



Sponsorship Opportunities

The 2024 WAPL Conference will take place May 1 -3, 2024 at the Holiday Inn Stevens Point Convention Center in Stevens Point, Wisconsin.

Hosted by the Wisconsin Association of Public Libraries (WAPL), a 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 public library community. This year's conference theme is "Power to the Public Libraries" which means empowering library staff through conference sessions that kickstart creativity and fuel innovation; the public to learn, play, and connect at the library through the spaces, programs, and services we offer; and stakeholders to support and advocate for their local public library.

We anticipate 150 – 200 attendees who represent a mix of decision-makers including directors, assistant directors, librarians, and library staff working across a wide range of areas including programming, youth services, outreach, reference, and more. Keynote speakers include New York Times bestselling author Jennifer Chiaverini, first-time Wisconsin authors Kristen Whitson and Jenny Kalvaitis, and nationally known mystery author Jeff Nania. Attendees will come together to share big ideas and learn from each other through special events and nearly interactive breakout sessions. [View the conference brochure](#) to learn more.

Your support for this conference at any level will receive the attention of library professionals and a direct link to those with purchasing power!

Results@Hand is the official conference mobile app and will serve as the go-to resource for conference attendees. We're going green this year! Instead of a printed program booklet, registered attendees will have access to a version (with sponsor ads) that will also serve as a permanent conference archive after the event. A one-page At-A-Glance schedule will be printed for attendees and is included as a targeted sponsorship opportunity.

Sponsorship Levels

Contact Laura Sauser, WLA Executive Director, at sauser@wisconsinlibraries.org or 608-245-3640 for more information.

Opening Keynote- \$3500

- Major sponsorship of opening keynote speaker. Includes recognition at keynote events (podium recognition), opportunity to introduce keynote speaker, reserved seating.
- Two complimentary conference registrations
- Lightning Talk – Opportunity to share a brief (5-minute) pre-recorded promotional video uploaded to the conference app – space to speak about your new developments, solutions, and innovations your organization brings to libraries.
- Recognition in social media and email marketing as part of event promotion
- Your logo on the mobile app splash page – the first screen that appears when the app is opened.
- Logo with link to your website on conference webpage and app
- Full page ad in downloadable digital conference program

Gold – \$2000

- Lightning Talk – Opportunity to share a brief (5-minute) pre-recorded promotional video uploaded to the conference app – space to speak about your new developments, solutions, and innovations your organization brings to libraries.
- One complimentary conference registration
- Podium recognition at opening keynote
- Recognition in social media and email marketing as part of event promotion
- Logo with link to your website on conference webpage and app
- Full page ad in downloadable digital conference program

Silver - \$1000

- Opportunity to submit promotional pdf files for inclusion with conference handouts posted on the conference app.
- Podium recognition at opening keynote.
- Recognition in social media and email marketing as part of event promotion
- Logo with link to your website on conference webpage and app
- ½ page ad in digital conference program

Bronze - \$500

- Recognition in social media and email marketing as part of event promotion
- Logo with link to your website on conference webpage and app
- ½ page ad in digital conference program

Supporting Sponsorships

- \$250 - ½ page ad in digital conference program
- \$150 ¼ page ad in digital conference program

Targeted Sponsorships

Receive all benefits that correspond to the sponsorship levels listed above plus additional benefits listed below.

Luncheon Sponsor - \$2,000 (2 opportunities available)

Opportunity to have representative introduce speaker, reserved seating.

Mobile App Sponsor - \$1,000 (1 opportunity available)

Your logo on the mobile app splash page – the first screen that appears when the app is opened.

Thursday Afternoon Break - \$1,000 (1 opportunity available)

Company name/logo on signage prominently displayed during the break.

Conference At-A-Glance - \$500 (1 opportunity available)

Company name/logo printed on one-page printed conference schedule available to attendees.