

## **SLA Annual Conference & INFO-EXPO 2010** **New Orleans, DATE**

As SLA enters the "Southern and Soulful City" of New Orleans to hold its 2010 Annual Conference & INFO-EXPO at the Ernest N. Morial Convention Center we do not want our vendor community to miss out. We want to give our vendors the exposure that they need to stand out in 2010. Sponsoring many of our significant events and activities at conference will surely give you access to key decision makers in the information industry. Please be sure to visit [www.sla.org/sponsorships](http://www.sla.org/sponsorships) for more details on sponsorships and to see the additional opportunities available to you, our partner, to advance the profession into the next century.

For more information on sponsorship opportunities please contact Stacey Bowers at 703-647-4942 or at [Sbowers@sla.org](mailto:Sbowers@sla.org)

### **SLA Annual Conference Sponsorship Opportunities**

#### **SLA Major Conference Partner Investments: \$100,000 +**

This is our most elite and highest level of support which will show your dedication and commitment to SLA members by becoming a Major Conference Partner. Major Partners receive the highest visibility possible and gain major exposure. To qualify for this opportunity, Major Partners must pay the sponsorship fee of \$27,000, sponsor 5 or more SLA conference events or programs and participate in the President's Circle (see below). Total commitment must exceed \$100,000.

#### **President's Circle**

#### **Contribution: \$10,000**

Your company can gain major recognition and prestige among SLA members through this relationship building and tax deductible opportunity. Gain additional recognition and fame amongst SLA members by supporting SLA's Annual Campaign. Your Annual Campaign contribution is tax deductible and will allow you to receive many sponsor benefits including:

- Recognition at the SLA Awards Reception, in Information Outlook, signage at conference displayed on the big screen, a press release and more;
- 4 tickets to the Awards Reception
- Priority booth space at the next SLA Annual Conference

#### **Conference Webpage 60 Second Video**

#### **Contribution: \$10,000**

Your company can demonstrate their product or a 60 second commercial on SLA's conference webpage for 2010. The video will be displayed on our conference webpage from January to June 2010. This will give you great exposure due to the high traffic our conference webpage receives during the months, specifically leading up to the event. The logistics behind the video would be as such: Sponsor would have to host the video on their servers and deliver the html code to SLA. SLA would then be able to copy the html code and enter it into our webpage. We would want the video to be specifically engineered towards the SLA membership and approval of the video will have that in mind. This video would also play at our Annual Conference on a 360 degree theater!

### **Food and Beverage Events**

#### **SLA Awards and Leadership Reception**

#### **Investment: \$15,000**

The Award Reception is SLA's most prestigious event. This is a GREAT opportunity to network with the opinion leaders, decision makers, and SLA members to celebrate the success of SLA's biggest and brightest stars. This is an opportunity for you to recognize the SLA community in a big way. All SLA members are invited. This year we are having an event at the **TBD!** Bring an extra item with your company logo on it to give to our members so they won't forget your support!

**Lunch Reception in Exhibit Hall****Investment: \$10,000**

The lunch reception is available to all exhibit hall attendees and is highly attended. It provides a great marketing opportunity allowing the sponsor to get involved by greeting the attendees at this event. Your company name and company logo will be placed throughout the lunch area. You can also place your company literature throughout the luncheon area.

**Coffee Breaks in Exhibit Hall****Investment: \$6,000**

Includes signs on refreshment tables in the INFO-EXPO, signage at your booth and at the registration center as well as a house ad in the final conference program. Sponsor would have the option to place advertising materials on refreshment tables and provide coffee cups with corporate logo.

**Refreshment Breaks in Exhibit Hall****Investment: \$12,000**

Throughout the conference activities, all attendees look forward to the refreshment breaks to either network with other members or simply refuel! Take this opportunity to illustrate your devotion to SLA by sponsoring an afternoon food break. Munchies will typically be from the region the conference is being held and are served in the afternoon of each conference day. Food carts with your name and company logo are placed throughout the exhibit hall.

**First Time Attendee Reception****Investment: \$8,000**

As more than 1,100 first time attendees participate in the S<sup>LA</sup> conference and come to meet with SLA Fellows and present leaders of SLA, be the first to welcome them to the SLA conference by sponsoring the First Time Attendees Reception. This is a great networking event for our newer members and a great opportunity to establish a relationship early on in their IP careers. This reception is designed to provide a brief orientation to the conference and to SLA; it's a great networking opportunity.

**Student Alumni & Student Connect****Investment: \$3,500**

Join Library Schools from across the country at this reception where a reunion between current students and alumni. Welcome the well over 500 attendees and be sure that those that are just starting in the information field as well as those with major purchasing power, understand your presence in the market. Participating schools as of 2009 included: The Catholic University of America, Dominican University, Drexel University, Indiana University, Long Island University, Louisiana State University, Simmons College, University of Illinois, University of Michigan, UNC at Chapel Hill, University of Washington, Wayne State University.

**Water Stations in the Meeting Rooms****Investment: \$8,000**

These highly visible stations placed throughout the meeting rooms will help quench our attendees thirst while entering in and out of the sessions. With approximately two per hallway, this sponsorship would give a daily reminder of your commitment. Couple this with a water bottle sponsorship to obtain maximum brand exposure and drive traffic to your booth.

**Ice Cream Bar Break in Exhibit Hall****Investment: \$12,000**

As the sponsor of the ice cream bar break you get to contribute and participate in a fun social event for SLA members to attend in the exhibit hall. Refrigerated ice cream bar carts will be strategically placed throughout the hall. We will also place at least one cart in and around your booth. All carts will display your company name and logo. The carts will be self serve and contain several ice cream bar selections.

**Closing Reception****Investment: \$15,000**

The Closing Reception was held for the first time in 2008 and has proven to be very successful. This takes place outside the exhibit hall and drinks and entertainment are provided. Sponsoring this event would allow you to mingle with all the SLA members that make our conference such a success. With the music from the entertaining band and the great food and drink, this is sure to be a great closing event. Choose an executive to greet the crowd and discuss the success of the conference and how you, as a sponsor, helped create that success!

**Attendee Services Sponsorships****Registration Area (Exclusive)****Investment: \$10,000**

As the sponsor of SLA's registration area you are woven into the fabric of the conference. This opportunity offers high visibility and a strong presence amongst SLA members not only in the registration

area but also through all promotions of our registration process beginning with our online registration notification emails!

**Mini-Maps (Exclusive)**

**Investment: \$15,000+**

These are credit card sized Mini-Maps of New Orleans that each attendee will receive to help guide them around the city. This map would that would open to reveal a fold-out map on one side and your advertisement on the other. By combining your brand with the maps & format, you can be sure that your message will be read often and retained by each attendee at conference. This sponsorship will also give you added exposure on the SLA 2010 Annual Conference & INFO-EXPO website as the map will be shown as a link on this page.

**Cyber Connection (Exclusive)**

**Investment: \$15,000**

Provide a very valuable service for attendees to check emails. Great exposure! Option to place company premium items on tables in Cyber Connection area and give-aways of displaying your company name, logo and booth number!

**Info Expo Guide**

**Investment: \$12,000**

Tremendous exposure! Attendees use the guide each day of the conference to locate vendors and to find out about all the exciting things happening in the Info Expo hall.

**Lanyards (Exclusive)**

**Investment: \$10,000+**

Use your marketing dollars wisely and get great brand exposure at SLA's. This is your opportunity to have your company be recognized throughout the crowd of this highly attended event. As a sponsor of the lanyards, the sponsor may have their company name and logo printed on the lanyard worn by over 5,000 expected attendees. This sponsorship opportunity is limited to one qualified applicant and is reserved on a first-come, first-served basis. Place your company name, logo or booth number on the lanyard and you will be assured to leave a lasting impression on the audience.

**Hotel Key Cards (Exclusive)**

**Investment: \$10,000**

Build brand awareness with Hotel Key Cards as these are used by conference attendees at the surrounding hotels to access their rooms. The card can display your logo and booth number and remind them to stop and see your booth Great exposure!

**Pocket Program Guide (Exclusive)**

**Investment: \$12,000**

Sponsor this miniature version of SLA's Conference Program Guide which gives time, places and details on each event at conference. You will receive a free advertisement within the program on top placement. Display your company name and logo on this item which will be referenced all through the conference and held by every attendee for sure!

**On-line Conference Planner (Exclusive)**

**Investment: \$ 8,000**

Your corporate logo will appear on every page of the SLA's Conference Program Planner with link to your website. You will also have the opportunity to place a banner ad on these pages as well. This is one of SLA's most popular web pages during conference time!

**Conference Information Booth (Exclusive)**

**Investment: \$3,500**

SLA's Information Center is by far one of the most important and busiest areas at SLA's Conference. The Information Center is managed by knowledgeable SLA staff. The staff provides attendees with information on courses, meeting rooms, SLA tours, events, activities, etc.

**Wireless Lounge in the Convention**

**Investment: \$15,000**

Be the first to welcome attendees virtually by sponsoring the Wireless Access at the convention center during our 2010 Conference. This sponsorship would give wireless access throughout certain areas of the building. Show everyone that YOUR support allowed this to happen! You can display a message to each attendee that uses the wireless access to illustrate that your company (with your logo) is the sponsor of this great attendee service.

**City Bus Tour (Exclusive)**

**Investment: \$4,000+**

Gain great exposure by sponsoring the fabulous New Orleans city bus tour. Your name and logo will be included in all City Bus Tour promotional material. Your company will also receive 15 guaranteed seats on the bus and you will have the opportunity to welcome members and distribute literature.

**SLA MarketPlace**

**Investment: \$15,000**

Tremendous exposure! The SLA Market Place is considered one of the highest visibility sponsorships offered at SLA, located in the center of the exhibit hall. The Marketplace provides information on all SLA

programs, events, publications and developments. It's also the place where attendees go to purchase SLA products and trendy premium items. Sponsor benefits would include your company's name and logo placed on the Market Place, the opportunity to provide buttons for Market Place staff to wear and the opportunity to sell 1 publication in Market Place.

### Meetings & Sessions

#### **Leadership Development Institute (Exclusive) Investment: \$8,000**

This is a great opportunity for you to host SLA leaders. Approximately 350 individuals of elected and appointed leadership of SLA's divisions, chapters and committees, along with the SLA Board of Directors, gather for training in leadership roles within SLA. We can include your company name and logo on the programs handed out to each participant as well as throughout the room; Sponsor can designate a corporate executive to meet and greet leaders from the podium.

#### **SLA Career Center Investment: \$3,500**

As our economy charts unknown waters, all professionals in the workplace are looking to discuss improvements to resume and their self-promotion. This is an incredible marketing opportunity since the traffic is high. By sponsoring the Career Center, you will have the opportunity to distribute literature, promote your company's job openings and conduct onsite interviews. We will also place your company logo, link and job posting on the SLA Career Web page up to 8 weeks pre and post conference if applicable.

#### **Division Welcome Banners Investment \$5,000**

Roll out the red carpet for your target market by sponsoring a welcome banner for an SLA division. The banner will welcome the division and display your company logo and booth#. The banner will be hung or displayed in the registration area.

#### **Division and Cabinet Meetings**

These meetings offer your company a great opportunity to shine among SLA leadership and position your company as a partner and leader in the industry.

<b>Division Cabinet Meeting (Exclusive)</b>	<b>Investment: \$3,500</b>
<b>Chapter Cabinet Meeting (Exclusive)</b>	<b>Investment: \$3,500</b>
<b>SLA Board of Directors Meetings (Exclusive)</b>	<b>Investment: \$3,500</b>

#### **Educational Sessions/CE Courses Investment: \$3,500**

These sessions are your opportunity to promote yourself to potential customers in a continuing education format. By sponsoring SLA CE sessions, you will have the opportunity for welcome remarks, introduction of speaker and distribution of promotional materials in the session rooms. The sessions are ticketed half day continuing education events that include approximately 30 to 50 individuals depending on the particular topic and speaker. As a sponsor, you have the choice to provide the content delivered in these courses or select from one of our already created classes. There are approximately 10 sessions scheduled annually for our conference. Sponsor is required to pay the Audio Visual & Technology in addition to the sponsorship fee.

#### **Hot Topics Series Investment: \$8,000**

The Hot Topics Series consist of 3 of the hottest conference sessions at conference. Sessions include well know industry speakers and thought provoking industry topics that everyone will be talking about during the conference. They are open to all attendees and have produced attendance as high as 3,000 in recent years. As a sponsor, you have the choice to provide the content delivered in these courses or select from one of our already created classes.

### Sponsorship Levels and Benefits:

Supporting Sponsor \$2,000 - \$9,999
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- Sponsor recognition on signage in 1-high traffic area (inclusion) at conference

**Silver Sponsor: \$10,000 - \$29,999**

- Sponsor recognition on signage in 1-high traffic area (inclusion) at conference
- Sponsor recognition on the SLA Conference Web page

**Gold Sponsor: \$30,000 - \$59,999**

- Sponsor recognition on signage in 1-high traffic area (inclusion) at conference
- Sponsor recognition on the SLA Conference Web page
- Sponsor recognition in the SLA Preliminary and Final Conference Program
- Preliminary Conference Mailing List

**Platinum Sponsor: \$60,000 - \$99,999**

- Sponsor recognition on signage in 1-high traffic area (inclusion)
- Sponsor recognition on the SLA Conference Web page
- Sponsor recognition at the General Sessions
- Sponsor recognition in the SLA Preliminary and Final Conference Program
- Preliminary and Post Conference Mailing List
- one SLA Sponsorship Ad in the SLA Preliminary and Final Conference Program

**Major Conference Partner: \$100,000+ (recognized and positioned by commitment level)**

- Major Partner recognition on the SLA Conference Web page
- Major Partner recognition in the SLA Preliminary and Final Conference Program
- Major Partner recognition at the General Sessions
- Major Partner recognition in all conference promotions
- Major Partner recognition in on-site signage
- Preliminary and Post Conference Mailing List
- SLA Major Partner Award (presented at the General Session)
- signage in 3-high traffic areas
- priority booth space at the SLA Annual Conference 2011 (positioned according to commitment level)
- four tickets to the SLA Awards Reception
- one SLA Sponsorship Ad in the SLA Preliminary and Final Conference Program