



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

We hope you'll join us for in the Author & Performer Fair at 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 independently published authors and individuals who provide library programs the opportunity to participate by sharing an 8' table with another participant at a reduced cost. Several conference events and activities will take place in the Exhibit Hall, including the opening reception, breakfast on Wednesday and Thursday, the WLA Foundation Silent Auction, and scheduled no-conflict breaks – providing you with lots of opportunities to interact with representatives from the library community. *The Fair is limited to 20 participants, so register today!*

This year's conference 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.

Additional Marketing Opportunities

New this year, we are offering vendors, including the Author & Performer Fair participants, the option to purchase a virtual "exhibit" through the interactive smartphone application, Whova. Record a book talk or a video of your library program and upload it to the app, share promotional offers, and more! We'll also have a stage area in the Exhibit Hall, offering you the opportunity for you to sign up for time to share a short (5-10 minutes) book talk or program demonstration.

The following pages provide more details on these opportunities. Can't join us in person? We've also provide information about additional ways for you to gain visibility as sponsor or advertiser.

Please email Cindy Foley, WLA Event Coordinator, at event@wisconsinlibraries.org with your questions about these opportunities.

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

Sincerely,

Laura Sauser
Executive Director
Wisconsin Library Association

[CLICK HERE TO REGISTER FOR THE AUTHOR
& PRESENTER FAIR!](#)

(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.)



AUTHOR & PERFORMER FAIR FEES

November 1: Opening Reception: \$100 November 2 & 3: \$150 per day

Fair participants will share, with another participant, one 8' foot table in a designated space in the Exhibit area. Actual location of the Author and Performer Fair will be determined once the Exhibit Booths have been sold. Limited to 20 participants.

Note: Exhibitor Hospitality Room is not available to Author & Performer Fair participants.

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 book(s) or library programs. **Sign up for stage times will take place onsite when you arrive at the conference (first come, first served).**

[CLICK HERE TO REGISTER FOR THE AUTHOR & PRESENTER FAIR!](#)

(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.)

VIRTUAL EXHIBIT BOOTH ADD-ON - \$50

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
- Promote your work through a customized webpage
- Showcase your books or library programs with livestream and video
- Offer discounts on books/items purchased at the conference.

The Virtual Exhibit Booth feature is only available as an add-on to in-person Fair registration, not sold separately.

EXHIBIT HALL SCHEDULE *Times are subject to change.*

Author & Presenter Fair hours are the same as Exhibit Hall hours.

Tuesday, November 1

11:00 am – 6:00 pm
7:00 pm – 9:00 pm

Set Up
Opening Reception in Exhibit Hall

Wednesday, November 2

7:00 am – 5:00 pm

Exhibit Hall Open

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
Attendee luncheon option in Exhibit area
Break in Exhibit Area

Thursday, November 3

7:00 am – 5:00 pm
4:30 pm – 7:30 pm

Exhibit Hall Open
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
Attendee luncheon option in Exhibit area

[CLICK HERE TO REGISTER FOR THE AUTHOR & PRESENTER FAIR!](#)

(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.)

OTHER WAYS TO PARTICIPATE: SPONSORSHIPS

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/giveways at Registration

OTHER WAYS TO PARTICIPATE: SPONSORSHIPS, CONT.

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

[CLICK HERE TO REGISTER FOR THE AUTHOR & PRESENTER FAIR!](#)

(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.)

TARGETED SPONSORSHIPS

Exclusive All-Conference Sponsor

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, The Library Freedom Project)	\$3,000
Thursday Luncheon Speaker (Former Lieutenant Governor Barbara Lawton)	\$3,000
Friday Closing Session (Dasha Kelly Hamilton, Wisconsin & Milwaukee Poet Laureate)	\$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	\$1,000
Author & Presenter Fair	\$500
Printed Conference At-A-Glance (Your name and logo included)	<i>Engberg Anderson Architects</i>
Literature Drop (Your literature/giveaways available at Registration)	\$500

OTHER WAYS TO PARTICIPATE : ADVERTISING OPPORTUNITIES

We're pleased to offer these opportunities to give you, your books, and/or your library programs 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
--	-------

Show your support for Wisconsin libraries all year long! Consider purchasing a membership in the Wisconsin Library Association! Call (608) 245-3640 or visit www.wisconsinlibraries.org for more information.

**[CLICK HERE TO REGISTER FOR THE AUTHOR
& PRESENTER FAIR!](#)**

(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.)