

2019 MASSACHUSETTS LIBRARY ASSOCIATION ANNUAL CONFERENCE

May 20-22, 2019 – Framingham, MA

Sponsorship Information



The Massachusetts Library Association annual conference features a robust variety of programming and learning opportunities for library leaders and decision makers throughout the Commonwealth.

The 2019 conference will attract more than 500 librarians and para librarians; attendees are primarily from public libraries but academic, school and special librarians will also be in attendance.

As a reminder, the MLA is a registered 501(c)3 and your sponsorship is tax-deductible.

CONTACT AND REGISTRATION INFO

CONTACT: [Kristen Collins](#), Conference Director - 781/484-6280

REGISTER: [Register](#) by the deadlines indicated on Page 2; for more information visit [our website](#).

SPONSORSHIP & VISIBILITY OPPORTUNITIES

*See opportunities on next page; contact us if you want to co-sponsor, combine opportunities or sponsor in some other way

PLATINUM

\$3000 (3 available*)

- ✓ Access to opted-in pre-show registration list and post-show attendee list, one-time use
- ✓ One (1) full-page ad in conference program
- ✓ Ad in Spring 2019 MLA Newsletter
- ✓ Announcement on MLA social media accounts
- ✓ Two (2) complimentary tickets to the awards dinner
- ✓ Complimentary table-top exhibit
- ✓ Company logo on pre-show teaser mailing
- ✓ Company logo on conference signage, MLA website and program
- ✓ Company logo on giveaway/lanyard (if selected)
- ✓ Opportunity to have a promotional item in registration packet
- ✓ Recognition throughout meeting including general sessions
- ✓ Recognition at awards dinner
- ✓ Recognition as a sponsor at exhibit booth (if exhibiting)

GOLD

\$1,500 (7 available*)

- ✓ Access to opted-in pre-show registration list and post-show attendee list, one-time use
- ✓ One (1) half-page ad in conference program
- ✓ Ad in Spring 2019 MLA Newsletter
- ✓ Announcement on MLA social media accounts
- ✓ One (1) complimentary tickets to the awards dinner
- ✓ Company logo on pre-show teaser mailing
- ✓ Company logo on conference signage, MLA website and program
- ✓ Opportunity to have a promotional item in registration packet
- ✓ Recognition throughout meeting including general sessions
- ✓ Recognition at awards dinner
- ✓ Recognition at sponsored evening reception or refreshment break
- ✓ Recognition as a sponsor at exhibit booth (if exhibiting)

SILVER

\$750 (3 available*)

- ✓ Access to opted-in pre-show registration list and post-show attendee list, one-time use
- ✓ One (1) quarter-page ad in conference program
- ✓ Ad in Spring 2019 MLA Newsletter
- ✓ Announcement on MLA social media accounts
- ✓ Company logo on pre-show teaser mailing
- ✓ Company logo on conference signage, MLA website and program
- ✓ Opportunity to have a promotional item in registration packet
- ✓ Recognition throughout meeting including general sessions
- ✓ Recognition at awards dinner
- ✓ Recognition as a sponsor at exhibit booth (if exhibiting)

BRONZE

\$500 (Ad package)

Sponsor the conference without committing to a specific element

- ✓ Access to opted-in pre-show registration list and post-show attendee list, one-time use
- ✓ One (1) quarter-page ad in conference program
- ✓ Ad in Spring 2019 MLA Newsletter
- ✓ Announcement on MLA social media accounts
- ✓ Company logo on conference signage and program
- ✓ Company logo on conference app
- ✓ Company logo on MLA website
- ✓ Recognition at awards dinner
- ✓ Recognition as a sponsor at exhibit booth (if exhibiting)

SCHOLARSHIP

\$400

Sponsor a scholarship for a deserving attendee

- ✓ Company logo on conference app
- ✓ Company name in conference program
- ✓ Recognition at awards dinner
- ✓ Recognition as a sponsor at exhibit booth (if exhibiting)

PROGRAM

\$250

Sponsor a non-keynote session at the conference

- ✓ Company name on conference app
- ✓ Company name in conference program
- ✓ Recognition at sponsored program
- ✓ Recognition as a sponsor at exhibit booth (if exhibiting)

OPPORTUNITIES *(select during registration)*

Platinum

- Conference app
- Conference giveaway
- Conference lanyard

Gold

- Welcome/Vendor Reception (Mon)
- President's Reception (Tue)
- Business Meeting (Wed)
- Refreshment break (AM Mon)
- Refreshment break (PM Mon)
- Refreshment break (AM Tue)
- Refreshment break (PM Tue)

Silver

- Keynote speaker (Mon)
- Spotlight speaker (Mon)
- Spotlight speaker (Wed)
- Spotlight speaker 2 (Wed)

DEADLINES

January 21 – Invoice paid/logo deadline for Platinum through Gold levels to be included in pre-conference teaser mailer

March 15 – Ad deadline for MLA Spring Newsletter (Platinum through Bronze levels)

April 6 – Invoice paid, ad and logo deadline for conference program