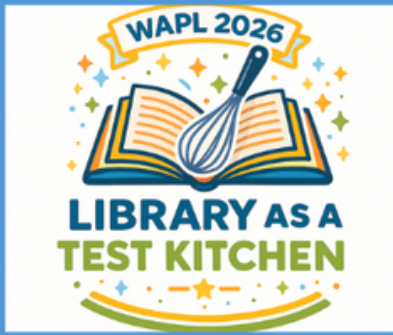


April 27-29
2026
Osthoff Resort
Elkhart Lake, WI



SPONSORSHIP OPPORTUNITIES

The 2026 WAPL Conference will take place April 27-29 at The Osthoff Resort in Elkhart Lake, 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 "Library as Test Kitchen." Our goals are as follows:

- Positioning Wisconsin's public libraries as leaders in the field by showcasing innovative services and programs that can be scaled to libraries of all sizes.
- Using creativity and persistence to fuel positive momentum for ourselves, our staff, our services, and our communities.
- Identifying ways to overcome the many different challenges faced by public libraries.

In addition to a well-rounded slate of engaging breakout sessions, we are welcoming several phenomenal keynote speakers.

We anticipate 200 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 Kara Sullivan at sullivan@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 for more information.

Thank you for helping make the 2026 WAPL Conference a huge success!

Kara Sullivan
WLA Executive Director
sullivan@wisconsinlibraries.org



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Unique Opportunities to Engage with Attendees



HOST THE OPENING WELCOME RECEPTION

Enjoy exclusive space with prime placement at the opening reception where you can display information on your company and network with WAPL attendees. **\$3,500**



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. **\$3,500**



SECURE YOUR SPOT as one of our luncheon sponsors. Meet and greet attendees as they arrive and depart at a table in the back of the room. Place your business card or other small collateral item at each place setting. Everyone will see your company name as they dine. **\$3,000**



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. **\$2,000**

Ready to purchase a sponsorship? Call (920) 574-4407 or email sullivan@wisconsinlibraries.org.

SPONSORSHIP INFORMATION

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

Contact Kara Sullivan, WLA Executive Director, at sullivan@wisconsinlibraries.org or 920-574-4407 for more information.

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. Deadline: April 1, 2026.

Ready to purchase a sponsorship? Call (920) 574-4407 or email sullivan@wisconsinlibraries.org.