



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 Sausser at sausser@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

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.



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



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 food, 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

NEW FOR 2022!

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.)



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!](#)

(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.)



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

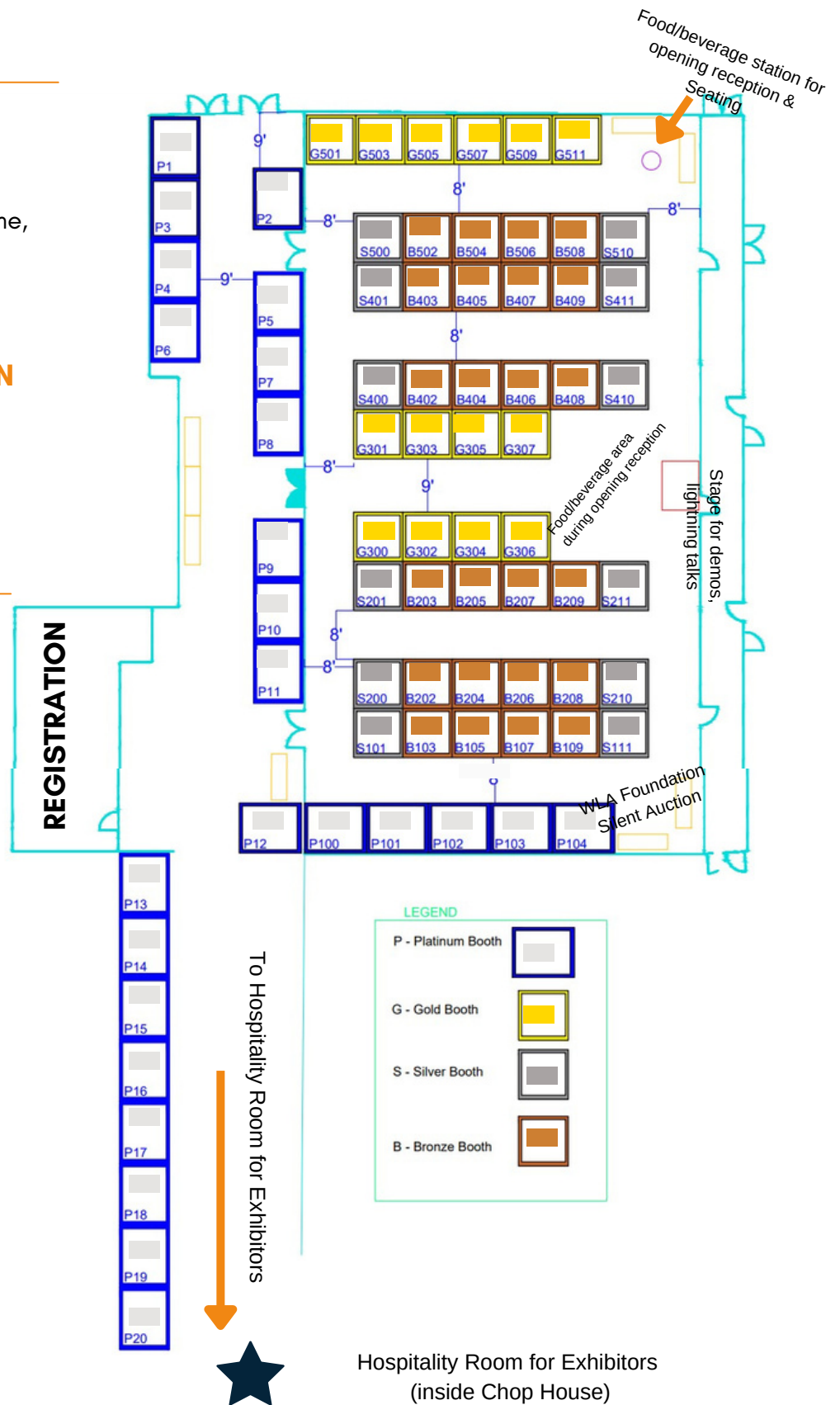
Register online for the WLA 2022 Annual Conference using this link:

[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

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

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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	Sponsored by the WLA Foundation
Attendee Breakfast (Wednesday & Thursday)	\$7,000 per breakfast (multiple co-sponsors welcome)
Conference Technology	\$5,000
Wednesday Youth Services Section Luncheon Speaker (TBA)	\$3,000
Thursday Opening Session (TBA)	\$3,000
Thursday Luncheon Speaker (TBA)	\$3,000
Friday Opening Session (TBA)	\$3,000
Awards & Honors Reception	\$3,000
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
Indie Author Garden (Author Book Signings in the Exhibit Hall)	\$500
Printed Conference At-A-Glance (Your name and logo included)	\$500
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.