



SPONSORSHIP PROSPECTUS

For more information, please contact:

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PLA 2014 CONFERENCE PARTNER BENEFITS

BENEFITS	Platinum \$10,000	Gold \$5,000	Silver \$1,000
Use of "A PLA Platinum Partner" and PLA logo on your company website for the commitment year and a banner/block advertisement on one (1) PLA National Conference e-Newsletter (distributed to more than 10,000 PLA members).	●		
Platinum recognition with logo and link to your website from PLA National Conference e-Newsletters through the course of your sponsorship.	●		
Platinum recognition with your logo on National Conference marketing materials, sent to all PLA members, as well as ALA public librarians and others, in the months prior to the National Conference.	●		
Priority booth selection for the PLA 2016 National Conference (Priority granted by sponsorship level along with years exhibiting and total booth footprint). Priority hotel block selection for your staff at PLA 2014 National Conference hotels. (To guarantee, must confirm sponsorship by August 5, 2013, afterwards on a space available basis.)	●	●	
Platinum or Gold Partner listing with your company logo and link to your website from the PLA National Conference website and www.pla.org .	●	●	
Platinum or Gold Partner listing on main PLA Partners Banner at entrance of the National Conference.	●	●	
Verbal Recognition from the podium at Opening General Session and Closing Session.	●	●	
Platinum or Gold Partner logo recognition on PLA Partners PowerPoint during walk-in and walk-out of Opening and Closing Sessions.	●	●	
Platinum, Gold or Silver Partner recognition stars for your booth in the Exhibit Hall.	●	●	●
Platinum, Gold or Silver Partner badge ribbons for your booth staff at conference.	●	●	●
Partner Recognition in fall issue of <i>Public Libraries</i> magazine (Platinum and Gold Partners receive logo recognition).	●	●	●
Partner Recognition in National Conference Final Program and Show Daily (Platinum and Gold Partners receive logo recognition).	●	●	●
Gold or Silver Partner name recognition in PLA National Conference e-Newsletters through the course of your sponsorship.		●	●

MEETINGS AND SESSIONS

Opening General Session – \$5,000 each; or \$10,000 for exclusive sponsor of event

The official kick off of the PLA Conference typically attracts 5,000 attendees. Don't miss out on this opportunity to get your name and logo in front of attendees at the beginning of this exciting conference. Exclusive benefits include:

- Signage featuring your logo as attendees enter and exit the Opening General Session
- Signage at book signing table, if applicable
- Verbal recognition for your company from the podium
- Logo included next to program on the website and in marketing materials
- VIP seating for two company representatives
- Sponsor logo displayed on large screens at the front of the stage during the beginning and end of event
- Depending on level of partnership, includes Gold or Platinum Partner benefits

Closing Session featuring David Sedaris – \$5,000 each; or \$10,000 for exclusive sponsor of event

This year the Closing Session will headline with David Sedaris -. Exclusive benefits include:

- Signage featuring your logo as attendees enter and exit the Closing Session
- Signage at book signing table, if applicable
- Verbal recognition for your company from the podium
- VIP seating for two company representatives
- Sponsor logo displayed on large screens at the front of the stage during the beginning and end of event
- Logo included next to program on the website and in marketing materials
- Depending on level of partnership, includes Gold or Platinum Partner benefits

Programs and Pre-Conferences – \$5,000 and \$10,000

Multiple opportunities available.

PLA is the recognized leader in public library continuing education offerings. PLA Conference pre-conferences and programs attract from 100–1,000 attendees. Find program content that complements your company's products and services and sponsor the program. Exclusive benefits include:

- Logo recognition on signage outside of the program room
- Recognition in the conference materials as a program sponsor
- Recognition on the website and in marketing materials with your logo next to the program sponsored
- Depending on level of partnership, includes Gold or Platinum Partner benefits

Virtual Conference – \$5,000 each; or \$10,000 for exclusive sponsor of event

Reach beyond the conference walls and make your organization visible to in-person attendees as well as those participating in the Virtual Conference. In addition to the 300–500 attendees who will participate in just the Virtual Conference, all PLA Conference attendees have access to the Virtual Conference. The Virtual Conference content is available to attendees for a year after the Conference. Exclusive benefits include:

- Recognition in all Virtual Conference specific marketing pieces
- Recognition on the Virtual Conference website
- A link to your website from the Virtual Conference website
- Depending on level of partnership, includes Gold or Platinum Partner benefits

FOOD & BEVERAGE EVENTS

All Conference Reception – \$12,000 for title sponsorship

Increase your organization's visibility by sponsoring the All Conference Reception. This event features an evening of lively entertainment and hors d'oeuvres, and is a perennial favorite of conference attendees. More than 3,000 conference attendees come to the All Conference Reception to mix and mingle with their peers. Exclusive benefits include:

- Logo recognition on signage at the entrance of the event, at food stations, and on the entertainment stage
- Tent cards on each table featuring your company's logo
- Exclusive naming rights (The "PLA All Conference Reception – sponsored by YOUR NAME")
- Your logo printed on cups and napkins (extra cost)
- Hospitality/drink tickets for your staff
- Includes Platinum Partner benefits

Exhibit Hall Opening Reception – \$5,000

One (1) opportunity available.

The Opening Reception attracts the majority of the conference's attendees who are all eager to get a glimpse of the Exhibits Hall. Capitalize on the high energy of attendees when the conference opens by sponsoring this event, which includes appetizers. Exclusive benefits include:

- Announcements in the hall during event to thank you for your support
- Signage featuring your logo as sponsor at refreshment areas on show floor
- Event is scheduled during a "no conflict" time, meaning no other events take place during the Opening Reception
- Includes Gold Partner benefits

Exhibits Closing Reception – \$5,000

One (1) opportunity available.

PLA surveys indicate 99 percent of attendees visit the exhibits and 73 percent of those visit more than three times during the show. Scheduled during a "no conflict" time, the Closing Reception offers attendees the opportunity to visit the Exhibits Hall one last time, networking with exhibitors while enjoying refreshments. Benefits include:

- Announcements in the hall during event to thank you for your support
- Signage at entry to show floor acknowledging your sponsorship
- Event is scheduled during a "no conflict" time, meaning no other events are scheduled during this time
- Signage at coffee and dessert station
- Includes Gold Partner benefits

Exhibit Hall Coffee Breaks – \$5,000

Three (3) opportunities available.

An estimated 7,000 conference attendees visit the exhibits during the designated coffee breaks to enjoy refreshments in the exhibit hall. Exclusive benefits include:

- Announcements in the hall during event to thank you for your support
- Signage at coffee stations featuring your logo
- Announcement thanking your organization prior to each coffee break
- Your name and logo imprinted on napkins (customized at additional cost)
- Includes Gold Partner benefits

ATTENDEE SERVICES

Charging Lockers – \$12,000

Enable attendees to securely power up their smart phones, laptops and other wireless devices without leaving the convention center. With charging lockers, attendees can securely store and recharge their devices without missing out on the exhibit hall or sessions. Your company artwork will be featured prominently on the outside of the lockers. Sponsorship includes one (1) set of thirty (30) charging lockers.

- Your company-designed artwork on the outside of charging lockers. (For a graphic, please contact mary@corcexpo.com.)
- Includes Platinum Partner benefits

Hotel Keycards – \$10,000

Be the last name attendees see as they leave their rooms for the conference and the first when they return to their rooms in the evening. Your logo along with PLA2014 branding will be imprinted on each keycard, providing thousands of impressions.

- Your company artwork imprinted on 2-color keycard used at the Westin Hotel, Marriott Hotel and the Hyatt Hotels.
- Includes Platinum Partner benefits

Exhibit Hall Aisle Signs – \$7,500

Increase awareness of your company by exclusively displaying your company logo on all overhead Aisle Signs throughout the show floor. Attendees will see your logo each time they look for an aisle number. Includes 12 aisles. Benefits include:

- Your company logo and booth number are displayed on all Exhibit Hall Aisle Signs
- Includes Gold Partner benefits

WiFi Recharge Lounge – \$7,500

Be the company that makes it possible for attendees to relax and log on to their wireless devices in the WiFi lounge. The WiFi recharge lounge gives attendees the opportunity to catch up with the office and home, while charging their devices.

- Your company's graphics on four (4) recharge cubes located in the WiFi Lounge Area

- Your company's logo will be set on the homepage as attendees log on
- Signage acknowledging your sponsorship at the Recharge Lounge
- Includes Gold Partner benefits

Lavatory Sponsorship – \$7,500

Reach your customers in one of the most unusual places! Put your company message in the men's and women's lavatories around the exhibit hall and session rooms. Benefits include:

- Your custom-designed artwork will be on sixty (60) signs, measuring 8" x 14", in the men's and women's lavatories above the urinals and on the back of the restroom stall doors.
- Includes signs in the restroom lavatories surrounding the sessions & exhibit hall
- Includes Gold Partner benefits

Hand Sanitizer Stations – \$5,000 (Includes 4 stations)

Attendees will be grateful for the easy access to these protective products within and around the exhibit hall and conference areas. Your company name and logo will be attached to each of the 4 stations located throughout the Conference. (For a graphic, contact mary@corcexpo.com):

- Includes Gold Partner benefits

Internet Café – \$5,000 each; or \$10,000 for exclusive sponsor of cafés

Two (2) opportunities available.

Internet Cafés are set up in high traffic areas, making your sponsorship not only visible to those using the cafés, but also to heavy conference foot traffic. Benefits include:

- Signage with your logo in café area, as well as on all directional signage
- Your logo on each monitor wallpaper and as a screensaver
- Includes Gold Partner benefits; or Platinum Partner benefits for both cafés

Attendee Bag Insert – \$3,000

Four (4) opportunities available.

Include a promotion flier from your company in the conference bags that all participants receive at registration.

Column Wrap – \$3,000

Prominently display your company message and logo on graphics across the columns just outside of the Session and Keynote rooms ensuring that attendees are reminded of your message every time they pass by.

Standing Sign Board – \$2,500

Four (4) opportunities available.

Your advertisement will be prominently displayed on these freestanding, double sided signboards. Measuring 8' high x 3' wide, your sign board will be placed in a high traffic area at the Conference.

GENERAL SUPPORT

Available at all levels. Show your organization's ongoing support for PLA all year and at the PLA Conference through your general support partnership. Enjoy benefits at conference, including:

- Announcements thanking you as a PLA Partner
- Links from our website to yours

To reserve your sponsorship, please contact:

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