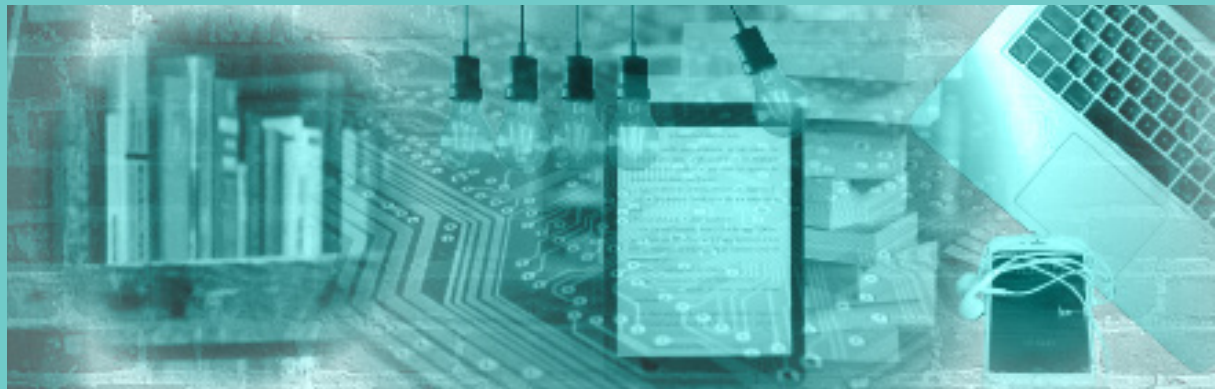


WLA 2020



ANNUAL CONFERENCE



WISCONSIN
LIBRARY
ASSOCIATION

Wisconsin Library Association
WLA 2020 Annual Conference

Hyatt Regency and KI Convention Center
Green Bay, Wisconsin | October 27-30, 2020

ABOUT THE CONFERENCE

SCHEDULE

Tuesday, October 27, 2020

10:00 am - 5:00 pm | WLA Business Meetings

7:00 pm | Special Evening Event @ Brown County Library

Wednesday, October 28, 2020

8:30 am - 5:30 pm | Full Conference

Thursday, October 29, 2020

8:30 am - 5:30 pm | Full Conference

Friday, October 30, 2020

8:30 am - 12:30 pm | Full Conference

VENUE

Ki Convention Center

333 Main Street
Green Bay, WI 54301

(920) 432-1234

www.kiconventioncenter.org



Ki Convention Center

HOTEL

Hyatt Regency Green Bay

333 Main Street
Green Bay, WI 54301

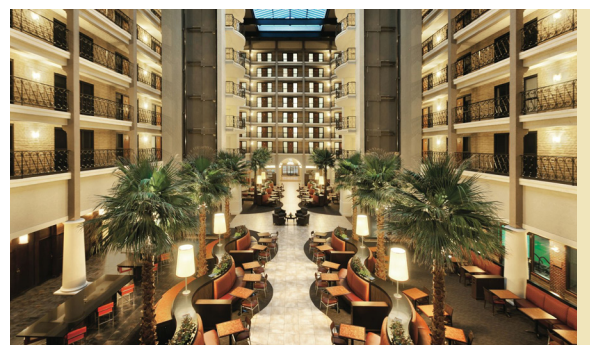
(920) 432-1234

www.hyatt.com/en-US/hotel/wisconsin/hyatt-regency-green-bay/grbrg

\$134 per night (plus applicable taxes)

Reserve your room by

October 1, 2020 and refer to the Wisconsin Library Association to receive the discounted group rate.



Hyatt Regency Green Bay

ATTENDEE DEMOGRAPHICS

AUDIENCE PROFILE

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

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

The
2020 WLA
Conference
expects to
host
approximately
800
attendees!

TYPES OF ORGANIZATIONS IN ATTENDANCE

Public Libraries

Wisconsin State Library Systems

Academic Libraries

Wisconsin Library Services (*WILS*)

Specialty Libraries

The Department of Public Instruction (*DPI*)

The following academic institutions were represented at the 2019 WLA Conference:

Madison College
Marquette University
Southwest Technical College
St. Norbert College
University of Illinois – Urbana Champaign
University of Wisconsin – Eau Claire
University of Wisconsin – Fond du Lac
University of Wisconsin – Green Bay
University of Wisconsin – La Crosse
University of Wisconsin – Madison
University of Wisconsin – Milwaukee
University of Wisconsin – Oshkosh
University of Wisconsin – Stevens Point
University of Wisconsin – Stout
University of Wisconsin – Washington County
Viterbo University

PAST SPONSORS

INCLUDE

OverDrive
Demco
Boopsie for Libraries
EBSCO
Bubricks
Recorded Books
First Business Bank
Innovative
SHARP
Engberg Anderson
Maris Education
Camera Corner
Connecting Point
Gale-Cengage

SPONSORSHIP LEVELS

ALL CONFERENCE SPONSOR

Contribution of \$15,000

This exclusive level of sponsorship provides the highest recognition at the WLA Conference and includes the following:

- Complimentary exhibit booth
- Full page advertisement placement in the onsite program booklet
- Two complimentary full conference registration passes
- Prominent logo placement on all conference promotional materials and signage
- Your logo prominently displayed (*with link to your company's website*) on the WLA 2020 conference website and conference email blasts

GOLD LEVEL SPONSOR

Contribution of \$5,000 and above

Gold Level Sponsors receive the following:

- 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

SILVER LEVEL SPONSOR

Contribution of \$2,500 and above

Silver Level Sponsors receive the following:

- 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

BRONZE LEVEL SPONSOR

Contribution of \$250 and above

Bronze Level Sponsors receive the following:

- 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

OCTOBER 28-30, 2020 KEYNOTE SERIES



WEDNESDAY@8:30AM

SARAH VOWELL American Historian | Author | Journalist | Essayist | Social Commentator | Actress



MORE ABOUT SARAH VOWELL: barclayagency.com/speakers/sarah-vowell/

THURSDAY@8:30AM

STEPHAN FRANCK Animator | Writer | Director | Comic Book Creator



MORE ABOUT STEPHAN FRANCK: stephanfranck.com

FRIDAY@8:30AM

NIGEL POOR Artist | Photographer | Ear Hustle Podcast Producer



In partnership with San Quentin State Prison, Ear Hustle brings you the daily realities of life inside prison shared by those living it, and stories from the outside, post-incarceration.



MORE ABOUT NIGEL POOR AND EAR HUSTLE: nigelpoor.com | earhustlesq.com

WLA 2020

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 (*see page 4*). These opportunities will go fast, so don't wait to gain maximum exposure!

SPONSOR AN EVENT

Exclusive All Conference Sponsor	\$15,000
Wednesday Opening Session	\$15,000
<i>A Conversation with Sarah Vowell</i>	
Wednesday YSS Luncheon Speaker	\$3,000
Thursday Opening Session	\$3,000
<i>Graphic Novelist & Animator Stephan Franck</i>	
Thursday WLTF Luncheon Speaker	\$3,000
Friday Opening Session	\$3,000
<i>Producer & Host of Ear Hustle Podcast: Nigel Poor</i>	
Awards and Honors Reception	\$4,000
Opening Conference Reception, Tuesday Evening	\$4,000
Career Center - Located in Exhibit Hall	\$1,100
Wednesday Coffee / Beverage Snack Station	\$1,500
Thursday Coffee / Beverage Snack Station	\$1,500
Friday Coffee / Beverage Snack Station	\$1,500
Special Event: Tour of Lambeau Field	\$3,000
<i>Bottle cooler tote w/ your company logo provided for attendees</i>	
Special Event: Yoga & Mimosas	\$1,500
<i>Yoga mat w/ your company logo provided for attendees</i>	

BRAND VISIBILITY

Sponsor the Indie Author Garden	\$4,000
<i>Author book signings in the Exhibit Hall</i>	
Tote Bags w/ Your Company Logo	\$3,500
<i>Distributed to all attendees at registration</i>	
Water Tumbler w/ Your Company Logo	\$3,500
<i>Distributed to all attendees at registration</i>	
Conference WiFi	\$2,500
<i>All attendees, your company name as WiFi password & logo on WiFi cards</i>	
Lanyards w/ Your Company Logo	\$1,500
<i>Distributed to all attendees w/ name badges</i>	
Coffee Cup Sleeves w/ Your Company Logo	\$1,000
<i>Provided at break sessions</i>	
Chair Drop	\$250
<i>Your literature or giveaways placed on luncheon session chairs or near table setting</i>	
Bag Drop	\$250
<i>Your literature or giveaways included in attendee registration tote bags</i>	

PROGRAM BOOKLET ADVERTISEMENTS

Full Page	\$275
Half Page	\$175
Quarter Page	\$145

EXHIBITORS

EXHIBIT SCHEDULE

Wednesday, October 28, 2020

10:00 am - 5:30 pm | Exhibits Open

10:00 - 10:45 am | Exhibits Grand Opening

No-Conflict Time:

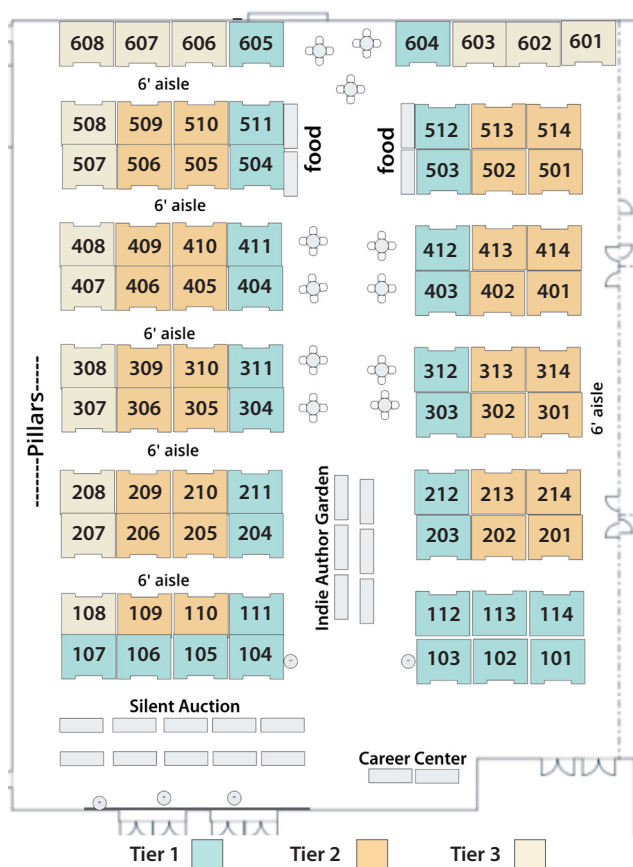
To be scheduled AM and PM

Thursday, October 29, 2020

10:00 am - 5:30 pm | Exhibits Open

No-Conflict Time:

To be scheduled AM and PM



BOOTH FEE & MORE

Early Bird Deadline: June 4, 2020

Tier 1

\$775 if reserved by June 4, 2020

\$875 if reserved after June 4, 2020

Additional booths - \$475 each

Tier 2

\$750 if reserved by June 4, 2020

\$850 if reserved after June 4, 2020

Additional booths - \$450 each

Tier 3

\$675 if reserved by June 4, 2020

\$775 if reserved after June 4, 2020

Additional booths - \$400 each

Non-profit Organizations

Contact WLA Office for information regarding non-profit booth rates:

wla@wisconsinlibraries.org

Booth Fee Includes:

- 8' x 10' commercial booth
- 8' skirted table
- 2 padded chairs
- Back and side pipe and drape
- Booth ID sign

**Costs of electrical service, Internet, and other additional services/items are not covered by this contract*

On-Site Security

Security on-site is provided by KI Convention Center.

Assignment

Booths will be assigned on a first come, first served basis.

Cancellation Information

No refunds will be issued after August 1, 2020; cancellations on or before August 1, 2020 are subject to a \$100 cancellation fee.

QUESTIONS

Contact: Wisconsin Library Association

608-245-3640 or wla@wisconsinlibraries.org

Exhibitor Online Registration:

wla.wisconsinlibraries.org

Register online for the WLA 2020 Annual Conference- KI Convention Center and Hyatt Regency Green Bay

ADVERTISEMENTS

PROGRAM BOOKLET ADS

The best advertising vehicle to reach Wisconsin librarians is in the 2020 WLA Annual Conference Program Booklet. The Program Booklet is circulated to all conference attendees and posted on our website giving your organization the attention of hundreds of library professionals and a direct link to those with purchasing power.

OPTIONS	DIMENSIONS <i>(approx)</i>	RATES
Full Page	7.5" x 9.75"	\$275
Half Page	7.5" x 4.75"	\$175
Quarter Page	3.5" x 4.75"	\$145
Business Card Size	3.5" x 2"	\$100

Artwork Requirements

Full color or grayscale artwork accepted

High resolution: minimum of 600 ppi

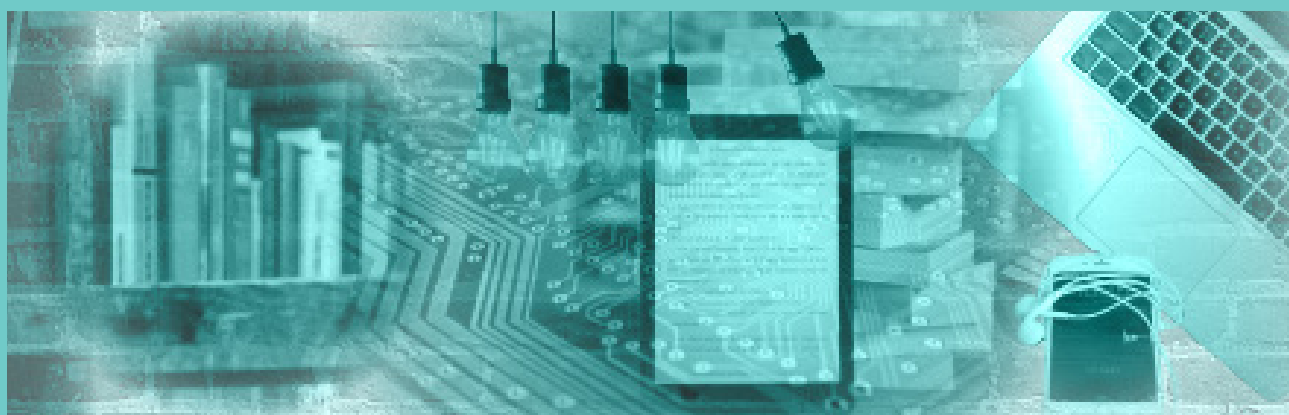
Accepted formats: jpeg | tiff | gif | pdf

Send artwork to wla@wisconsinlibraries.org

Deadline: August 1, 2020

WLA 2020 Conference Exhibitors receive a 10% discount on advertisement rates.

Complete the online form at wla.wisconsinlibraries.org to reserve your ad space.



Thank you for your contribution to the 2020 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 2020 WLA Conference Committee