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# **WISCONSIN LIBRARY ASSOCIATION ANNUAL CONFERENCE**

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

# WISCONSIN LIBRARY ASSOCIATION ANNUAL CONFERENCE

OCTOBER 24-27, 2023

MADISON MARIOTT WEST, MIDDLETON WI

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

The 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.

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!

This prospectus includes details on the many ways for you to participate in this conference as an exhibitor, sponsor, and/or advertiser. We know you make a significant investment to support this event and we're pleased to offer you both new and expanded benefits to increase exhibit booth traffic, optimize visibility for sponsors and advertisers, interact with attendees, and maximize your ROI!

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 2023 WLA Annual Conference a success!*

## WHO ATTENDS THE WLA CONFERENCE?

The WLA Conference hosts a mix of attendees from public, academic, and special libraries who often include:

- Archivists
- Assistant Directors
- Branch Manager
- Community Outreach and Engagement Managers
- Department Managers
- Directors
- Friends of the Library
- Library Students
- Library Support Staff
- Library Trustees
- Local History Librarians
- Reference Librarians
- Technology Professionals
- Youth and Teen Librarians

## PAST CONFERENCE LOCATIONS

- Hilton Milwaukee Center and Frontier Airlines Center Libraries: Milwaukee
- Hyatt Regency & KI Convention Center, Green Bay
- Kalahari Resort & Convention Center, Wisconsin Dells
- Grand Geneva Resort & Spa, Lake Geneva
- Madison Marriott West, Middleton
- Potawatomi Hotel & Casino, Milwaukee
- Radisson Hotel La Crosse and La Crosse Center, La Crosse

# ABOUT THE CONFERENCE

## ORGANIZATIONS REPRESENTED AT THE 2022 WLA CONFERENCE

- American Library Association
  - Arrowhead Library System
  - Association of State Floodplain Managers
  - Badger High School
  - Barneveld School District
  - Beloit College
  - Bridges Library System
  - Burlington Area Schools
  - Chippewa Valley Technical College
  - City of Viroqua
  - Door County Historical Museum
  - Driftless Writing Center
  - Glacier Creek Middle School
  - Hamilton School of Technology & Arts
  - Harper College
  - IFLS Library System
  - La Crosse Central High School
  - La Crosse School District
  - Lake Geneva Schools
  - Lakeshores Library System
  - LibrariesFirst
  - Logan High School
  - Manitowoc-Calumet Library System
  - Milwaukee County Federated Library System
  - Milwaukee Justice Center
  - Monarch Library System
  - Nicolet Federated Library System
  - Northern Waters Library Service
  - OCLC
  - Olbrich Botanical Gardens
  - Organization
  - Outagamie Waupaca Library System
  - Rachel Arndt Consulting
  - Ripon College Lane Library
  - Saint Norbert College
  - School Sisters of St. Francis
  - South Central Library System
  - Southwest Wisconsin Library System
  - TeachingBooks
  - University of Wisconsin-Milwaukee School of Information Studies
  - University of Wisconsin-Stout
  - University of Wisconsin - Marshfield
  - University of Wisconsin - Milwaukee
  - University of Wisconsin- Eau Claire
  - University of Wisconsin-Madison
  - University of Wisconsin-Green Bay
  - University of Wisconsin-Madison Collaborative Children's Book Center
  - University of Wisconsin-Madison Internet Scout Research Group
  - University of Wisconsin-Madison Law Library
  - University of Wisconsin-Madison The Information School
  - University of Wisconsin-Madison Wisconsin TechSearch
  - WiLS
  - Winding Rivers Library System
  - Winnefox Library System
  - Wisconsin Access to Justice Commission
  - Wisconsin Department of Public Instruction
  - Wisconsin Educational Media & Technology Association (WEMTA)
  - Wisconsin Historical Society
  - Wisconsin Humanities
  - Wisconsin School for the Deaf
  - Wisconsin State Law Library
  - Wisconsin Technical College System
  - Wisconsin Valley Library Service
- ... and nearly 200 public libraries!**

## PAST EXHIBITORS INCLUDE:

- AARP Wisconsin
- ABDO Books
- ADCI
- American Library Association
- Apple Books
- Auto-Graphics, Inc.
- Baker & Taylor
- Beanstack
- Bibliotheca
- Blackstone Library
- Brainfuse
- Brodart Company
- Celebrate Children! Foundation
- Chippewa Valley Technical College
- Covering Wisconsin
- Creativebug
- Data Axle, Inc
- Department of Public Instruction - Library Services
- EBSCO Information Services
- Engberg Anderson, Inc.
- EnvisionWare, Inc.
- FEH Design
- Hallett Movers
- Hope Institute of Uganda
- Innovative Interfaces
- Library Furniture International
- LibraryReads
- LocalHop
- Mad Science
- NNLM: WI Partnership Outreach Program
- OCLC
- OPN Architects
- Organic Arts
- OverDrive
- PBS Wisconsin Education
- Playaway Pre-Loaded Products
- RMC Imaging Inc
- SCBWI: Society of Children's Book Writers and Illustrators- Wisconsin
- Scholastic Library Publishing
- SirsiDynix
- St. Catherine University - Online MLIS Degree
- The Kubala Washatko Architects
- The Penworthy Company
- TLC - The Library Corporation
- UW-Madison Information School
- UW-Milwaukee SOIS
- Visit Middleton
- WiLS
- Wisconsin Historical Society Press
- Wisconsin Mathematics Council
- Wisconsin Talking Book and Braille Library
- Yerges Moving and Storage

# ABOUT THE CONFERENCE

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## General Schedule at Glance

*Times are subject to change.*

<b>Tuesday, October 24</b>	Noon – 5:00 pm 6:30 pm – 8:30 pm	WLA Business Meetings/Exhibitor Registration & Set Up Opening Reception in Exhibit Hall
<b>Wednesday, October 25</b>	7:30 am – 5:30 pm 4:30 pm – 5:30 pm 9:00 am – 4:30 pm 8:00 pm – 9:00 pm 9:00 pm – 11:00 pm	Exhibit Hall Hours Exhibit Hall Energizer Full Conference Sessions Foundation Reception Foundation Fundraiser
<b>Thursday, October 26</b>	7:30 am – 4:00 pm 2:30 pm – 3:45 pm 4:00 pm – 8:00 pm 8:45 am – 5:00 pm	Exhibit Hall Hours Exhibitor Trivia Event Exhibitor Tear Down Full Conference Sessions
<b>Friday, October 27</b>	8:30 am – Noon	Full Conference Sessions

**[CLICK HERE TO REGISTER FOR AN EXHIBIT BOOTH, SPONSORSHIP, OR AD ONLINE!](#)**

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## VENUE & HOTEL

Madison Marriott West  
1313 John Q Hammons Dr.  
Middleton, WI 53562  
(608) 831 – 2000 | [www.marriott.com/msnwe](http://www.marriott.com/msnwe)



**Call to reserve your room by October 2, 2023.** Refer to the *Wisconsin Library Association Exhibitor Room Block* to receive the discounted group rate.

**Reserve your room online: [Book your group rate for Wisconsin Library Association – Vendor Block.](#)**

**Guest room exhibitor rates:** \$139.00 for a deluxe standard king or two queen guest room, per night (plus applicable taxes).

All guest rooms in the WLA Exhibitor block are run of the house. Guest room types (kings, double doubles etc.) cannot be guaranteed and will be reserved on a first come, first served basis.

# FEATURED SPEAKERS

## Wednesday Opening Session Keynote Speakers: The Civility Project - Nolan Finley & Stephen Henderson



Nolan Finley

Award-winning journalists Stephen Henderson and Nolan Finley have been longtime friends, despite their different perspectives on pretty much everything! The one thing they agree on is the importance of their friendship—which includes a healthy dose of disagreement and mutual respect.



Stephen Henderson

Through *The Civility Project* initiative, they bring their story and their perspectives on the importance of civility, despite different stances and perspectives, to communities, workplaces, and audiences throughout the Midwest.

## Wednesday Youth Services Section Luncheon Speaker: Ebony LaDelle, award-winning author of *Love Radio*

Ebony is the author of *Love Radio*—which was *People* magazine's best book of the summer, a 2023 Audie Award Finalist, a 2023 Michigan Notable Book, Apple Books' best book of 2022, an Amazon's Editor Pick and was featured on the Today Show. Prior to being an author, Ebony was a brand marketing director in book publishing and worked at Penguin Random House and HarperCollins, among others.



Ebony LaDelle

Born in MI, awoken at Howard University, and cultivated in Brooklyn, Ebony can usually be found eating out somewhere or being the undisputed Mom Friend of any group. Visit her at [www.ebonyladelle.com](http://www.ebonyladelle.com) and follow her on social at @ebonyladelle.

## Thursday Keynote Speaker: Lisa Koenecke, Diversity, Equity, and Inclusion (DEI) Speaker and Facilitator



Lisa Koenecke

As an experienced and energetic Diversity, Equity, and Inclusion (DEI) professional speaker and facilitator, Lisa specializes in counteracting unconscious bias and LGBTQ+ inclusion in business. Her impact is amplified through strengthening each person's allyship. (continued)

With a demonstrated history of working in secondary education and a passion toward community and social services, she started believing she could make a difference when the South Central Library System bookmobile would visit! Visit [www.lisakoenecke.com](http://www.lisakoenecke.com).

## Thursday Luncheon Speaker: Laura Greco, Certified Wellness Coach and Author



Laura Greco

Laura Greco is a certified wellness coach, author, and speaker with a 20+ year background in nursing who helps professionals eliminate burnout, manage stress, create life balance, and rekindle their sense of purpose and joy.

She believes that self-care (body, mind, and spirit) is the basis for well-being and that we all have the capacity to make positive lifestyle changes.

Her books include *Wellness Made Simple*, and *Wellness Made Simple for Residents*.

## Friday Closing Keynote: Darrell Williams, PhD, Assistant State Superintendent, Division for Libraries and Technology, Wisconsin Department of Public Instruction

Dr. Darrell Williams is the Assistant State Superintendent for the Division of Libraries and Technology at the Wisconsin Department of Public Instruction.



Dr. Darrell Williams

Prior to his appointment at DPI, he helped lead the state through the COVID-19 response as the Administrator of the Division of Wisconsin Emergency Management. He has extensive experience as a teacher and administrator in the field of education and served for 29 years in the United States Army where he was awarded many decorations including the Bronze Star and the Purple Heart.

**Plus more than 50 breakout sessions, two special tours, networking events, Awards & Honors reception, and more!**

# EXHIBITOR INFORMATION

## EXHIBIT SCHEDULE

*Times are subject to change.*

### Tuesday, October 24

Noon – 5:00 pm

Exhibitor Set Up

Noon – 4:00 pm

Exhibitor Hospitality Room Available

*No conflict time*

6:30 pm – 8:30 pm

Opening Reception in Exhibit Hall

### Wednesday, October 25

7:30 am – 5:30 pm

Exhibit Hall Open

7:30 am – 3:30 pm

Exhibitor Hospitality Room Available

*No conflict times.*

Noon – 1:00 pm

Luncheon Keynote

7:30 am – 8:45 am

Breakfast in Exhibit Area

2:15 pm – 3:30 pm

Break in Exhibit Area

4:30pm – 5:30 pm

Exhibit Hall Energizer

8:00 pm – 9:00 pm

Foundation Reception

### Thursday, October 26

7:30 am – 4:00 pm

Exhibit Hall Open

7:30 am – 2:30 pm

Exhibitor Hospitality Room Available

Noon – 1:00 pm

Luncheon Keynote

*No conflict times.*

7:30 am – 8:30 am

Breakfast in Exhibit Area

10:15 am – 11:00 am

Break

2:30 pm – 3:45 pm

Exhibitor Trivia & Trade show Wrap Up

4:00 pm – 8:00 pm

Exhibitor Tear Down

**[CLICK HERE TO REGISTER FOR AN EXHIBIT BOOTH, SPONSORSHIP, OR AD ONLINE!](#)**

(You will be directed to the WLA website and prompted to login.  
If you do not have a login, you'll need to establish one to register.)



# EXHIBITOR INFORMATION

## BOOTH FEES & MORE (Early Bird Deadline: August 18, 2023)

### PLATINUM

Our most visible option, these 8 x 10 booths are located in prime locations in the foyer and just inside the Exhibit Hall. Platinum-level booths have guaranteed foot traffic throughout the conference. This package includes a free Virtual Exhibit Booth through the interactive Whova app!

- \$1400 if reserved by August 18/\$1600 if reserved after August 18.
- Additional Platinum booth space - \$800

### GOLD

This package features 8 X 8 booths in the most high-traffic areas of the Exhibit Hall. It also includes a free Virtual Exhibit Booth through the interactive Whova app!

- \$1200 if reserved by August 18/\$1400 if reserved after August 18.
- Additional Gold booth space - \$600

### SILVER

Hard-to-miss the prominent placement of these 8 x 8 booths.

- \$1000 if reserved by August 18/\$1200 if reserved after August 18.
- A virtual Exhibit Booth through the interactive Whova app is available for an additional \$100.
- Additional Silver booth space - \$400

### BRONZE

A wonderful value! 8 X 8 booths in desirable locations.

- \$900 if reserved by August 18/\$1100 if reserved after August 18.
- A virtual Exhibit Booth through the interactive Whova app is available for an additional \$100.
- Additional Bronze booth space - \$300

**Nonprofit Organizations:** Bronze level exhibit booths are available to nonprofit organizations at a reduced rate. Contact [event@wisconsinlibraries.org](mailto:event@wisconsinlibraries.org) for information.

## BOOTH BREAKDOWN

Booth pricing is based on one exhibitor per booth. **Add a second exhibitor in your booth for \$200.** *This fee includes full privileges of the primary exhibitor including name badge and meal plan.*

**Two tickets per day for exhibitor floor only may be purchased for additional representatives at your booth for \$100 per ticket per day.**

*Subject to change without notice.*

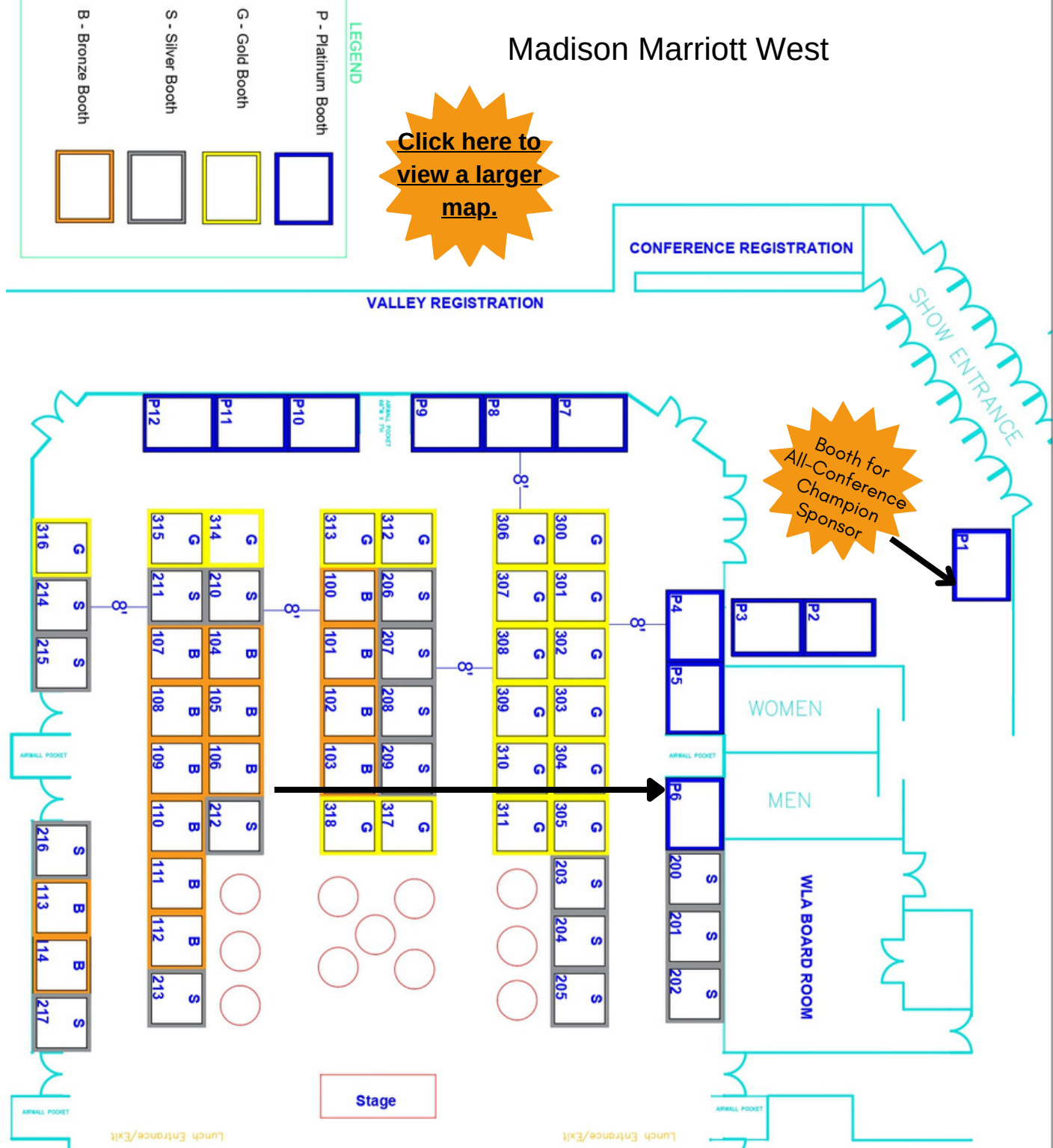
- 8' x 8' tabletop or 8' x 10' Booth space options
- Skirted table
- Pipe and draped 8' foot back wall and 3' foot side wall
- Booth ID sign (7" x 44")
- Carpeted exhibit hall
- Access to exhibitor hospitality space with free refreshments
- Two padded chairs, wastebasket
- *Plus the full list of exhibitor benefits on page 6!*

*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 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.*

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# Madison Marriott West





# EXHIBITOR BENEFITS

***Includes over 10 hours of dedicated, no-conflict exhibit hall time!***

## HOSPITALITY ROOM FOR EXHIBITORS

Exhibitors will have access to a designated hospitality room with complimentary snacks, soft beverages, and quiet seating to ensure your comfort. The hospitality room, in close proximity to the Exhibit Hall, will be open:

- Tuesday: Noon – 4:00 pm
- Wednesday: 7:30 am – 3:30 pm
- Thursday: 7:30 am – 2:30 pm

## ATTENDEE LISTS

Keep your name in front of potential customers after the conference is over! All exhibitors will receive a list of attendees who have opted in for post-conference promotions from exhibitors.

Lists will include names, institutions and email addresses. Lists will be distributed to exhibitors by November 20, 2023.

## VIRTUAL EXHIBIT BOOTHS

Virtual exhibit booths through the interactive smartphone application, Whova, are available for this year's conference!

- Interact with attendees before, during, and after the event.
- Maximize your ROI through a customized exhibitor webpage.
- Generate leads through online interactions and promotional offers (includes a name badge and business card scanner).
- Showcase your products with livestream and video.

A virtual exhibit booth is included with Platinum and Gold booth packages and is available for an additional \$100 with Silver and Bronze packages. More details will be provided via email to exhibitors.

## ***New for 2023!*** "TEST YOUR EXHIBITOR KNOWLEDGE" CONTEST

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 on Thursday 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 your registration form to let us know you will be donating a prize. Please also list the item or gift card and the approximate resale value.

## ***New for 2023!*** FOOD AND BEVERAGE PACKAGE INCLUDED

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

- Tuesday: Opening Reception
- Wednesday: Breakfast; Afternoon Refreshment Break; Lunch (with Keynote Speaker)
- Thursday: Breakfast; Afternoon Refreshment Break; Lunch (with Keynote Speaker)

*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 food offerings during the Foundation Fundraiser Reception, that will be held in the Exhibit Hall, may be purchased for \$30.

## STAGE FOR LIGHTNING TALKS, PRODUCT DEMONSTRATIONS

A stage will be available in the Exhibit Hall, offering you the opportunity to present a brief (5 -10 minutes) lightning talk about your organization or offer a product demonstration. Sign up on the registration form and we will assign you a time.

**[CLICK HERE TO REGISTER FOR AN EXHIBIT BOOTH, SPONSORSHIP, OR AD ONLINE!](#)**

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# SPONSORSHIP INFORMATION

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

## **ALL-CONFERENCE CHAMPION Contribution of \$15,000 - 1 sponsor**

This exclusive level of sponsorship provides the highest recognition at the WLA Conference. Includes:



- Our most visible exhibit booth space situated directly across from Registration, guaranteed exposure to all conference attendees
- Full page advertisement placement in the program book
- Two complimentary full conference registration passes
- Reserved seating at the keynote sessions
- Opportunity for a representative to provide welcome comments at the conference opening session
- Prominent logo placement on all conference promotional materials and signage
- Your logo prominently displayed (with link to your company's website) on the WLA 2023 conference website, conference app, and conference email blasts

## **OPENING PARTY HOST Contribution of \$10,000 - 1 sponsor**

Welcome attendees to the conference as the host of our opening reception!

- Complimentary Gold Exhibit Booth
- Full page advertisement placement in the program book
- Two complimentary full conference registration passes
- Reserved seating at the keynote sessions
- Opportunity for a representative to provide welcome comments at the opening reception
- Prominent logo placement on all conference promotional materials and signage
- Your logo prominently displayed (with link to your company's website) on the WLA 2023 conference website, conference app, and conference email blasts

## **ADVOCATE - Contribution of \$5,000 - 1 sponsor**

Includes:

- Complimentary Bronze Exhibit booth
- Recognition on the WLA website with your logo and link to your company's website
- Recognition on onsite signage
- Recognition in all materials that promote your sponsored event or item
- Two complimentary full conference registration passes

## **SUPPORTER - Contribution of \$2,500 (unlimited)**

Includes:

- Recognition on the WLA website with your logo and link to your company's website
- Recognition on onsite signage
- Recognition in all materials that promote your sponsored event or item
- One complimentary full conference registration pass

## **FRIEND - Contribution of \$1,000 (unlimited)**

Includes:

- Recognition on the WLA website with your logo and link to your company's website
- Recognition in all materials that promote your sponsored event or item

**[CLICK HERE TO REGISTER FOR AN EXHIBIT BOOTH, SPONSORSHIP, OR AD ONLINE!](#)**

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# SPONSORSHIP INFORMATION

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 and related benefits (see page 8 – additional benefits are listed below). These opportunities will go fast, so don't wait to gain maximum exposure!

Exclusive All-Conference Sponsor	\$15,000
Opening Party Host	\$10,000
Wednesday Opening Keynote: The Civility Project <i>Sponsored by the WLA Foundation</i>	N/A
Wednesday Youth Services Section Luncheon Speaker: Author Ebony LaDelle – <i>Sponsor benefits also include podium recognition and reserved seating.</i>	\$2,500
Thursday Keynote Session: Lisa Koenecke, DEI Speaker and Facilitator <i>Sponsor benefits also include podium recognition and reserved seating.</i>	\$2,000
Thursday Luncheon Speaker: Laura Greco, Certified Wellness Coach and Author <i>Sponsor benefits also include podium recognition and reserved seating.</i>	\$3,000
Wifi Sponsor – Provide complimentary wireless internet access in all meeting rooms, exhibit hall, and public areas of the conference. <i>Sponsor benefits also include named password.</i>	\$4,000
Conference Audio-Visual Technology	\$8,000
Awards & Honors Reception – Lend your support to this special event recognizing Wisconsin's Library of the Year, Librarian of the Year, and more! <i>Sponsor benefits also include podium recognition and reserved seating. (Multiple supporting sponsors welcome.)</i>	\$6,000
Mobile App Sponsor – Whova is the official conference mobile app and online event platform and will serve as the go-to resource for conference attendees. <i>Sponsor benefits also include logo on app splash screen.</i>	\$3,000
Special Event Transportation – Provide bus transportation for our tour of the Braille Library & Transcribing Services in Madison. <i>Sponsor benefits also include your company name on the registration form.</i>	\$800
Digital Conference Program Design – <i>Sponsor benefits also include a full page ad in program.</i>	\$1,000
Printed Conference-At-A-Glance – <i>Sponsor benefits also include your name and logo included on printed document.</i>	\$500
Headshot Photo Sponsor – A photographer will be on site to take professional headshots of attendees by appointment. <i>Sponsor benefits also include your name/logo on the sign-up page.</i>	\$500
Literature Drop- One 8 X 11 page, tri-fold brochure, and small giveaway item (pen, bookmark, etc.) in registration area. Limited to 4 sponsors.	\$250

**[CLICK HERE TO REGISTER FOR AN EXHIBIT BOOTH, SPONSORSHIP, OR AD ONLINE!](#)**

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# ADVERTISING OPPORTUNITIES

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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.

## ADVERTISEMENTS IN DIGITAL CONFERENCE PROGRAM BOOKLET

Help us "go green" this year by purchasing an full-color ad in our downloadable digital program booklet! A link to the booklet will be posted (and archived) on our website, uploaded to the conference app, and sent to registered attendees via email.

Full Page (8.5 x 11)	\$275
Half Page (5.5 x 8.5) – landscape orientation	\$175
Quarter Page (4.25 x 5.5) – vertical orientation	\$145



### Artwork Requirements:

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

Send artwork to [sauser@wisconsinlibraries.org](mailto:sauser@wisconsinlibraries.org). Deadline: September 15, 2023

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## VIRTUAL ADVERTISEMENTS IN CONFERENCE APP

Logo on home screen of conference app (limited to 15 organizations)	\$100
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*Show your support for Wisconsin libraries all year long! Consider purchasing an Institutional membership in the Wisconsin Library Association! Call (608) 245-3640 or visit [www.wisconsinlibraries.org](http://www.wisconsinlibraries.org) for more information.*