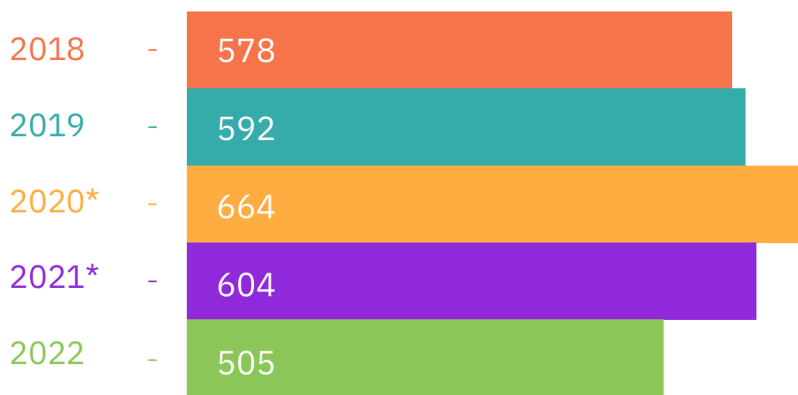


ATTENDEE DEMOGRAPHICS

AUDIENCE PROFILE | AVERAGE ATTENDANCE BY JOB TYPE, 2019 - 2022



CONFERENCE ATTENDANCE | 2018 - 2022 MLA ANNUAL CONFERENCES



*Indicates Virtual Conference

EXAMPLES OF PAST SPONSORS



SUPPORT TIERS

MLA offers a range of exposure levels and sponsorship opportunities at our 2023 conference. Sponsor a few different options that fit your organization's brand personality. The total amount of your selected options determines your sponsorship tier. The more you invest the more benefits you receive.

ALL CONFERENCE SPONSOR



PREMIER SPONSOR

Contribution of \$5,000 and above

Premier sponsors receive a full-page program book advertisement, one full conference registration, podium recognition, your logo with link on the MLA website and all event related email correspondence, and a 20% discount on exhibit booth registration, logo on event t-shirt, and recognition at conference registration desk.

CHAMPION SPONSOR

Contribution of \$2,500 to \$4,999

Champion sponsors receive one full conference registration, your logo with link on the MLA website and all event related email correspondence, and a 15% discount on exhibit booth registration, logo on event t-shirt, and recognition at conference registration desk.

SUPPORTER SPONSOR

Contribution of \$250 to \$2,499

Supporter sponsorships include your logo with link on the MLA website and all event related email correspondence, and recognition at conference registration desk.



SPONSORSHIP OPPORTUNITIES

SPONSOR AN EVENT

ALL CONFERENCE — \$15,000 (SOLD)



LUNCH — \$6,000

Two Available

BREAKFAST — \$4,000

Two Available

KEYNOTE — \$3,500

Three Available

Includes the opportunity to introduce one of our headline speakers to the audience.

KPL RECEPTION — \$3,500

One Available

NEW ATTENDEE BREAKFAST — \$2,500

One Available

BRAND VISIBILITY

BREAK STATION — \$2,000

Logo credit provided on station signage.

LANYARDS — \$1,750

Your logo on lanyards given to each attendee.

MOBILE APP — \$1,500

Logo credit provided on app splash page.

SELFIE STATION — \$1,250

Logo on MLA designed selfie station backdrop.

BREAKOUT ROOM — \$750

Logo credit provided on breakout session signage.

CHAIR DROP — \$300

Logo credit provided on reception signage.

IN-KIND OPPORTUNITIES

PROGRAM PRINTING

Estimated \$2,500 Value

Print our program guides and automatically become a Champion level sponsor and receive a free exhibit booth.

SIGNAGE PRINTING

Estimated \$2,500 Value

Print our signage and automatically become a Champion level sponsor and receive a free exhibit booth.

OTHER OPPORTUNITIES

EXHIBIT BOOTH — \$1,000

54 Available

ADVERTISEMENT — \$350

Many Available

EXHIBIT HALL

TENTATIVE EXHIBIT SCHEDULE

Wednesday, October 18, 2023

9:30 - 11:30am Load-in and Setup

11:30am - 4:30pm Exhibits Open

Thursday, October 19, 2023

10:30am - 4:30pm Exhibits Open

4:30 - 5:30pm Teardown/Load-out

EXHIBIT BOOTH RATES

Early Bird Rate — \$1,000

Reserved by Friday, June 30, 2023

Standard Rate — \$1,200

Reserved after July 1, 2023

EXHIBIT BOOTH INCLUDES

- 7' x 10' booth space (carpeted)
- 7" x 44" booth ID sign (max of 29 characters) • 7' back drape and 3' side dividers
- One 2' x 6' table, covered and skirted
- Two chairs and wastebasket
- 3 booth personnel exhibit hall passes
- Wireless Internet Access
- Pre-event attendee list 1 week before conference begins
- Post-event attendee list within 1 week of conference conclusion

OPTIONAL ADD-ONS

Electrical Access — \$100

120v/20amp connection. Must provide power strips and extension cords.

Add a second booth

\$750 Early Bird | \$850 Standard

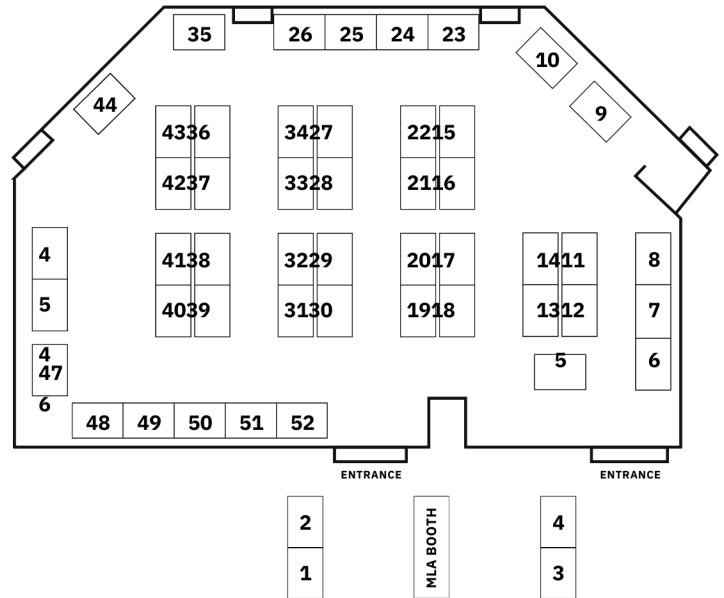


EXHIBIT HALL HIGHLIGHTS

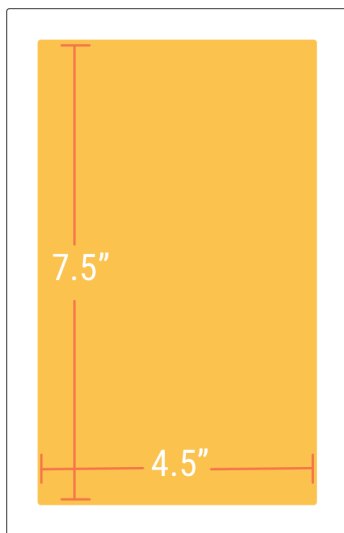
- First-come, first served booth placement
- Ample non-conflict time when attendees' only agenda is strolling through the vendor area
- Attendance for 2 at Thursday night reception after exhibit hall closes to make one more impression
- Contact information for attendees provided before and after the event
- Inclusion in exhibit hall games that encourage attendee interaction
- Complete listing in the program book includes organization and primary contact information
- Organization logo and link on the MLA website

ADVERTISEMENTS

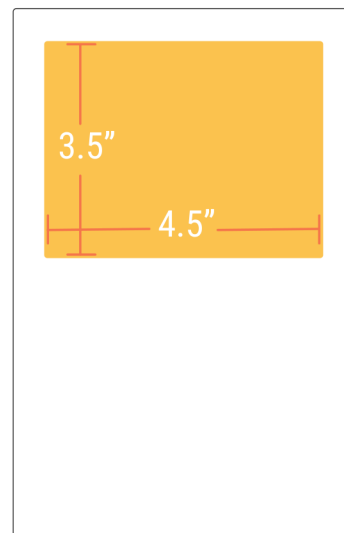
PROGRAM BOOK ADS

Increase your visibility with a program book advertisement. The program book will be handed out on-site and a digital version will be posted on the MLA website.

AD SIZE OPTIONS



FULL PAGE AD – \$500
4.5" x 7.5", portrait orientation



HALF PAGE AD – \$350
4.5" x 3.5", landscape orientation

ARTWORK REQUIREMENTS

- Full color artwork accepted
- High resolution – minimum of 500 ppi
- JPEG, PDF, PNG, EPS formats accepted

DELIVERY INSTRUCTIONS

Please send artwork to Amber Sheerin at asheerin@milibraries.org

Deadline to purchase advertisements is September 1, 2023

DISCLAIMERS

CANCELLATION

No cancellation refunds will be issued after September 1, 2023.

Cancellations received by August 31, 2023 are subject to a \$150.00 cancellation fee.

DEADLINES

Exhibit Booth Early Bird Rate expires June 30, 2023.

Advertisements must be purchased by September 1, 2023.

Please submit artwork and/or videos to MLA no later than October 1, 2023.

REGISTRATION

All sponsor and exhibitor registration must be completed online at milibraries.org.

HEALTH AND SAFETY GUIDELINES

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.

COVID-19

Do not attend the conference if you are testing positive for COVID-19 or if you are unwell, showing COVID-19 symptoms or awaiting COVID-19 test results.

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.**