Exhibitor and Sponsor Information

2023 MLA Annual Conference

Updated December 6, 2022

Conference profile

The Massachusetts Library Association's annual conference features a robust variety of programming and learning opportunities for library leaders and decision makers across the Commonwealth.

The conference typically attracts approximately 500 librarians and paralibraians from public, academic, school and special libraries.

For exhibitors, the conference offers such traffic boosters as:

- Refreshment breaks and boxed lunches served in the exhibit hall
- Nearly three hours of exclusive time over the two show dates
- Raffle tables positioned in the exhibit hall
- Opportunity to participate in the evening events

For sponsors, the conference offers a variety of sponsorship opportunities for nearly every giving level.

- MLA is a registered 501(c)3 and your sponsorship is tax-deductible
- Depending on the level, opportunity to introduce a session or participate in evening events

Exhibitor overview

Type	Booth (inside hall)	Table (inside hall)
Opportunity	8'x10'	6'ft table
Includes	• 8' High Back Wall Drape • 3' High Side Rail Drape • One (1) 8' x 30" wide skirted table • Two (2) folding chairs • One (1) 7" x 44" ID sign • One (1) wastebasket with liner • Boxed lunch for (1) staff	• 3' High Back Wall Drape • One (1) 6' x 24" wide skirted table • Two (2) folding chairs • One (1) 7" x 44" ID sign • One (1) Wastebasket with liner • Boxed lunch for (1) staff
# available	15	24
Cost	$1015.00	$575.00

Item
Exhibit hall floor plan
Hotel floor plan
Resort map

Exhibit show schedule + deadlines

Show schedule

Function	Day/Time
Exhibitor move-in	May 7, 3:00 – 8:00pm May 8, 7:00 – 9:00am
Show hours	May 8, 10:00am – 5:00pm May 9, 8:30am – 3:30pm
Exhibitor move-out	May 9, 3:30pm

*Show hours are subject to subtle time changes as the agenda is still in development.

Key deadlines for exhibitors + sponsors

Deadline	Item due
April 21	All invoice payments received to be featured in printed materials
Mid-April or sooner	• Exhibitor packets will be sent via email to registered/fully paid exhibitors • Booth numbers assigned
May 14	Make sure all staff are accurately registered and order additional meals if desired

Sponsorship overview

Type	Silver	Gold	Platinum
Opportunity	Advertising package	Program (breakout) sponsor	Keynote session, evening events
# available	Unlimited	28-32	5-7
Cost	$500	$700	$1250

Platinum Sponsor

Offer	Description
General session + evening events	Sponsor one of keynote sessions or evening events
# available	5-7
Benefits	• Access to opted-in pre-show registration list and post-show Access to opted-in pre-show registration list and post-show attendee list, one-time use • Opportunity for a 5-min. introduction to session (must be in person or pre-recorded – no Zoom integration) • Company logo in Spring 2023 MLA Newsletter • Announcement on MLA social media accounts • Company logo on pre-show teaser mailing (email, possibly print) • Company logo + link on first page of conference website listed as • part of sponsor announcement • Company logo + link on sponsorship page of MLA website • Recognition throughout meeting including general sessions • One (1) complimentary banner ad on conference website • Two (2) complimentary evening event tickets for Mon night or if Trivia sponsor, you're welcome to participate/host a team • Recognition at exhibit booth as a 'sponsor' • One (1) full page ad in program booklet • 25% off exhibitor booth, if applicable
Cost	$1250.00

Gold Sponsor

Offer	Description
Session	Program sponsor
# available	28-32
Benefits	• Access to opted-in pre-show registration list and post-show attendee list, one-time use • Announcement that session is sponsored by company • Company logo in Spring 2023 MLA Newsletter • Announcement on MLA social media accounts • Company logo on pre-show teaser mailing (email, possibly print) • Company logo + link on first page of conference website listed as • part of sponsor announcement • Company logo + link on sponsorship page of MLA website • Recognition throughout meeting including general sessions • One (1) complimentary banner ad on conference website • Recognition at exhibit booth as a 'sponsor', if applicable • One (1) half page ad in program booklet
Cost	$700

Silver Sponsor

Offer	Description
Silver sponsor	Advertising package
# available	Unlimited
Benefits	• Access to opted-in pre-show registration list and post-show attendee list, one-time use • Announcement on MLA social media accounts • Company logo + link on sponsorship page of MLA website • Recognition throughout meeting including general sessions • One (1) complimentary banner ad on conference website • Recognition at exhibit booth as a 'sponsor', if applicable • One (1) quarter page ad in program booklet
Cost	$500

Ad sales overview

Type	Full page	Half page	Quarter page	Promo item	Banner ad
Opportunity	Full page ad in program booklet	Half-page ad in program booklet	Quarter-page ad in program booklet	Promo item to put in conference bag	Rotating ad + link on conference website
# available	4	8	12	5	10
Cost	$250	$185	$135.00	$125.00	$100.00

Sponsorship + ads deadlines + formats

Key deadlines for sponsors

Deadline	Deliverable
ASAP	• Send company logo and link to company website • Banner ad due (we can put that up as soon as we receive payment)
March 17	Deadline for Spring Newsletter (Silver, Gold, Platinum)
April 14	All invoice payments received to be featured in printed materials
April 14	Print ads due (conference program)
April 28 (no earlier than)	Promo item received by Conference Director (500 units please). Please send tracking and expected delivery date information once shipped. Contact Kristen for shipping info.

Graphic material formats

Asset type	Format and specs
Logo	Need in both JPG **and** PNG, no larger than 200px x 200px; high resolution (300 dpi minimum)
Banner ads for website	JPG, 1170 px wide x 140 px wide with at least a 15px clear margin all around; please keep your design simple
Print ads for conference program	¼ page ad : 3.6" wide x 4.6" high - JPG or PDF (hi res for either) ½ page ad: 7.5" wide x 4.6" high – JPG or PDF (hi res for either) Full page ad: 8.5" wide x 11" high – PDF only (hi res) If submitting as PDF, include cropmarks and bleed

Appendix I: Banner ad for conference website

Graphics to be provided by sponsor. For specs, see page 10.

^Above graphic is for illustrative purposes only