

PLA 2018

PHILADELPHIA

MARCH 20-24, 2018

Public Library Association



SPONSORSHIP PROSPECTUS

CONFERENCE DATES

March 20-24

EXHIBIT DATES

March 21-23

Pennsylvania Convention Center | Philadelphia, Pennsylvania

www.placonference.org

#PLA2018



Why Sponsor the PLA Conference?

Becoming a sponsor or making a splash with onsite advertising makes your marketing dollars go further and last longer. PLA works hard to highlight those vendor partners who support the work of the organization and the public librarians we serve, during the conference and throughout the year. Public library leaders nationwide will see and value your support of PLA and our members. Through sponsorship and advertising, you'll enhance attendees' conference experience and help make PLA 2018 the best conference ever, while increasing your company's presence, networking opportunities, and impressions with customers.

All PLA Conference Sponsors will receive the following benefits:

- Sponsor recognition on the PLA Conference website and www.pla.org
- Sponsor recognition on PLA Sponsor slide show during walk-in and walk-out of the Opening and Closing Sessions
- Sponsor recognition in the conference's final program book and onsite show daily newspaper
- Priority booth selection for the PLA 2020 Conference. Priority is determined by sponsorship level along with number of years exhibiting and total booth footprint
- Sponsor badge ribbons for your booth staff at the PLA 2018 Conference

Sponsors at the \$10,000 level or higher will also receive:

- Verbal recognition from the podium at the Opening Session and Closing Session
- Sponsor recognition on the main PLA Sponsor banner at the entrance of the conference
- Use of "A PLA Conference Partner" tagline and the PLA logo on your company website for 2018
- A banner/block advertisement in one PLA Conference e-Newsletter, distributed to more than 5,000 PLA members and/or attendees

Many sponsorship opportunities come with additional exclusive benefits and recognition opportunities. For more details on how sponsors will be recognized contact Corcoran.

For 2018, PLA is offering new sponsorship opportunities that are exciting and fun for attendees.

These include the How-To Festival on the exhibits floor, push notifications and a scavenger hunt in the mobile app, communications to PLA members including "conference countdown" newsletters and direct e-mail marketing, and Make My Day vouchers that give attendees special treats. Read about these and other opportunities below.

Sponsorship Program at a Glance

Educational Content

- Opening and Closing Sessions \$5,000 each (non exclusive)
- Preconferences and Programs \$5,000 each
- Virtual Conference \$7,500 *Exclusive*
- How-To Festival \$5,000 *Exclusive*

Receptions & Breaks

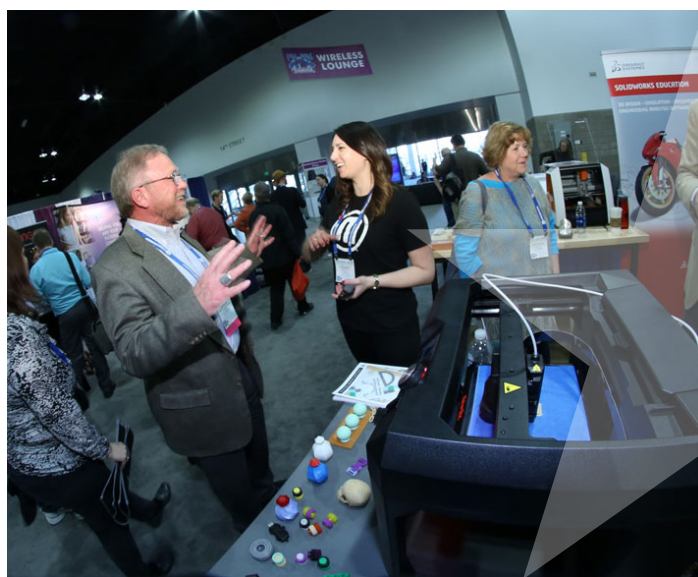
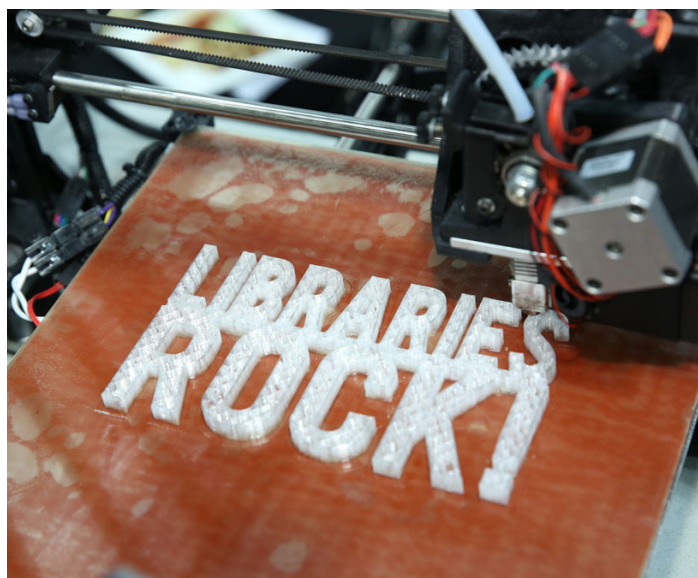
- All Conference Reception \$12,000 *Exclusive*
- Exhibits Opening Reception \$6,000 *Exclusive*
- Exhibits Closing Reception \$6,000 *Exclusive*
- Exhibits Coffee Breaks \$5,000 each (3)

Services & Games

- Mobile App \$10,000 *Exclusive*
- Push Notifications \$1,000 each (1 per day)
- Virtual Event Bag \$2,000 *Exclusive*
- Scavenger Hunt \$3,000 each (3)
- Make My Day Vouchers \$1,000 each
- Hotel Keycards \$12,000 *Exclusive*
- Charging Stations \$5,000 each *Multiple*
- Countdown Newsletters \$4,000 *Exclusive*
- E-mail Marketing \$3,000 each (3)

Banners & Signs

- Main Lobby \$5,000-\$10,000 each
- Lavatory Sponsorship \$7,500 *Exclusive*
- Exhibit Hall Aisle Signs \$7,500 *Exclusive*
- Column Wrap \$4,000 each
- Tabletop Decals \$4,000 *Exclusive*
- Standing Sign Boards \$2,500 each (4)



Associate your company with PLA's quality educational content by sponsoring the following events:

Opening and Closing Sessions - \$5,000 each (multiple opportunities available) or contact PLA to discuss exclusive sponsorship
Approximately 5,000 public library professionals attend each of these sessions, which are heavily marketed and offer a sponsor exclusive, high profile recognition. Publishers and others should contact PLA to discuss sponsorship and speaker opportunities.

Preconferences and Programs - \$5,000 each (multiple opportunities available)
PLA is the recognized leader in public library continuing education. Pre-conferences and programs attract 100-1,000 attendees each. Sponsors are recognized throughout the conference for supporting the educational content. Sponsors can also work with PLA to sponsor content that complements their company's products and services.

Virtual Conference - \$7,500 *Exclusive*
Reach beyond the conference walls and make your organization visible to in-person attendees, as well as those participating in the Virtual Conference. The Virtual Conference content is available to attendees for a year after the Conference to all PLA Conference attendees plus others who purchase access. The Virtual Conference sponsor receives extra recognition benefits all year, in Virtual conference marketing materials and on its website.

How-To Festival - \$5,000 *Exclusive*
A huge hit in 2016, the PLA Conference's "How-To Festival" gives attendees an opportunity to learn about a variety of eclectic topics in short (20 minutes) hands-on sessions. Held on the exhibit floor, the sponsor will receive additional exposure through signage and announcements at the festival, ads promoting the "how-to" sessions, and the opportunity to present a session each day if desired.

Help make PLA 2018 fun for attendees by sponsoring these receptions and breaks:

All Conference Reception - \$12,000 *Exclusive*
A perennial favorite of conference attendees, the All Conference Reception features an evening of lively entertainment and hors d'oeuvres where more than 3,000 attendees mix and mingle with their peers. The sponsor will receive signage at the entrance of the event, at food stations and on the entertainment stage, as well as recognition in the name ("sponsored by YOUR COMPANY") and complimentary tickets so your staff can mix and mingle at the event.

Exhibits Opening Reception - \$6,000 *Exclusive*
Capitalize on the high energy of attendees, eager to kick off the conference when the hall opens. Exclusive benefits include items such as signs at food and beverage stations, branded napkins, and more.

Exhibits Closing Reception - \$6,000 *Exclusive*
Scheduled during a "no conflict" time, the Closing Reception offers attendees one last opportunity to visit the Exhibit Hall, networking with exhibitors while enjoying refreshments. Exclusive benefits include items such as signs at food and beverage stations, branded napkins, and more.

Exhibits Coffee Breaks - \$5,000 each (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 items such as signs at food and beverage stations, branded napkins, and more.

Get credit for making the PLA 2018 experience complete by sponsoring important services and games:

Mobile App - \$10,000 *Exclusive*

Available before, during and after the conference, the mobile app is the “go-to” source for all conference information, including schedules, maps and exhibitor listings. Attendees will see your company name and logo hundreds of times as they refer to the app for conference help. Exclusive sponsorship benefits include recognition in the mobile app invitation emails sent to all conference registrants before the event, your 4-color logo and company ad content on key screens, clickable banner ads, and the opportunity to craft an alert to all conference attendees through the app once during the conference.

Push Notifications - \$1,000 each (1 sponsorship available per day)

Sponsor the “wake up” and “sweet dream” messages that PLA will send out via the mobile app each day, alerting attendees to important conference information. Sponsors will be recognized with a credit line in two messages on the day of their sponsorship, including a web site link.

Virtual Event Bag - \$2,000 *Exclusive*

Before, during, and after the conference, the Virtual Event Bag will be online and in the mobile app promoting local Philadelphia deals and discounts. Sponsorship will place your company's logo, products and services prominently on the bag website, in your own ad in the bag, and in communications about the bag. Post event analytics and metrics will be provided to the sponsor.

Scavenger Hunt - \$3,000 each (3 opportunities available)

Sponsor the PLA scavenger hunt, which challenges attendees to collect and share in the mobile app photos from different locations and events around the conference each day. Exclusive benefits include your logo on the daily leaderboard and on scavenger hunt signs throughout the conference. Your company's booth will also be the site of one of the daily challenges and the site of a daily prize give away.

Make My Day Vouchers - \$1,000 (multiple opportunities available)

Your brand becomes more meaningful to your market when you enhance their conference experience with simple pleasures! Sponsor a Make My Day voucher for discounted coffee (\$1,000 for 50 Starbucks gift cards at \$5 each). Exclusive benefits include your company logo on the printed vouchers, which are handed out from your exhibit booth, a carpet decal in front of your booth recognizing your company as a Make My Day sponsor, and special signage.

Hotel Keycards - \$12,000 *Exclusive*

You can 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 company message and the PLA 2018 logo will appear on each keycard, providing your company with thousands of impressions.



Charging Stations - \$5,000 each
(multiple opportunities available)

Charging stations help participants power up their smart phones, laptops, and other devices without leaving the convention center. The station will include the sponsor's artwork prominently.

PLA Conference Countdown Newsletters - \$4,000 *Exclusive*

Include your logo with a hyperlink and up to 40 words of text in 6 email blasts, counting down to PLA 2018, sent to PLA members and/or conference attendees. Your logo and company message can reach over 5,000 PLA members and/or conference attendees with each email.

E-mail Marketing - \$3,000 each
(3 opportunities available)

Send your personalized company message to the PLA 2016 post-show and 2018 pre-show attendee lists. Direct e-mail to this targeted list of attendees is the most powerful and cost-effective advertising medium you can use to promote your business, generate leads, and enhance your company's exhibit experience.

Be more visible to conference attendees with these prominent banners and signs:

Main Lobby - \$5,000-\$10,000 each

Company-designed artwork on banners and signs in and near the registration area.

Lavatory Sponsorship - \$7,500 *Exclusive*

Your company message on eighty (80) 8" x 14", signs in the men's and women's lavatories around the Exhibit Hall and session rooms.

Exhibit Hall Aisle Signs - \$7,500 *Exclusive*

Your company logo on all overhead Aisle Signs throughout the show floor.

Column Wrap - \$4,000 each

Your company message and logo on graphics around the Pennsylvania Convention Center.

Tabletop Decals - \$4,000 *Exclusive*

Your company artwork on 2'x2' table decals covering ten (10) tables for networking and relaxing, set up across from the PLA registration counters.

Standing Sign Boards - \$2,500 each
(4 opportunities available)

Your advertisement will be prominently displayed on these 8' high x 3' wide freestanding, double-sided signboards in high traffic areas.

For more information or to discuss PLA 2018 sponsorship and advertising opportunities, contact:

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For information about the Public Library Association, contact:

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