



A Library State of Mind

2015 Illinois Academic, Public, School & Special Libraries Conference

October 22–24, 2015 • Peoria Civic Center

Maximize your investment. Increase your visibility.

Bring your company to the attention of the Illinois library community! Becoming an Illinois Library Conference sponsor represents an extraordinary opportunity to complement your company's marketing plan.

The 2015 Conference: A Library State of Mind brings together library organizations in Illinois for a chance to connect, network, and learn together. Academic, public, school, and special libraries will come together for the first combined annual conference of the Illinois Library Association and Illinois School Library Media Association, in collaboration with the Illinois Association of College and Research Libraries and the Special Libraries Association Illinois Chapter.

The conference offers many types of sponsorship opportunities at various levels as listed below. At exclusive level, your company name will be synonymous with the project of your choosing. Multiple investments can be added together to give you eligible status at a higher level. This offers you further benefits.

Past sponsors have first choice for the upcoming conference. Sponsorships are available at an exclusive level or can be shared as a co-sponsorship. Sponsors can also choose a suite of sponsorship opportunities that add up to the benefit level of your choosing.

Annual Conference Sponsorships Yield Results

- Build and reinforce name recognition for your company and your products among top decision makers.
- Enhance your visibility beyond the Exhibit Hall to achieve maximum exposure at the Conference.
- Increased booth traffic, enabling more interaction with attendees.
- Show your support for the Illinois library community.

For more information or to confirm your sponsorship

Please contact Cyndi Robinson at 312-644-1896 or robinson@ila.org.

Platinum Investment (\$2,000 and up)

- One complimentary conference registration
- Inclusion in a pre-conference e-mail to all registered attendees
- One complimentary mailing list of conference attendees
- Inclusion on the Passport to Prizes booth traffic promotion
- Full-page ad in the conference program book
- Logo exposure during conference general sessions
- Logo exposure on event marketing materials
- Logo exposure on event signage
- Logo exposure in the conference app
- Logo hotlink on conference website
- Sponsor recognition in conference program book
- Sponsor recognition for your exhibit booth
- Recognition of your representative at the sponsored event, if applicable
- Recognition on the ISLMA website and listserv
- Recognition in the *ILA Reporter* and *ISLMA News* following the conference
- Complimentary meeting room rental during conference, based on availability
- Ribbons designating Sponsor status

Awards Gala Sponsored!

Celebrate our Award Winners at this evening event on Friday, October 23.

Conference Mobile App Sponsored!

As exclusive sponsor of the mobile app, your company will receive priority recognition in the app, available to all conference attendees.

Opening General Session Sponsored!

Held on Thursday, October 22, this session will feature Shankar Vedantam, science correspondent at National Public Radio and author of *The Hidden Brain*. Sponsoring company representative will be recognized from the podium at the event.

Friday General Session \$2,000

Held on Friday, October 23, this session will feature Beck Tench, designer, technologist, illustrator, and writer. Sponsoring company representative will be recognized from the podium at the event.

Closing General Session \$2,000

Held on Saturday, October 24, this session will feature bestselling author Daniel Handler, a.k.a. Lemony Snickett. Sponsoring company representative will be recognized from the podium at the event.

Conference Lanyards Sponsored!

Sponsor's exclusive lanyards will be used by all conference attendees. Items must be provided by sponsor and approved by staff.

Welcome Reception, Hosted by the Public Library Forum Sponsored!

Held on Wednesday, October 21, the welcome reception is open to all conference attendees.

Gold Investment (\$1,000 to \$1,999)

- Half-page ad in the conference program book
- Logo exposure during conference general sessions
- Logo exposure on event marketing materials
- Logo exposure on event signage
- Logo hotlink on conference website
- Sponsor recognition in conference program book
- Sponsor recognition for your exhibit booth
- Recognition of your representative at the sponsored event, if applicable
- Recognition on the ISLMA website and listserv
- Recognition in the *ILA Reporter* and *ISLMA News* following the conference
- Complimentary meeting room rental during conference, based on availability
- Ribbons designating Sponsor status

Author Showcase Breakfast Sponsored!

A highlight of the conference, the Author Showcase on Saturday, October 24, includes visits with Illinois authors as well as the presentation of the Monarch, Bluestem, Rebecca Caudill, and Abe Lincoln awards to the winning authors.

Youth Author Breakfast Sponsored!

This popular event will feature a prominent children's author and illustrator.

Trustee Continental Breakfast Sponsored!

The opening event of Trustee Day welcomes members of the governing bodies of public libraries.

Public Library Forum Luncheon Sponsored!

This event provides a prime opportunity to reach public library leaders and decision makers.

Library Trustee Forum Luncheon Sponsored!

Tap into public library decision-makers at this well-attended luncheon.

IACRL Luncheon Sponsored!

Academic librarians from around the state will gather for luncheon and a business meeting.

Exhibits Ice Cream Social Sponsored!

The conference day ends on Thursday, October 22, with a complimentary ice cream social for all conference attendees. All exhibits event sponsors will be acknowledged on additional signage in the exhibit hall.

Exhibits Continental Breakfast \$1,000

Held Friday, October 23, this complimentary continental breakfast will be available to all attendees. All exhibits event sponsors will be acknowledged on additional signage in the exhibit hall.

Exhibits Buffet Lunch \$1,000 per day

Thursday Lunch Available

Friday Lunch **Sponsored!**

Saturday Lunch Available

Each day of the conference will feature a complimentary buffet lunch for attendees and each day is available for individual sponsorship. All exhibits event sponsors will be acknowledged on additional signage in the exhibit hall.

Exhibits Coffee Break Sponsored!

This coffee break will open the exhibits on Saturday, October 24. All exhibits event sponsors will be acknowledged on additional signage in the exhibit hall.

Silver Investment (\$500 - \$999)

- Quarter-page ad in the conference program book
- Logo exposure during conference general sessions
- Logo exposure on event marketing materials
- Logo exposure on event signage
- Logo hotlink on conference website
- Sponsor recognition in conference program book
- Sponsor recognition for your exhibit booth
- Recognition of your representative at the sponsored event, if applicable
- Recognition on the ISLMA website and listserv
- Recognition in the *ILA Reporter* and *ISLMA News* following the conference
- Ribbons designating Sponsor status

DiversiTEA Sponsored!

One of the most popular annual events at conference, this annual Tea will feature Nicole A. Cooke, author of *Instructional Strategies and Techniques for Information Professionals*, who will share keeping a library state of mind in serving minorities and planning for a diverse community.

Complimentary coffee is provided each morning and afternoon of the conference.

Morning Coffee \$500 per day

Thursday Morning **Sponsored!**

Friday Morning Available

Saturday Morning **Sponsored!**

Afternoon Coffee \$500 per day

Thursday Afternoon Available

Friday Afternoon **Sponsored!**

Saturday Afternoon Available

Stories & Spirits Reception \$500 - \$1,000 7 of 10 Slots Sponsored!

Support young adult and youth services librarians at this popular conference event!

Wednesday Pub Stroll Networking Event 5 of 5 Venues Sponsored!

This popular annual event will be held at multiple venues in Peoria. Each venue is hosted by a library group and sponsoring partner.

Individual Program Sponsorship \$500 10 Programs Sponsored!

Most conference programs are available for sponsorship. Please contact us to determine a program that will best showcase your company.

Create Your Own Sponsorship

In addition to the listed sponsorship opportunities, many exhibitors have their own ideas for sponsorship. If you have an idea for sponsorship, please contact Cyndi Robinson at 312-644-1896 or robinson@ila.org.

Other Marketing Opportunities

Attendee Mailing List

Promote your products and participation in the conference by purchasing the mailing labels of advance conference registrants. Through an advance mailing, you can invite conference attendees to your booth, provide them with important product information in advance, and get a jump on sales. Labels are 20 cents each for ILA and ISLMA members and 25 cents each for non-members.

Passport to Prizes

The conference offers a booth traffic building promotion called Passport to Prizes. This is a fun way to attract and keep attendees on the exhibit floor. Each attendee will receive a passport with their registration credentials. The attendee must stop by each participating exhibitor to receive a stamp on his or her passport. The attendee must complete the entire Passport in order to be eligible for the Prize Drawing that will be held on both exhibit days. Attendees must be present at the Prize Drawing to win. The Passport to Prize fee is \$400.

For more information on the Passport to Prizes, contact Meagan Reichstein at 312-541-0567 or meagan@corcexpo.com.

For more information or to confirm your sponsorship

Please contact Cyndi Robinson, at 312-644-1896 or robinson@ila.org.