



ALL IN:
Include and Innovate



2024 WISCONSIN LIBRARY ASSOCIATION ANNUAL CONFERENCE

November 5-8

Hyatt Regency/KI Center
Green Bay, WI



"The Pursuit of Excellence"



WISCONSIN LIBRARY ASSOCIATION



WISCONSIN LIBRARY ASSOCIATION ANNUAL CONFERENCE

November 5-8, 2024

Hyatt Regency/KI Center Green Bay, WI

We hope you'll join us for the 2024 Wisconsin Library Association (WLA) Annual Conference at the iconic Hyatt Regency KI Convention Center in Green Bay, Wisconsin, November 5 - 8, 2024.

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, "All In - Include and Innovate" celebrates the strength, unity, and diversity of library workers and their communities.

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 2024 WLA Annual Conference a huge success!

WHO ATTENDS THE WLA CONFERENCE?

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

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

PAST CONFERENCE LOCATIONS

- Hilton Milwaukee Center, Milwaukee
- Frontier Airlines Center, 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
- La Crosse Center, La Crosse

ORGANIZATIONS REPRESENTED AT PAST WLA CONFERENCES

- 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
- Libraries First
- 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
- Teaching Books
- 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 Tech Search
- 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
- Library Reads
- 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
- SirsiDynix
- St. Catherine University - Online MLISDegree
- 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
- Wisconsin Scholastic Library Publishing

General Schedule at Glance

Times are subject to change

Tuesday, November 5

Noon - 4:00 pm	WLA Business Meetings/Exhibitor Registration & Set Up
3:30 pm	Pre Expo meeting with Exhibitors and WLA Staff
4:30 pm	Meet and Greet the Attendees Before Departing for the Opening Reception
6:00 pm - 8:00 pm	Opening Reception at Lambeau Field

Wednesday, November 6

7:30 am -5:30 pm	Exhibit Hall Hours
9:00 am - 4:30 pm	Conference Sessions
7:00 pm - 9:00 pm	Foundation Reception and Fundraiser

Thursday, November 7

7:30 am - 4:00 pm	Exhibit Hall Hours
2:30 pm - 3:45 pm	Closing Showcase
4:00 pm - 8:00 pm	Tear Down
8:45 am - 5:00 pm	Conference Sessions

Friday, November 8

8:30 am - Noon	Conference Sessions
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VENUE & HOTEL

**Hyatt Regency
KI Convention Center
333 Main Street
Green Bay WI 54301
(920) 432 - 1234
www.hyatt.com/hyatt-regency/en-US/grbrg-hyatt-regency-green-bay**

Call to reserve your room by October 14, 2024.

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 one bedroom king suite or a one bedroom suite with two double beds 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.

Wednesday Opening Session Keynote Speaker



Dave Delaney, CEO, Futureforth.com

Dave Delaney, author of several published books and veteran podcaster, shares his often hilarious story of being diagnosed with ADHD at 50 years old and how the diagnosis inspired his new book, *The Root Down*. Regardless of whether you are 'neurotypical' or one of the many late-diagnosed adults with ADHD (or Wise Squirrels affectionately named by Dave), your life will be improved with his insight. Dave's work is based on his innovative framework "The Nice Method," that was developed on the principles of compassion, empathy and inclusivity, serving groups such as Google, Fed Ex, LinkedIn and UPS.

Wednesday YSS Luncheon Keynote



Joanne Robertson, Author/Illustrator

Joanne Robertson is Anishinaabe kwe, bald eagle clan, and a member of Atikameksheng Anishnawbek. She was adopted as a baby, by her French/German/Canadian parents and raised on a farm in Southern Ontario and was reunited with her Anishinaabe family in her twenties. She is currently working on two new books.

Thursday Morning Keynote



Dr. Brandy McNeil

Meet Dr. Brandy McNeil, the newly elected President of the Public Library Association and a visionary leader and an amazing innovator who has changed the game of adult education programs in New York City. As the Deputy Director of Branch Programs and Services at the New York Public Library, she has transformed how communities access technology, knowledge, and opportunity.

Thursday Luncheon Keynote



Amy Pease

Amy Pease is an alum of the University of Wisconsin and the Madison Writer's Studio. Amy works as a nurse practitioner, where she is nationally recognized as an HIV specialist. She lives in Wisconsin with her husband and two children. *Northwoods* is her first novel.

Friday Luncheon Keynote



Dr. Alonzo Kelly

A dynamic personal and professional development coach, professor, three time best selling author and radio host, Dr. Alonzo Kelly has gained international and global attention as a premier consultant and strategist. He has appeared on America's Premier Experts which airs on major networks across the country including ABC, NBC, CBS, and FOX.

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

BOOTH FEES & MORE (Early Bird Deadline: September 1, 2024)

Meal plans and the Prestigious Lambeau Field Opening Reception is included for all of the following registered exhibitor levels.

PLATINUM

THE FIRST TEN PLATINUM EXHIBITORS TO REGISTER WILL BE PROVIDED WITH THEIR OWN "PREMIUM EXPOSURE TABLE" AT THE LAMBEAU FIELD HALL OF FAME OPENING RECEPTION. THIS IS A RARE OPPORTUNITY, IN AN ICONIC SETTING, TO NETWORK WITH CLIENTS AND SHOWCASE YOUR BROCHURES, BUSINESS CARDS AND/OR SMALL GIVEAWAYS.

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!

- \$1500 if reserved by September 1, 2024 - \$1700 if reserved after September 1
- 50% off pricing for each additional booth space! - \$750 if reserved by September 1 - \$850 after September 1

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!

- \$1300 if reserved by September 1, 2024 - \$1500 if reserved after September 1
- 50% off pricing for each additional booth space! - \$650 if reserved by September 1 - \$750 after September 1

SILVER

Silver Exhibit space provides hard to miss 8 X 8 booths with exceptional exposure to attendees.

- A Virtual Exhibit Booth through the interactive Whova app can be purchased for \$100!
- \$1100 if reserved by September 1, 2024 - \$1300 if reserved after September 1
- 50% off pricing for each additional booth space! - \$550 if reserved by September 1 - \$650 after September 1

BRONZE

Bronze exhibit space is a wonderful value with 8 X 8 booths in desirable locations.

- A Virtual Exhibit Booth through the interactive Whova app may be purchased for \$100!
- \$1000 if reserved by September 1, 2024 - \$1200 if reserved after September 1
- 50% off pricing for each additional booth space! - \$550 if reserved by September 1 - \$650 after September 1

BE SURE TO CHECK OUR SPONSORSHIP PAGE FOR INFORMATION ON INCREDIBLE OPPORTUNITIES TO ENGAGE WITH YOUR CUSTOMERS AT THE LAMBEAU FIELD OPENING RECEPTION.

Nonprofit Organizations: Bronze level exhibit booths are available to nonprofit organizations for \$700.

Contact event@wisconsinlibraries.org for information.

BOOTH BREAKDOWN

Booth pricing is based on one exhibitor per booth. Add a second exhibitor in your booth for \$250. 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. *Tickets do not include a meal plan.*

8' X 8' TABLETOP OR 8' X 10' BOOTHS INCLUDE

- Skirted table
- Pipe and draped 8' foot back wall and 3' foot side wall
- Booth ID sign
- Carpeted exhibit hall
- Access to exhibitor hospitality space with free refreshments
- Two padded chairs, wastebasket
- Attendee badge scanning capabilities onsite
- Plus the full list of exhibitor benefits on page 8!

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 Green Bay Exposition Services (our contracted provider).

BOOTH ASSIGNMENT POLICY

Booths will be assigned on a first come, first served basis. Early bird deadline is September 1, 2024.

CANCELLATION INFORMATION

No refunds will be issued after September 15, 2024. Refunds will be provided for cancellations through September 14 and are subject to a \$100 cancellation fee.

ONSITE SECURITY

Security on-site is not responsible for valuables left unattended.

EXHIBITOR ONLINE REGISTRATION

Register as a Conference Attendee online for the WLA 2024 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.)

Conference Attendee registration is required to attend morning keynotes and breakout sessions.

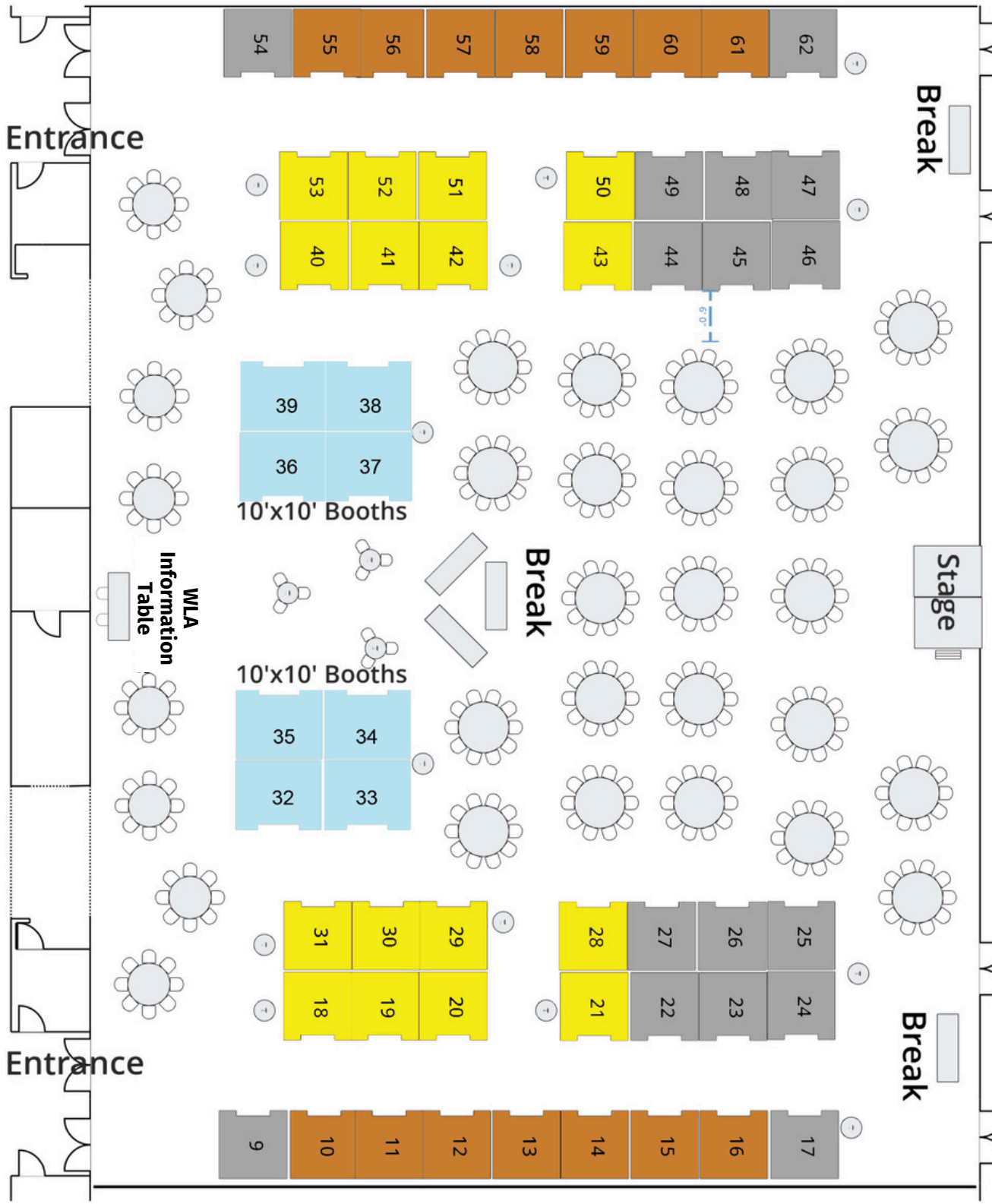
QUESTIONS

Contact event@wisconsinlibraries.org.

MAP OF CONVENTION CENTER SPACE

- Platinum
- Gold
- Silver
- Bronze

- 8
 - 7
 - 6
 - 5
 - 4
 - 3
 - 2
 - 1
- 10'x10' Booths**



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 at the following times:

Tuesday: Noon – 4:00 pm

Wednesday: 7:30 am – 3:30 pm

Thursday: 7:30 am – 2:30 pm

FOOD AND BEVERAGE PACKAGE INCLUDED FOR ALL REGISTERED EXHIBITORS*

**Food package is not included with floor passes*

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

- **Tuesday:** Premier Opening Reception Lambeau Field Hall of Fame (Stadium Fare Food Offerings Included)
- **Wednesday:** Breakfast; Afternoon Refreshment Break; Lunch
- **Thursday:** Breakfast; Afternoon Refreshment Break; Lunch (with Keynote Speaker)

Note: ON Wednesday, you will be required to remain in your booth while lunch is served. Exhibitor lunch will be served at 1 PM or when attendees return to their sessions.

We are pleased to offer you the opportunity to relax and enjoy our luncheon keynote speaker. The cost for this is also included in your registration.

Don't miss the opportunity to invite attendees to join you for lunch.

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 a product demonstration. Sign up on the registration form and we will assign you a time.

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 30, 2024.

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.

[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.)

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

ALL-CONFERENCE CHAMPION Contribution of \$10,000 - 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 digital program book - two complimentary full conference registration passes - reserved seating at the Thursday morning keynote session
- Opportunity for a representative to provide welcome comments at the Thursday luncheon
- Invite your clients to join you at your front row reserved table for the Thursday luncheon and keynote speaker
- Prominent logo placement on all conference promotional materials and signage Your logo prominently displayed (with link to your company's website) on the WLA 2024 conference website, conference app, and conference email blasts

OPENING PARTY HOST Contribution of \$5,000 - 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 Thursday luncheon reception
- Invite your clients to join you at your front row reserved table for the Thursday luncheon and keynote speaker
- Prominent logo placement on all conference promotional materials and signage
- Your logo prominently displayed (with link to your company's website) on the WLA 2024 conference website, conference app, and conference email blasts

ADVOCATE - Contribution of \$3,000 - 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 sponsorship
- 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 sponsorship
- 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 sponsorship

[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.)

SPONSORSHIP INFORMATION, 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 and related benefits (see page 9 - additional benefits are listed below). These opportunities will go fast, so don't wait to gain maximum exposure!

Exclusive All-Conference Sponsor	\$10,000
Opening Party Host (Opening Reception at Lambeau Field)	\$5,000
Ice Cream Social (at Lambeau Field Opening Reception)	\$3,000
Nicolet Bottled Water & Soda Station (at Lambeau Field Opening Reception)	\$1250
Special Event Transportation (opening reception) - Provide bus transportation for the Opening Reception at Lambeau Field.	\$1000
Wednesday Opening Keynote: Dave Delaney <i>Sponsored by the WLA Foundation</i>	N/A
Wednesday Youth Services Section Luncheon Speaker: Author Joanne Robertson - <i>Sponsor benefits also include podium recognition and reserved seating.</i>	\$2,500
Thursday Keynote Session: Dr. Brandy McNeil - <i>Sponsor benefits also include podium recognition and reserved seating.</i>	\$2,000
Thursday Luncheon Speaker: Author Amy Pease - <i>Sponsor benefits also include podium recognition and reserved seating.</i>	\$2,000
Friday Luncheon Speaker: Dr. Alonzo Kelly - <i>Sponsor benefits also include podium recognition and reserved seating.</i>	\$2,000
The Advocate - Complimentary Bronze Booth, Recognition on WLA website with logo and link to your website. Onsite signage recognition. Sponsorship promotion in all conference materials, two full conference registrations.	\$3,000
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
Supporter - Recognition on WLA website with logo and link to your website, onsite signage recognition in addition to all materials that promote your sponsorship. One Complimentary Full Conference registration pass.	\$2,500
Friend - Recognition on the WLA website with your logo and link to your company's website. Recognition in all materials that promote your sponsorship.	\$1,000
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!](#)

(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.)

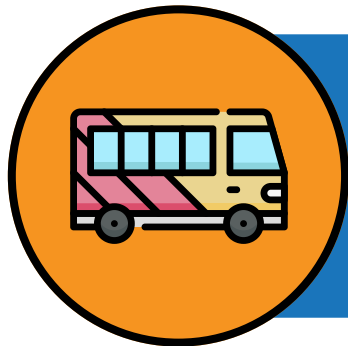
Green Bay Packers Hall of Fame



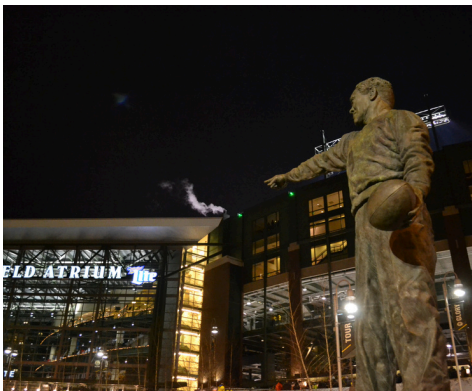
HOST AN OLD FASHIONED ICE CREAM SOCIAL alongside a Lambeau Culinary Team Member with a Tundra Ice Cream Bar. What a great way to interact with the attendees!
\$3000



SECURE YOUR SPOT as the host of a Nicolet Bottled Water and Soda Station. Hand Out Business Cards with the Bottled Beverages. Everyone will visit you to hydrate!
\$1250



SPONSOR TRANSPORTATION to and from the host property to Lambeau Field. Greet customers at the door of the bus and join them onboard. Be sure to hand out your business cards! **\$1000**



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

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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. Deadline: October 15, 2024

VIRTUAL ADVERTISEMENTS IN CONFERENCE APP

Logo on home screen of conference app (limited to 15 organizations)	\$100
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[CLICK HERE TO REGISTER FOR AN EXHIBIT BOOTH, SPONSORSHIP, OR AD ONLINE!](#)

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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.



WISCONSIN LIBRARY ASSOCIATION