



WISCONSIN LIBRARY ASSOCIATION ANNUAL CONFERENCE

November 1 - 4, 2022

**Grand Geneva Hotel & Spa
Lake Geneva, WI**



WISCONSIN
LIBRARY
ASSOCIATION



WISCONSIN LIBRARY ASSOCIATION ANNUAL CONFERENCE NOVEMBER 1 – 4, 2022 GRAND GENEVA RESORT & SPA, LAKE GENEVA WI

We hope you'll join us for the 2022 Wisconsin Library Association (WLA) Annual Conference at the beautiful Grand Geneva Resort & Spa in Lake Geneva, Wisconsin, November 1 – 4, 2022.

The 2022 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, "Rising to the Challenge" 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.

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 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 WLA Annual Conference a success!

Sincerely,

Michelle Dennis
Exhibits Chair

Cindy Foley, CMP
WLA Event Coordinator

Matthew Kopyar
Apple Books
Vendor Liaison



ABOUT THE CONFERENCE

CONFERENCE HISTORY

ATTENDEE DEMOGRAPHICS

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

ORGANIZATIONS REPRESENTED AT THE 2021 WLA CONFERENCE

- Arrowhead Library System
- Bridges Library System
- Chippewa Valley Technical College
- Door County Historical Museum
- Dunwoody College of Technology
- IFLS Library System
- Lakeshores Library System
- Lawrence University
- Manitowoc-Calumet Library System
- Milwaukee County Federated Library System
- Monarch Library System
- Nicolet Federated Library System
- Northern Waters Library System
- Olbrich Botanical Gardens
- Outagamie Waupaca Library System
- Ripon College Lane Library
- South Central Library System
- Southwest Library System
- University of Illinois
- University of Wisconsin – Green Bay
- University of Wisconsin – Madison
- University of Wisconsin – Milwaukee SOIS
- University of Wisconsin – Oshkosh
- University of Wisconsin – Whitewater
- University of Wisconsin-La Crosse
- Wisconsin Educational Media & Technology Association (WEMTA)
- WiLS (formerly Wisconsin Library Services)
- Winding Rivers Library System
- Winnefox Library System
- Wisconsin Valley Library System

... and nearly 200 public libraries!

PAST EXHIBITORS INCLUDE

- Auto-Graphics Inc.
- Baker & Taylor
- Demco
- EBSCO
- Engberg Anderson Architects
- Envisionware
- Historical Information Gatherers
- Ingram Content Group
- Innovative
- LocalHop
- Maris Associates
- PBS Wisconsin
- Playaway Pre-Loaded Products
- ProQuest
- Recorded Books
- SirsiDynix
- Wisconsin Historical Society Press

PAST CONFERENCE LOCATIONS

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



ABOUT THE CONFERENCE

EXHIBIT SCHEDULE

Times are subject to change.

Tuesday, November 1	10:00 am – 6:00 pm	WLA Business Meetings
	7:00 pm – 9:00 pm	Opening Reception in Exhibit Hall
Wednesday, November 2	7:00 am – 5:00 pm	Exhibit Hall Hours
	8:00 am – 5:30 pm	Full Conference Sessions
Thursday, November 3	7:00 am – 4:30 pm	Exhibit Hall Hours
	8:00 am – 5:30 pm	Full Conference Sessions
Friday, November 4	8:30 am – 12:30 pm	Full Conference Sessions

[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.)

VENUE & HOTEL

Grand Geneva Resort & Spa
7036 Grand Geneva Way
Lake Geneva, WI 53147
(262) 248 – 8811
www.grandgeneva.com



Guest room exhibitor rates

\$109.00 for a double room/\$134.00 for a King room/\$179.00 for a King suite, per night (plus applicable taxes).

Call to reserve your room by October 10, 2022. Refer to the *Wisconsin Library Association Exhibitor Room Block* to receive the discounted group rate.



FEATURED SPEAKERS

Wednesday Opening Session Keynote Speaker: Author Jason Reynolds



Jason Reynolds is a #1 New York Times bestselling author whose award-winning book *Look Both Ways: A Tale Told in Ten Blocks* was a National Book Award Finalist, Carnegie Medal winner, and named one of the best books of 2019 by NPR, School Library Journal, and many more. He's currently serving as the National Ambassador for Young People's Literature. For more information on this Speaker please visit www.simonspeakers.com.

Wednesday Luncheon Speaker: TBA

Thursday Keynote Speaker: Alison Macrina, Library Freedom Project *Intellectual Freedom and Social Justice: Library Values in Conflict*



Alison is an activist librarian and the director of Library Freedom Project. Alison started LFP in 2015 to build community with other librarians who are dedicated to library values of privacy, intellectual freedom, social responsibility, and the public good. She works from a justice orientation, rooted in a materialist analysis that emphasizes people's real-life conditions, recognizing the systems responsible for oppression and their inherent contradictions.

Thursday Luncheon Speaker: Barbara Lawton, Wisconsin Lieutenant Governor (2003 - 2011) *Rising to the Challenge: Designing Your Future, Personal and Professional, One Decisions and One Step at a Time*



When Barbara Lawton began the first of two terms as Wisconsin's first woman elected lieutenant governor, she left behind a beloved study carrel at the UW-Madison library where she had been working toward a Ph.D in Spanish. In office, she was recognized as a national and international leader with her economic development initiative, "Wisconsin Women = Prosperity." She was a founding Advisory Board member to the WI Institute of Public Policy and Service and continues that role with Oxfam America's Sisters on the Planet. Lawton serves on the University of Wisconsin Hospital and Clinic Advisory Board and Lawrence University's Board of Trustees. She co-founded Issue One, a national nonpartisan, nonprofit advocacy organization dedicated to fixing our broken political system and strengthening our democracy.

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FEATURED SPEAKERS

Friday Keynote Speaker: Dasha Kelly Hamilton, Creative Change Agent, 2021-2022 Wisconsin and Milwaukee Poet Laureate - *A Line Meant: The Life of a Creative Change Agent*"



Dasha Kelly Hamilton is a writer, performance artist, curator, and facilitator. Ultimately, she's a creative change agent, leveraging the creative process toward human and social wellness. Her nonprofit, Still Waters Collective, initiated literary arts programming for 20 years, creating platforms for thousands of voices to be honored and heard. The organization continues to partner on impact projects, including a creative leadership fellowship. Dasha has written for national, regional and local magazines; produced three collections of poetry; recorded four spoken word CDs; published two novels and one collection of personal vignettes; has work included in several anthologies; and performed in the last season of HBO's Def Poetry Jam. Her stage production, *Makin' Cake*, is touring nationally.

Dasha served as an Arts Envoy for the U.S. Embassy to teach, perform and facilitate community building initiatives in Botswana and the island of Mauritius. She was also an artist in residence in Beirut and Toronto. Dasha has been an adjunct professor at Mount Mary University, Alverno College, Bryant & Stratton, the University of Wisconsin-Milwaukee and a recruiter and mentor with University of Wisconsin's First Wave Scholars Program. She holds an MFA in Creative Writing from Antioch University, an MA in Marketing Communications from Roosevelt University and a BS in Public Relations from Illinois State University. Dasha is former Artist of the Year for the City of Milwaukee and the city's 11th Poet Laureate. She has been named a 2020 national Rubinger Fellow and 2021-22 Poet Laureate for the State of Wisconsin. In 2021 she earned a National Laureate Fellowship award with the Academy of American Poets. This year she will serve as the endowed Social Justice Chair for Milwaukee Area Technical College.



EXHIBITOR INFORMATION

EXHIBIT SCHEDULE

Times are subject to change.

Tuesday, November 1

11:00 am – 6:00 pm
10:00 am – 3:00 pm
7:00 pm – 9:00 pm

Exhibitor Set Up
Exhibitor Hospitality Room Available
Opening Reception in Exhibit Hall

Wednesday, November 2

7:00 am – 5:00 pm
7:00 am – 3:30 pm

Exhibit Hall Open
Exhibitor Hospitality Room Available

No conflict times.

7:00 am – 8:00 am
9:30 am – 10:00 am
11:00 am – 1:30 pm
2:30 pm – 3:00 pm

Breakfast in Exhibit Area
Break
Luncheon option in Exhibit Hall
Break in Exhibit Area

Thursday, November 3

7:00 am – 5:00 pm
7:00 am – 3:30 pm
4:30 pm – 7:30 pm

Exhibit Hall Open
Exhibitor Hospitality Room Available
Exhibitor Tear Down

No conflict times.

7:00 am – 8:00 am
9:30 am – 10:00 am
11:00 am – 1:30 pm

Breakfast in Exhibit Area
Break
Luncheon option in Exhibit Hall

HOSPITALITY ROOM FOR EXHIBITORS

This year, exhibitors will have access to a designated hospitality room with complimentary snacks, beverages, and quiet seating to ensure your comfort. The hospitality room, inside the Chop House at the Grand Geneva Hotel & Spa, will be open from 10:00 am – 3:00 pm on Tuesday and 7:00 am – 3:30 pm Wednesday – Thursday.

VIRTUAL EXHIBIT BOOTHS

We are pleased to announce virtual exhibit booths through the interactive smartphone application, Whova, 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 are available in your Exhibitor Kit.

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 for stage time onsite (first come, first served).

**CLICK HERE TO REGISTER FOR AN EXHIBIT BOOTH,
SPONSORSHIP, OR AD ONLINE!**

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

NEW FOR 2022!



EXHIBITOR INFORMATION

BOOTH FEES & MORE (Early Bird Deadline: August 15, 2022)

PLATINUM

Our most visible option, these 8 x 10 booths are located in the foyer across from Registration and just inside the main entrance to 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!

- \$1200 if reserved by August 15/\$1400 if reserved after August 15.
- 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!

- \$1000 if reserved by August 15/\$1200 if reserved after August 15.
- Additional Gold booth space - \$600

SILVER

Hard-to-miss 8 x 8 endcap booths featuring two sides of exposure to attendees.

- \$800 if reserved by August 15/\$1000 if reserved after August 15.
- 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.

- \$700 if reserved by August 15/\$900 if reserved after August 15.
- A virtual Exhibit Booth through the interactive Whova app is available for an additional \$100.
- Additional Bronze booth space - \$300

Nonprofit Organizations: Contact event@wisconsinlibraries.org for information regarding nonprofit booth rates.

BOOTH FEE INCLUDES: *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

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.

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

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EXHIBITOR INFORMATION

BOOTH ASSIGNMENT POLICY

Booths will be assigned on a first come, first served basis. **The early bird deadline is August 15, 2022.**

CANCELLATION INFORMATION

No refunds will be issued after October 1, 2022; refunds will be provided for cancellations through September 30 and are subject to a \$100 cancellation fee.

ONSITE SECURITY

Security on-site is provided by the Grand Geneva Resort & Spa.

EXHIBITOR ONLINE REGISTRATION

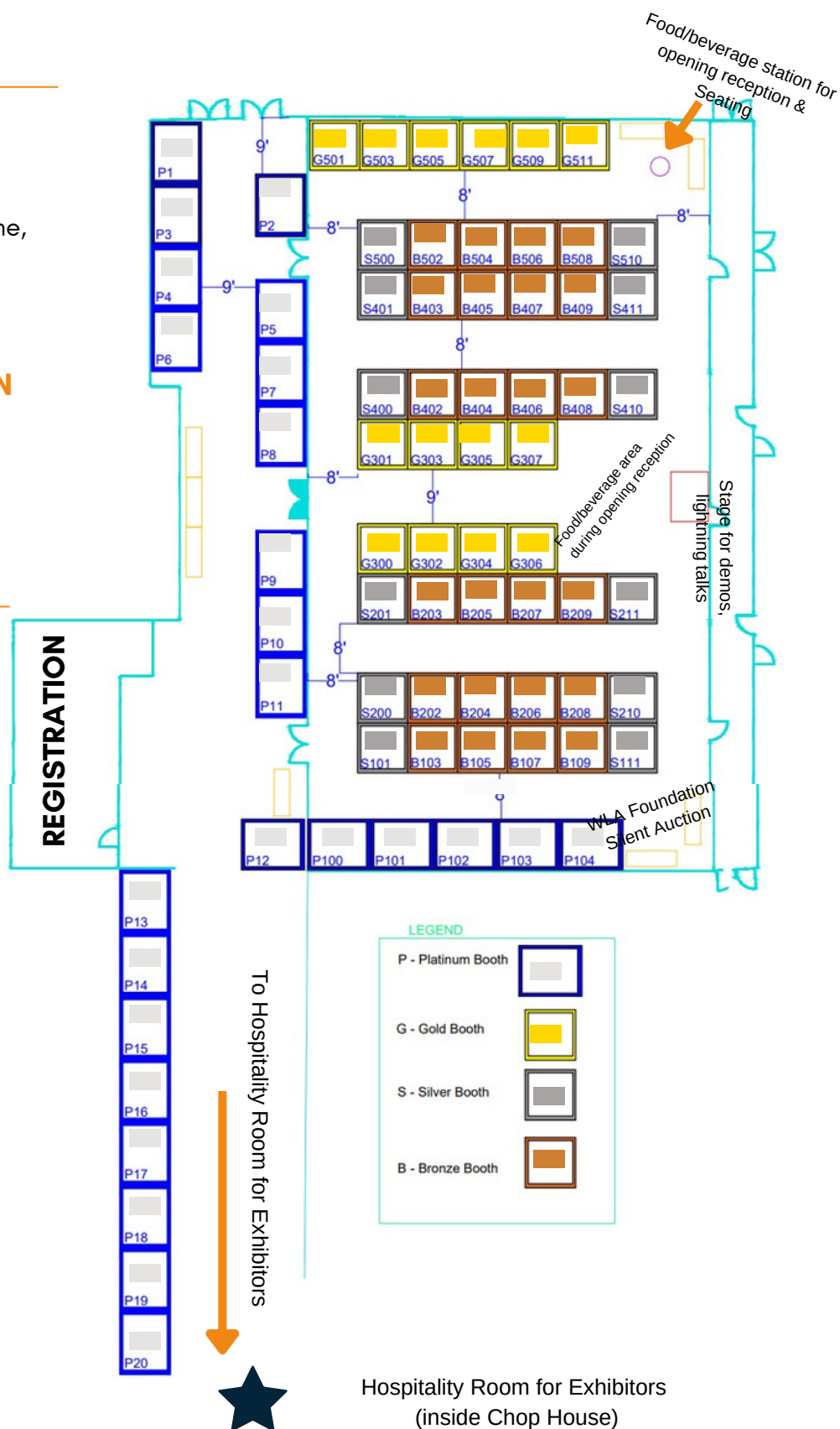
Register online for the WLA 2022 Annual Conference using this link:

[Exhibitor Online Registration](#)

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

QUESTIONS

Contact
event@wisconsinlibraries.org
or call 608-512-8815.





SPONSORSHIP LEVELS

ALL-CONFERENCE CHAMPION Contribution of \$15,000

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 2022 conference website, conference app, and conference email blasts

ADVOCATE - Contribution of \$5,000 and above

Includes:

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

PARTNER - Contribution of \$2,500 and above

Includes:

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

SUPPORTER - Contribution of \$1,000 and above

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
- Your literature/giveaways at Registration

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SPONSORSHIP LEVELS

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 (see page X). These opportunities will go fast, so don't wait to gain maximum exposure!

TARGETED SPONSORSHIPS

Exclusive All-Conference Sponsor	\$15,000
Wednesday Opening Session: Author Jason Reynolds	<i>Sponsored by the WLA Foundation</i>
Attendee Breakfast (Wednesday & Thursday)	\$7,000 per breakfast (multiple co-sponsors welcome)
Conference Technology	\$5,000
Wednesday Youth Services Section Luncheon Speaker (TBA)	<i>Sponsored by Jennie J. Stoltz</i>
Thursday Opening Session: Alison Macrina	\$3,000
Thursday Luncheon Speaker: Barbara Lawton	\$3,000
Friday Closing Session: Dasha Kelly Hamilton	\$3,000
Awards & Honors Reception	<i>Sponsored by EBSCO</i>
Coffee/Refreshment Breaks in Exhibit Hall (Wednesday & Thursday)	\$1,500 per break (2 sponsors needed)
Digital Conference Program Design (full page ad included)	\$1,500
Career Center - Located in Exhibit Hall	<i>Sponsored by Milwaukee County Federated Library System</i>
Author & Presenter Fair in the Exhibit Hall	<i>Co-sponsored by Northern Waters Library System & Wisconsin Valley Library Service</i>
Printed Conference At-A-Glance (Your name and logo included)	<i>Sponsored by Engberg Anderson Architects</i>
Literature Drop (Your literature/giveaways available at Registration)	\$500

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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.

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)	\$175
Quarter Page (4.25 x 5.5)	\$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. Deadline: September 16, 2022

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 for more information.