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

HOTEL

Hyatt Regency Green Bay
333 Main Street
Green Bay, WI 54301
(920) 432-1234
wisconsin/hyatt-regency-green-bay/
grbg
$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.
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

2020 WLA Conference expects to host approximately 800 attendees!

TYPES OF ORGANIZATIONS IN ATTENDANCE

Public Libraries
Academic Libraries
Specialty Libraries

Wisconsin State Library Systems
Wisconsin Library Services (WiLS)
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

• 608-245-3640 | wla.wisconsinlibraries.org | wla@wisconsinlibraries.org •
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

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

More about Sarah Vowell: barclayagency.com/speakers/sarah-vowell/

STEPHAN FRANCK  Animator | Writer | Director | Comic Book Creator

More about Stephan Franck: stephanfranck.com

NIGEL POOR  Artist | Photographer | Ear Hustle Podcast Producer

More about Nigel Poor and Ear Hustle: nigelpoor.com | earhustlesq.com

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.
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

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Sponsorship Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive All Conference Sponsor</td>
<td>$15,000</td>
</tr>
<tr>
<td>Wednesday Opening Session: A Conversation with Sarah Vowell</td>
<td>$15,000</td>
</tr>
<tr>
<td>Wednesday YSS Luncheon Speaker</td>
<td>$3,000</td>
</tr>
<tr>
<td>Thursday Opening Session: Graphic Novelist &amp; Animator Stephan Franck</td>
<td>$3,000</td>
</tr>
<tr>
<td>Thursday WLTF Luncheon Speaker</td>
<td>$3,000</td>
</tr>
<tr>
<td>Friday Opening Session: Producer &amp; Host of Ear Hustle Podcast: Nigel Poor</td>
<td>$3,000</td>
</tr>
<tr>
<td>Awards and Honors Reception</td>
<td>$4,000</td>
</tr>
<tr>
<td>Opening Conference Reception, Tuesday Evening</td>
<td>$4,000</td>
</tr>
<tr>
<td>Career Center - Located in Exhibit Hall</td>
<td>$1,100</td>
</tr>
<tr>
<td>Wednesday Coffee / Beverage Snack Station</td>
<td>$1,500</td>
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<tr>
<td>Thursday Coffee / Beverage Snack Station</td>
<td>$1,500</td>
</tr>
<tr>
<td>Friday Coffee / Beverage Snack Station</td>
<td>$1,500</td>
</tr>
<tr>
<td>Special Event: Tour of Lambeau Field</td>
<td>$3,000</td>
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<tr>
<td>Special Event: Yoga &amp; Mimosas</td>
<td>$1,500</td>
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</tbody>
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### BRAND VISIBILITY

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

### PROGRAM BOOKLET ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Sponsorship Cost</th>
</tr>
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<tbody>
<tr>
<td>Full Page</td>
<td>$275</td>
</tr>
<tr>
<td>Half Page</td>
<td>$175</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$145</td>
</tr>
</tbody>
</table>
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:
[www.wla@wisconsinlibraries.org](http://www.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](mailto:wla@wisconsinlibraries.org)

Exhibitor Online Registration:
[wla.wisconsinlibraries.org](http://wla.wisconsinlibraries.org)
Register online for the WLA 2020 Annual Conference-KI Convention Center and Hyatt Regency Green Bay
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.

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>DIMENSIONS (approx)</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.5” x 9.75”</td>
<td>$275</td>
</tr>
<tr>
<td>Half Page</td>
<td>7.5” x 4.75”</td>
<td>$175</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.5” x 4.75”</td>
<td>$145</td>
</tr>
<tr>
<td>Business Card Size</td>
<td>3.5” x 2”</td>
<td>$100</td>
</tr>
</tbody>
</table>

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