



WISCONSIN LIBRARY ASSOCIATION ANNUAL CONFERENCE

October 24-27, 2023
Madison Marriott West
Middleton, WI

WLA Conference Vendor Registration

Secure your exhibit booth, sponsorship opportunity, or ad space today! Exciting new options to maximize your brand exposure are available this year and you won't want to miss out.

We hope you'll join us for the 2023 Wisconsin Library Association (WLA) Annual Conference at the beautiful Madison Marriott West Hotel and Conference Center in Middleton, Wisconsin, October 24 - 27, 2023.

The 2023 WLA Annual Conference offers your organization several opportunities to share your message, your products, and your support for Wisconsin's library community. This year's theme, "Don't Stop Believing" celebrates the strength, unity, and resilience of libraries and library workers who have persevered despite the tests of the past few years. It also describes the professional growth and development offered by the event's wide range of programming and networking opportunities. We anticipate 600 - 800 attendees who represent a mix of decision-makers including directors, assistant directors, librarians, and library staff working across academic, public, and special libraries in programming, youth services, outreach, reference, and more. Speakers and attendees will come together to share big ideas and learn from each other through interactive breakout sessions and special events. Your participation will receive the attention of library professionals and a direct link to those with purchasing power.

Thank you for helping to make the WLA Annual Conference success!

Sincerely, Cindy Foley, CMP WLA Conference Manager

EXHIBITOR INFORMATION

Reserve your booth today to take advantage of Early Bird Pricing! Early Bird Deadline is August 18, 2023. Prices will increase by \$200 on August 19, 2023. If you plan to exhibit at the WLA Conference, please select your booth from one of the four tiered options below and provide information relating to your exhibit. Booths are purchased and assigned on a first- come, first-served basis. An exhibitor kit for ordering additional services will be provided in the coming weeks. WLA reserves the right to relocate assigned booths, if necessary. If you do not see a booth option in the menu, that specific booth has already been purchased.

Booth Fee Includes: (subject to change)

- 8' x 8' tabletop or 8' x 10' 4 booth space options
- Skirted table
- Pipe and draped 8' foot back wall and 3' foot side wall
- Booth ID sign (7" x 44")
- Carpeted exhibit hall
- Access to exhibitor hospitality space with free refreshments
- Two padded chairs, wastebasket
- Opening reception on Tuesday evening; breakfast, lunch, and breaks on Wednesday and Thursday for one representative.

*Costs of electrical service, Internet, and other additional services or items are not covered by this contract. Service kits that include all options available to our exhibitors will be provided in the coming weeks by Valley Expo and Display (our contracted provider).

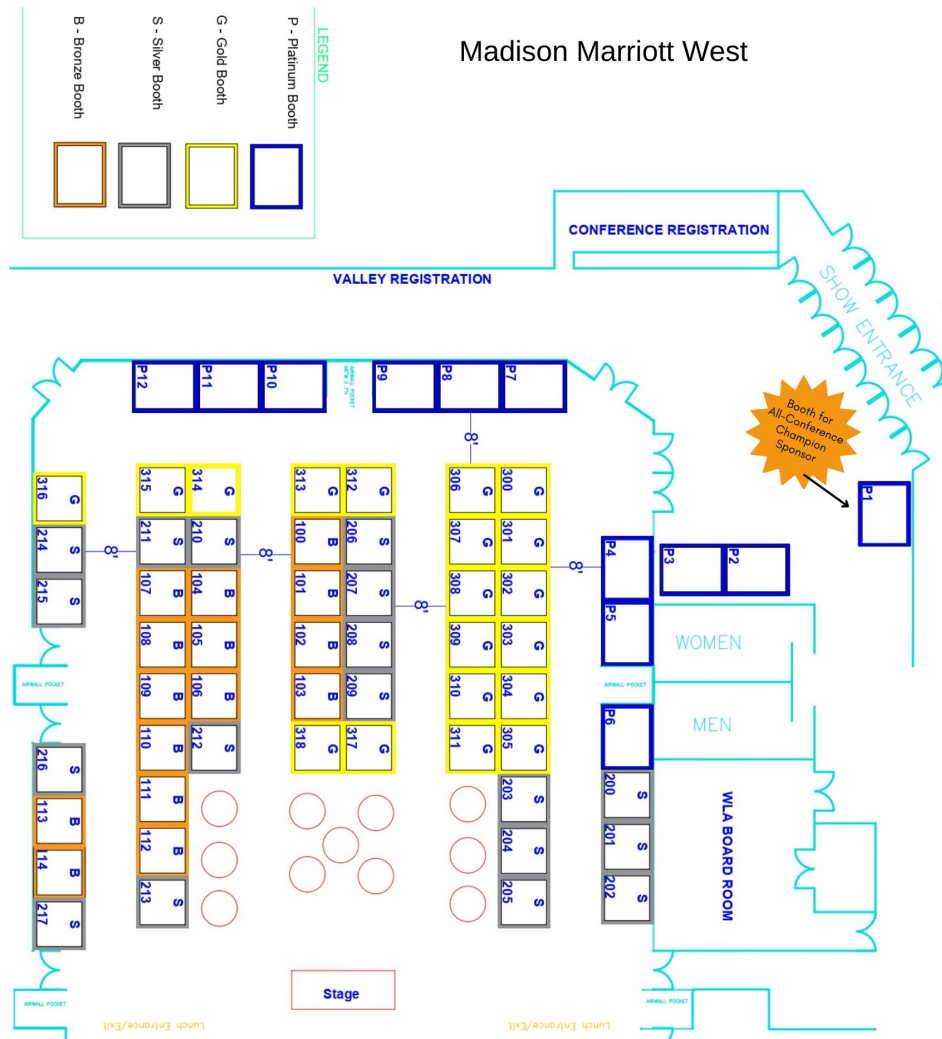
**Please advise WLA staff if you will be bringing a freestanding booth and/or any additional special requests that you may have.

ADDITIONAL BOOTH PURCHASE Additional booths can be reserved by emailing event@wisconsinlibraries.org.

CANCELLATION INFORMATION No refunds will be issued after September 15, 2023; refunds will be provided for cancellations through September 14, 2023 and are subject to a \$100 cancellation fee.

BOOTH ASSIGNMENT POLICY Booths will be assigned on a first come, first served basis. The early bird deadline is August 18, 2023. After August 18, booth prices increase by \$200.

NONPROFIT ORGANIZATIONS contact the WLA Office for information regarding nonprofit Bronze-level booth rates at event@wisconsinlibraries.org.



Platinum Booth (shown in blue) Early bird pricing ends August 18. Prices will increase by \$200 after August 18.

***Please note that this document does not reflect live availability. Real time information will only be found on the registration form online.**

P1 - Not available - \$0.00
 P2 - \$1400.00
 P3 - \$1400.00
 P4 - \$1400.00
 P5 - \$1400.00
 P6 - \$1400.00
 P7 - \$1400.00

P8 - \$1400.00
 P9 - \$1400.00
 P10 - \$1400.00
 P11 - \$1400.00
 P12 - \$1400.00

Gold Booth (shown in yellow) Early bird pricing ends August 18. Prices will increase by \$200 after August 18.

G300 - Not Available - \$0.00

G301 - \$1200.00

G302 - \$1200.00

G303 - \$1200.00

G304 - \$1200.00

G305 - \$1200.00

G306 - \$1200.00

G307 - \$1200.00

G308 - \$1200.00

G309 - \$1200.00

G310 - \$1200.00

G311 - \$1200.00

G312 - Not available - \$0.00

G313 - \$1200.00

G314 - \$1200.00

G315 - \$1200.00

G316 - \$1200.00

G317 - \$1200.00

G318 - \$1200.00

Silver Booth (shown in grey) Early bird pricing will end August 18. Prices will increase by \$200 after August 18.

S200 - \$1000.00	S209 - \$1000.00
S201 - \$1000.00	S210 - \$1000.00
S202 - \$1000.00	S211 - \$1000.00
S203 - \$1000.00	S212 - \$1000.00
S204 - \$1000.00	S213 - \$1000.00
S205 - \$1000.00	S214 - \$1000.00
S206 - \$1000.00	S215 - \$1000.00
S207 - \$1000.00	S216 - \$1000.00
S208 - \$1000.00	S217 - \$1000.00

Bronze Booth (shown in red) Early bird pricing will end August 18. Prices will increase by \$200 after August 18.

B100 - \$900.00	B108 - \$900.00
B101 - \$900.00	B109 - \$900.00
B102 - \$900.00	B110 - \$900.00
B103 - \$900.00	B111 - \$900.00
B104 - \$900.00	B112 - \$900.00
B105 - \$900.00	B113 - 900.00
B106 - \$900.00	B114 - \$900.00
B107 - \$900.00	

A virtual exhibit booth is included with Platinum and Gold booth packages and is available for an additional \$100 with Silver and Bronze packages.

___ Yes, I'd like to purchase a Virtual Exhibit Booth for \$100 No - \$0.00

EXHIBITOR INFORMATION

WLA Annual Conference 2023 - Benefits Included: This Year We hope to make your experience as an exhibitor at the WLA Annual Conference as productive and comfortable as possible. To that end, we have created several opportunities for you to interact with attendees through scheduled no-conflict times and events held in the Exhibit Hall.

This year, we are excited to present a new and unique opportunity to ensure that your customers are learning about you! During the last hour of our show we will be featuring a no conflict "Test Your Exhibitor Knowledge" contest to wrap up our Exhibitor Showcase. Please consider donating a prize to highlight your business for this exciting event! Be sure to check "yes" on this form to donate a prize and list the item(s) or gift card and the approximate resale value.

For your comfort and enjoyment, complimentary soft beverages and snacks will be available in the Exhibitor Hospitality Room. The Exhibitor Hospitality Room will be available during setup Tuesday, October 24, from noon - 4:00 p.m.; Wednesday, October 25 from 7:30 a.m. - 3:30 p.m.; Thursday, October 26 from 7:30 a.m. - 2:30 p.m.

In addition to the exhibitor hospitality room offerings, the following food and beverage package is included in your registration fee this year:

- Tuesday Evening: Opening Reception
- Wednesday: Plated hot breakfast, Luncheon, Afternoon Refreshment Break
- Thursday: Plated hot breakfast, Luncheon, Afternoon Refreshment Break

Note: We are pleased to offer you the opportunity to relax and enjoy our luncheon keynote speakers with your customers on both Wednesday and Thursday. The cost for this is also included in your registration.

Tickets for the Wednesday evening food and beverage offerings and the pre Foundation Fundraiser reception will be available for purchase for \$30. The Reception and Fundraiser will be held in the Exhibit Hall area.

Please indicate any dietary restrictions below. Check all that apply.

- | | |
|--|-------------------------------|
| <input type="checkbox"/> Vegetarian | <input type="checkbox"/> Eggs |
| <input type="checkbox"/> Vegan | <input type="checkbox"/> Nuts |
| <input type="checkbox"/> Gluten Free Sensitivity | <input type="checkbox"/> None |
| <input type="checkbox"/> Celiac | |
| <input type="checkbox"/> Dairy | |

Please list any additional food allergies.

Booth pricing is based on one exhibitor per booth. You may add a second exhibitor in your booth for \$200. This fee includes full privileges of the primary exhibitor including name badge and meal plan. You may also purchase up to two daily tickets for the exhibit floor only. Four is the maximum number of representatives in one booth.

- Yes, I'd like to add a second exhibitor to our booth for the full three day showcase. (includes full exhibitor privileges). \$200
- Yes, I'd like to add a representative for the exhibitor floor only ticket Tuesday evening. \$100.
- Yes, I'd like to add a representative for the exhibitor floor only ticket Wednesday. \$100.
- Yes, I'd like to add a representative for the exhibitor floor only ticket Thursday. \$100.
- Yes, I'd like to add a second representative for the exhibitor floor only ticket Tuesday evening. \$100.
- Yes, I'd like to add a second representative for the exhibitor floor only ticket Wednesday. \$100.
- Yes, I'd like to add a second representative for the exhibitor floor only ticket Thursday. \$100.
- No, there will only be one representative at my booth.

This year, we are excited to present a new and unique opportunity to ensure that your customers are learning about you! During the last hour of our show we will be featuring a no conflict "Test Your Exhibitor Knowledge" contest to wrap up our Exhibitor Showcase. Please consider donating a prize to highlight your business for this exciting event! Be sure to check "yes" on this form to donate a prize and list the item(s) or gift card and the approximate resale value. Check "Yes" if you are donating a prize.

- Yes

Describe the item and list the approximate value. *

Tickets for the food offerings during the WLA Foundation Fundraiser Reception held in the Exhibit Hall on Wednesday evening may be purchased for \$30.00 each.

Yes, I'd like to purchase a ticket for the WLA Foundation Fundraiser Reception

No, I do not want to purchase a WLA Foundation Fundraiser Reception ticket.

Check yes if you'd like to present a 5-10 minute lightning talk in the Exhibit Hall. We will assign you a time slot.

Yes, I'd like to do a lightning talk.

No, I will not present a lightning talk

Describe the topic of your lightning talk.

CANCELLATION INFORMATION

No refunds will be issued after September 15, 2023; refunds will be provided for cancellations through September 14 and are subject to a \$100 cancellation fee.

Organization Name (As it will appear on booth sign and name tag)

Organization City

Organization Address

Organization Website

ORGANIZATION MAIN CONTACT

Please indicate who will be the main contact throughout this process when communicating with your organization about the conference.

Contact Name (First & Last)

Contact Email

Contact Phone

ONSITE REPRESENTATIVE

Please indicate who will be the onsite representative, if different than the individual filling out the registration form.

Onsite Representative Name (If different from the contact person.)

Onsite Representative Email

Onsite Representative Phone

In 25 words or less, please describe your organization for our program booklet.

Vendor Categories *Check all that apply.*

- Associations Architecture & Design
- Audio/Interactive Books & Materials AV
- Equipment/Products/Systems Automated
- Handling Materials Automation Software/Systems
- Bindery/Book Protection
- Books
- Book Jobber/Wholesaler CD/DVD Repair
- Machines Children's Books/Materials Children's
- Programs Computer Software Consortium
- Construction Management Databases
- Digital Collection/Content Digital Scanning &
- Preservation Disaster Assistance/Planning
- Distributor
- eBook Lending Systems Education
- Encyclopedia Engineers
- Executive Search and Recruiting Furniture
- Government Agency History and Culture Imaging
- Integrated Library Systems Exhibit Categories
- Interior Design
- Language Learning
- Library Management Literacy
- Magazine Subscription Agency
- Movers
- Music
- Online Information
- Popular Regional & Small Presses
- Promotional Materials
- Public Broadcasting
- Public Fax/Scan Kiosks
- Publishers Puppets/Puzzles
- Radio
- Reference Materials
- Security
- Shelving
- Signage
- Storage
- Storytelling Resources
- Strategic Planning
- Supplies
- Technology Management
- Video/DVD
- WiFi Networking

CODE OF CONDUCT

Please read over the WLA Code of Conduct found here: www.wisconsinlibraries.org/code-of-conduct.

I have read and agree to follow the WLA Code of Conduct while at the WLA 2023 Annual Conference

Yes

SPONSORSHIP OPPORTUNITIES

Make your sponsorship dollars work harder! Mix and match any of these sponsorship opportunities to fit your organization's goals and budget. The total amount you spend determines your level of sponsorship. These opportunities will go fast, so don't wait to gain maximum exposure!

Targeted Sponsorships

- Exclusive All-Conference Sponsor - \$15000.00
- Opening Party Host - \$10000.00
- Conference Audio-Visual Technology Sponsor - \$8000.00
- Thursday Awards & Honors Reception Sponsor #1 (Two \$3000 support sponsors welcome)
- Thursday Awards & Honors Reception #2 (Two \$3000 support sponsors welcome)
- Luncheon Speaker: Author Ebony LaDelle - \$2500.00
- Thursday Morning Keynote: Lisa Koenecke, DEI Facilitator - \$2000.00
- Thursday Luncheon Speaker: Laura Greco, Author/Wellness Coach - \$3000.00
- Conference WiFi Sponsor - \$4000.00
- Mobile App Sponsor - \$3000.00
- Digital Conference Program Design Sponsor - \$1000.00
- Special Event Transportation Sponsor - \$800.00
- Printed Conference At-A-Glance Sponsor - \$500.00
- Professional Headshot Photo Sponsor - \$500.00
- Literature Drop - One 8 X 11 page, tri-fold brochure, or small giveaway item in registration area (Limited to 4 sponsors)- \$250.00

ADVERTISING OPPORTUNITIES

We're pleased to offer these opportunities to give your organization the attention of hundreds of library professionals and a direct link to those with purchasing power.

Artwork Requirements:

- Full color or grayscale artwork accepted
- High resolution: minimum of 600 ppi
- Accepted formats: jpeg | tiff | gif | pdf

Send artwork to sauser@wisconsinlibraries.org Deadline: September 15, 2023.

Advertisements in Digital Conference Program Booklet

__ Full Page (8.5 x 11) \$275.00

__ Half Page (5.5 x 8.5)- \$175.00

__ Quarter Page (4.25 X 5.5) \$145.00

Virtual Advertisements in Conference App

__ Logo on Whova app (limited to 15 organizations) - \$100

THANK YOU!

Thank you for your contribution to the 2023 WLA Annual Conference! We look forward to a positive partnership with our conference sponsors, exhibitors and attendees. This is a great opportunity for all to share expertise, knowledge, and ideas to enrich our libraries, communities and ourselves!

- Wisconsin Library Association and 2023 WLA Conference Committee