# 2024 WAAL ONLINE CONFERENCE

## Alphabet Soup: Finding Meaning in Academic Library Work

### August 7, 2024 | Virtual

# SPONSORSHIP OPPORTUNITIES

The Wisconsin Association of Academic Librarians (WAAL) is a division of the Wisconsin Library Association.

The Wisconsin Association of Academic Libraries (WAAL) conference is an interactive virtual experience taking place Wednesday, August 7, 2024. This event offers opportunities for academic librarians and library staff to connect and share ideas. In addition to a full day of live online learning sessions, there will be 30-day post-conference access to every single recorded session and a bonus offering of pre-recorded lightning talks and poster presentations. Mike Caulfield, researcher, creator of the SIFT Methodology, and co-author of *Verified: How to Think Straight, Get Duped Less, and Make Better Decisions about What to Believe Online* will deliver the opening keynote, "Is this what I think it is? Navigating a world of decontextualized evidence and pervasive AI."

The conference theme *Alphabet Soup: Finding Meaning in Academic Library Work* will provide attendees with the opportunity to unpack their work and reclaim their purpose amidst the many challenges and opportunities in today's libraries. Focus topic areas will include information literacy; intellectual freedom; equity, diversity, and inclusion; open education; and artificial intelligence. This important educational opportunity offers your organization several opportunities for sponsorships to share your message, your products, and your support for academic libraries. Many of our session presenters come from academic libraries outside of Wisconsin. We anticipate a national audience for this event - helping to optimize the reach of your investment!

Results@Hand is the official conference mobile app and online event platform and will serve as the official go-to resource for conference attendees.  Zoom will serve as the video conference software. Registered attendees will have access to a digital program booklet that will also serve as a permanent conference archive after the event.

## Sponsorship Opportunities

We are happy to discuss other ideas to help you leverage your sponsorship dollars. For more information, contact Laura Sauser, WLA Executive Director, at sauser@wisconsinlibraries.org or 608-245-3640.

Logos, ads, pdf handouts, and links to pre-recorded lightning talks are due by July 31, 2024.

### Presenting Sponsor Level- $1,000
- Opportunity to introduce the keynote speaker.
- Lightning Talk – Share a brief (5-10 minute) pre-recorded promotional video as part of the pre-recorded conference offering. – space to speak about your new developments, solutions, and innovations your organization brings to libraries.
- Banner ad on event platform and mobile app with link to your website.
- Branded slide featuring logo and short blurb included in a slideshow that will rotate on presentation screen in Zoom room before the keynotes and breakout sessions.
- Full page ad in digital conference booklet with hyperlinks to your content, website, etc.
- Free conference registration for up to three attendees.

### Premium Sponsor Level - $500
- Lightning Talk – Share a brief (5-10 minute) pre-recorded promotional video as part of the pre-recorded conference offering. – space to speak about your new developments, solutions, and innovations your organization brings to libraries.
- Logo on event platform, mobile app, and conference webpage.
- Your logo (with link to your website) included on a sponsor slide that will rotate on the presentation screen in between the breakout sessions.
- ½ page ad in digital conference booklet with hyperlinks to your content, website, etc.
- Free conference registration for one attendee.

### Supporting Sponsor Level - $250
- Opportunity to submit a 1-page pdf for inclusion with conference handouts.
- Logo (with link to your website) on event platform, mobile app, and conference webpage
- Your logo included on a sponsor slide that will rotate on the presentation screen in between the breakout sessions.
- ½ page ad in digital conference booklet with hyperlinks to your content, website, etc.

### Partner Level Sponsorship - $150
- Your name on event platform, mobile app, and conference webpage.
- Your name on a sponsor slide that will rotate on the presentation screen in between the breakout sessions.
- ¼ page ad in digital conference booklet with hyperlinks to your content, website, etc.