

# FORWARD

WI ASSOCIATION OF PUBLIC LIBRARIES CONFERENCE '25

## SPONSORSHIP OPPORTUNITIES

The 2025 WAPL Conference will take place April 30 – May 2 at the Oshkosh Marriott Waterfront Hotel & Convention Center in Oshkosh, 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 "Forward." This is not just the Wisconsin State Motto, but a call to action. When we come together to learn from the creativity, innovation, and resourcefulness of our peers, we leave inspired to make the changes we want to see in our own communities. And we promise you: there is no shortage of inspiring programs at this year's conference! In addition to a well-rounded slate of engaging breakout sessions, we are welcoming several phenomenal keynote speakers.

We anticipate two hundred attendees representing 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. Your support for this conference at any level will receive the attention of library professionals and a direct link to those with purchasing power.

Don't see the opportunity you're looking for? Contact WLA Executive Director Laura Sauser at [sauser@wisconsinlibraries.org](mailto:sauser@wisconsinlibraries.org) to discuss additional options.

Stay connected and show your support for Wisconsin libraries with an Institutional membership in WLA! Call (608) 245-3640 or visit [www.wisconsinlibraries.org](http://www.wisconsinlibraries.org) for more information.

Thank you for helping make the 2025 WAPL Conference a huge success!

Laura Sauser  
WLA Executive Director  
[sauser@wisconsinlibraries.org](mailto:sauser@wisconsinlibraries.org)

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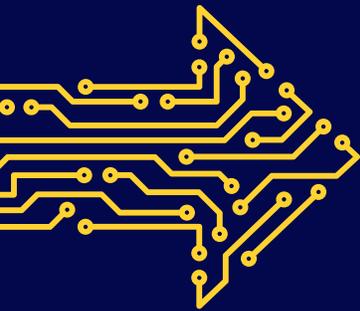
WI ASSOCIATION OF PUBLIC LIBRARIES CONFERENCE '25

April 30 - May 2, 2025

Oshkosh Marriott Waterfront Hotel & Convention Center

[REGISTER](#)

## FEATURED SPEAKERS



OPENING KEYNOTE

**Loida Garcia-Febo**

2018-2019 ALA President &  
International Library Consultant



THURSDAY LUNCHEON KEYNOTE

Marcia Bjornerud, author of *Turning to Stone:  
A Geologist's Love Letter to the Wisdom of Rocks*

FRIDAY BREAKFAST KEYNOTE

Panel discussion: Native American Cultural Awareness  
of Wisconsin Tribal Communities with Jeanne Wolfe,  
Director, Ben Guthrie - Lac Du Flambeau Public Library

CLOSING KEYNOTE

Legal Information Q&A with Librarian Lawyer, Professor  
Tomas Lipinski

*Plus 36 breakout  
sessions on a variety of  
topics led by your peers.*

[View the Complete  
Program Schedule](#)

[wisconsinlibraries.org/wapl-2025-conference](https://wisconsinlibraries.org/wapl-2025-conference)

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## *Unique Opportunities to Engage with Attendees*



**HOST THE OPENING WELCOME RECEPTION** from a premier spot near the buffet where attendees will stop by to meet your representatives, learn about your business, and pick up their dessert. **\$3500**



**TAKE THE STAGE** and introduce the opening keynote speaker as the exclusive sponsor of the opening keynote breakfast session. Enjoy breakfast with WLA attendees at your own special breakfast table. **\$3500**



**SECURE YOUR SPOT** as one of our luncheon sponsors. Place your business card or other small collateral item at each place setting. Everyone will see your company name as they dine. **\$3,000 (2 opportunities available)**



**EVERYONE LOVES** our popular *At the Movies Breakout Session* – and you'll love having attendees stop by your special table to meet you and pick up their bag of popcorn on their way. **\$2000**

Ready to purchase a sponsorship? Call (608) 245-3640 or email [sauser@wisconsinlibraries.org](mailto:sauser@wisconsinlibraries.org).

# SPONSORSHIP INFORMATION

*Achieve your marketing goals and show your support for Wisconsin's libraries!*

Contact Laura Sauser, WLA Executive Director, at [sauser@wisconsinlibraries.org](mailto:sauser@wisconsinlibraries.org) or 608-245-3640 for more information.

## **Mobile App Sponsor - \$1500**

- Your logo on the mobile app splash page (first screen that appears when the app is opened)
- Your logo on the mobile app footer visible on every app page.

## **Special Friend - \$750**

- 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

## **Conference at a Glance - \$500**

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

## **Supporting Sponsorships**

- \$500 – full page ad in digital conference program
- \$300 - ½ page ad in digital conference program
- \$150 ¼ page ad in digital conference program

## **Artwork Requirements**

Full color or grayscale artwork accepted High resolution: minimum of 600 ppi

Accepted formats: jpeg | tiff | gif | png

Send artwork to [wla@wisconsinlibraries.org](mailto:wla@wisconsinlibraries.org). Deadline: April 15, 2025.

**Ready to purchase a sponsorship? Call (608) 245-3640 or email [sauser@wisconsinlibraries.org](mailto:sauser@wisconsinlibraries.org).**