



Sponsorship & Advertising Opportunities

Hosted by the Wisconsin Association of Academic Librarians (WAAL) division of the Wisconsin Library Association, this annual conference offers your organization several opportunities for sponsorships and advertising to share your message, your products, and your support for Wisconsin's academic and research library community.

The 2022 theme, "Open Minds, Open Doors" not only celebrates a return to in-person gatherings, it also describes the professional growth and development offered by the event's wide range of programming and networking opportunities. We anticipate 150-200 attendees who represent a mix of decision-makers including directors, assistant directors, and professional library faculty and staff working across a wide range of areas including reference, archives, student and faculty outreach, research, and more.

Featured sessions include a keynote address by Wisconsin Poet Laureate Dasha Kelly Hamilton and breakout sessions that address a variety of contemporary topics in academic librarianship. Attendees will share their research and innovations in interactive poster sessions and lightning talks.

Whether you sponsor an event or purchase an ad in the conference program, your organization will receive the attention of library professionals and a direct link to those with purchasing power!

Sponsorship Levels

Keynote Speaker - \$2,500

Milwaukee-based Dasha Kelly Hamilton is a writer, performance artist, curator and facilitator. Wisconsin's Poet Laureate for 2021-2022, she is known as a creative change agent, leveraging the creative process toward human and social wellness. Her conference keynote session titled, "A Line Meant" will take the audience through her work/life story and to her laureate project, A Line Meant. To learn more about her impressive body of work and upcoming projects, visit dashakelly.com.

This exclusive level of sponsorship offers the highest level of recognition at the conference and includes the following:

- Opportunity for a representative from your organization to provide a welcome and introduce the keynote speaker
- Front row seating at the keynote session
- Two complimentary full conference registration passes
- Full page advertisement placement in the conference program
- Prominent logo placement on all conference promotional materials, onsite "thank you" signage, and social media
- Your logo prominently displayed (with link to your company's website) on the WAAL 2022 conference website and in conference email blasts

Opening Reception/Poster Showcase Sponsor - \$1,500 (or two \$750 supporting sponsors)

Join conference attendees for networking and the opportunity to view their poster submissions that highlight their research and innovations.

Recognition:

- Opportunity to provide a welcome to reception attendees
- Full page advertisement placement in the onsite program booklet
- One complimentary full conference registration pass
- Prominent logo placement on all conference promotional materials, onsite “thank you” signage, and social media
- Your logo prominently displayed (with link to your organization’s website) on the WAAL 2022 conference website and conference email blasts
- A table and/or space for product demonstrations or to promote your organization during the reception

Afternoon Refreshment Break Sponsor - \$1,000

Join conference attendees for networking and informal discussion at an afternoon refreshment break.

- Signage in the refreshment area
- Half-page advertisement placement in the onsite program booklet
- One complimentary full conference registration pass
- Prominent logo placement on all conference promotional materials, onsite “thank you” signage, and social media
- Your logo prominently displayed (with link to your organization’s website) on the WAAL 2022 conference website and conference email blasts

Supporting Sponsorships

Your generous support helps make this conference possible and offers a wide range of opportunities for visibility:

\$500 - Supporting sponsors at this level receive the following:

- Quarter page advertisement placement in the onsite program booklet
- Logo placement on all conference promotional materials and onsite “thank you” signage
- Your logo displayed (with link to your organization’s website) on the WAAL 2022 conference website
- Your literature or giveaways included at attendee registration

\$250 – Supporting sponsors at this level receive the following:

- Logo placement in conference booklet and on onsite “thank you” signage
- Your logo displayed (with link to your organization’s website) on the WAAL 2022 conference webpage
- Your literature or giveaways included at attendee registration

Conference Program Advertisements

Promote your organization in the conference program

- Full Page \$300
- Half Page \$200
- Quarter page \$150

Full color or grayscale artwork will be accepted, high resolution; minimum of 600 dpi; files accepted: jpeg, gif, tiff, pdf.