

Exhibitor and Sponsor Information

2022 MLA Annual Conference

Updated February 28, 2022

Conference profile

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

The conference typically attracts approximately 500 librarians and paraprofessionals from public, academic, school and special libraries.

For exhibitors, the conference offers such traffic boosters as:

- Refreshment breaks and boxed lunches served in the exhibit hall
- Nearly three hours of exclusive time over the two show dates
- Raffle tables positioned in the exhibit hall
- Opportunity to participate in the evening events

For sponsors, the conference offers a variety of sponsorship opportunities for nearly every giving level.

- MLA is a registered 501(c)3 and your sponsorship is tax-deductible
- Depending on the level, opportunity to introduce a session or participate in evening events

Exhibitor overview

Type	Booth (inside hall)	Premium Table (prefunction)	Table (inside hall)
Opportunity	8'x10'	8'ft table	8'ft table
Includes	<ul style="list-style-type: none"> • 8' High Back Wall Drape • 3' High Side Rail Drape • One (1) 8' x 30" wide skirted table • Two (2) folding chairs • One (1) 7" x 44" ID sign • One (1) wastebasket with liner • Boxed lunch for (1) staff 	<ul style="list-style-type: none"> • 8' High Back Wall drape • One (1) 8' x 30" wide skirted table • Two (2) folding chairs • One (1) 7" x 44" ID sign • One (1) Wastebasket with liner • Boxed lunch for (1) staff 	<ul style="list-style-type: none"> • 3' High Back Wall Drape • One (1) 8' x 30" wide skirted table • Two (2) folding chairs • One (1) 7" x 44" ID sign • One (1) Wastebasket with liner • Boxed lunch for (1) staff
# available	15	11	27
Cost	\$991	\$691	\$551.00

Exhibit show schedule + deadlines

Show schedule

Function	Day/Time
Exhibitor move-in	May 22, 3:00 – 8:00pm May 23, 7:00 – 9:00am
Show hours	May 23, 10:00am – 5:00pm May 24, 8:30am – 3:30pm
Exhibitor move-out	May 24, 3:30pm

*Show hours are subject to subtle time changes as the agenda is still in development.

Key deadlines for exhibitors

Deadline	Item due
April 8	All invoice payments received to be featured in printed materials
Mid-April or sooner	<ul style="list-style-type: none">Exhibitor packets will be sent via email to registered/fully paid exhibitorsBooth numbers assigned
May 16	Make sure all staff are accurately registered and order additional meals if desired

Sponsorship overview

Type	Bronze	Silver	Gold	Platinum
Opportunity	Sponsor a scholarship or advertising package	Program (breakout) sponsor	Reception, dinner, trivia	Keynote session or business session
# available	Unlimited	40	3	3
Cost	\$450	\$650	\$1000	\$2000

Platinum Sponsor

Offer	Description
General session	Sponsor one of keynote or business sessions
# available	3
Benefits	<ul style="list-style-type: none">• Access to opted-in pre-show registration list and post-show attendee list, one-time use• In-person remarks prior to session• Company logo in Spring 2022 MLA Newsletter• Announcement on MLA social media accounts• Company logo on pre-show teaser mailing (email, possibly print)• Company logo + link on first page of conference website listed as part of sponsor announcement• Company logo + link on sponsorship page of MLA website• Recognition throughout meeting including general sessions• Company logo on webinar dashboard for sponsored session if applicable• One (1) complimentary banner ad on conference website• Two (2) complimentary dinner tickets• Recognition at exhibit booth as a 'sponsor'• One (1) full page ad in program booklet• 50% off 10'x10' exhibitor booth or 25% off table top
Cost	\$2000.00

Gold Sponsor

Offer	Description
Session	Evening event sponsor
# available	Reception, dinner or trivia on Monday night (3)
Benefits	<ul style="list-style-type: none">• Access to opted-in pre-show registration list and post-show attendee list, one-time use• In-person remarks prior to session• Company logo in Spring 2022 MLA Newsletter• Announcement on MLA social media accounts• Company logo on pre-show teaser mailing (email, possibly print)• Company logo + link on first page of conference website listed as part of sponsor announcement• Company logo + link on sponsorship page of MLA website• Recognition throughout meeting including general sessions• Company logo on webinar dashboard for sponsored session if applicable• One (1) complimentary banner ad on conference website• Recognition at exhibit booth as a 'sponsor', if applicable• One (1) half page ad in program booklet
Cost	\$1000

Silver Sponsor

Offer	Description
Silver sponsor	Sponsor a program/breakout
# available	40
Benefits	<ul style="list-style-type: none">• Access to opted-in pre-show registration list and post-show attendee list, one-time use• In-person remarks prior to session• Company logo in Spring 2022 MLA Newsletter• Announcement on MLA social media accounts• Company logo on pre-show teaser mailing (email, possibly print)• Company logo + link on first page of conference website listed as part of sponsor announcement• Company logo + link on sponsorship page of MLA website• Recognition throughout meeting including general sessions• Company logo on webinar dashboard for sponsored session if applicable• Recognition at exhibit booth as a 'sponsor', if applicable• One (1) quarter page ad in program booklet
Cost	\$650

Bronze Sponsor

Offer	Description
Bronze sponsor	Sponsor a scholarship for a deserving attendee or get an 'ad package'
# available	Unlimited
Benefits	<ul style="list-style-type: none">• Access to opted-in pre-show registration list and post-show attendee list, one-time use• Announcement on MLA social media accounts• Company logo + link on sponsorship page of MLA website• Recognition throughout meeting including general sessions• One (1) complimentary banner ad on conference website• Recognition at exhibit booth as a 'sponsor', if applicable• One (1) quarter page ad in program booklet
Cost	\$450

Ad sales overview

Type	Full page	Half page	Quarter page	Promo item	Banner ad
Opportunity	Full page ad in program booklet	Half-page ad in program booklet	Quarter-page ad in program booklet	Promo item to put in conference bag	Rotating ad + link on conference website
# available	4	8	12	5	10
Cost	\$250	\$185	\$135.00	\$150.00	\$200.00

Sponsorship + ads deadlines + formats

Key deadlines for sponsors

Deadline	Deliverable
ASAP	<ul style="list-style-type: none">Send company logo and link to company websiteBanner ad due (we can put that up as soon as we receive payment)
April 8	All invoice payments received to be featured in printed materials
April 16	Print ads due (conference program)
May 6 (no earlier than)	Promo item received by Conference Director (500 units please). Please send tracking and expected delivery date information once shipped.

Graphic material formats

Asset type	Format and specs
Logo	Need in both JPG and PNG, no larger than 200px x 200px; high resolution (300 dpi minimum)
Banner ads for website	JPG, 1170 px wide x 140 px wide with at least a 15px clear margin all around; please keep your design simple
Print ads for conference program	¼ page ad : 3.6" wide x 4.6" high - JPG or PDF (hi res for either) ½ page ad: 7.5" wide x 4.6" high – JPG or PDF (hi res for either) Full page ad: 8.5" wide x 11" high – PDF only (hi res) If submitting as PDF, include cropmarks and bleed

Appendix I: Banner ad for conference website



Graphics to be provided by sponsor. For specs, see page 5.

^Above graphic is for illustrative purposes only