

**Principal Contact** (please complete)

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Tel: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_  
 E-Mail: \_\_\_\_\_

SLA will be celebrating its Centennial - 100 years - during the Annual Conference in 2009. This is our biggest opportunity to gain optimum exposure! As we celebrate the historical significance of 100 years by honoring the contributions of librarians and information professionals of the past and celebrating the future, many significant events and activities will be added throughout the year. 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.

## SPONSORSHIP ITEMS

**SLA 2009 Major Conference Partner US\$ 27,000**

To qualify for this opportunity major partners will pay the sponsorship fee of US\$ 27,000, sponsor 5 or more SLA HQ events and participate in the President's Circle program. Total commitment must exceed US\$ 100,000.

**Food & Beverage Events**

Centennial Gala	US\$ 10,000-US\$ 100,00
Luncheon	US\$ 15,000
SLA Awards and Leadership Reception	US\$ 15,000
Refreshment Break	US\$ 12,000
First-time Attendees Reception	US\$ 8,000 *
Coffee Breaks	US\$ 6,000
Closing Reception	US\$ 15,000

**Attendee Services**

Wireless Access in Convention Center	US\$ 25,000 *
Registration	US\$ 20,000 *
Cyber Connection	US\$ 15,000 *
INFO EXPO Guide	US\$ 12,000 *
City Tour	US\$ 6,000
Relaxation Station	US\$ 12,000 *
Lanyards	US\$ 18,000 *
ExpoCards	US\$ 8,000
SLA Market Place	US\$ 15,000*
Conference Information Booth	US\$ 4,000*

**Meetings & Sessions**

Leadership Development Institute	US\$ 12,000 *
Division Welcome Banners	US\$ 5,000
Division Cabinet Meeting	US\$ 3,500
Chapter Cabinet Meeting	US\$ 3,500
SLA Board of Directors Meetings	US\$ 3,500
Educational Session Host/CE Courses	US\$ 3,500
SLA Career Center	US\$ 3,500
Hot Topics Series	US\$ 8,000
President's Session	US\$ 5,000

**Web & Newsletters**

On-line Conference Planner	US\$ 12,500 *
Pre & Post Conference Newsletter	US\$ 5,000
SLA Blog	US\$ 6,000 *

\* Exclusive sponsorships

Please note that there may be additional costs to you for your premium items, shipping and production (if applicable). Please visit [www.sla.org/sponsorships](http://www.sla.org/sponsorships) for more details on sponsorships.

## SPONSORSHIP TOTAL

A la Carte Sponsorship Item (s)	Rate
_____	_____
_____	_____
_____	_____
_____	_____
Total cost:	_____

## METHOD OF PAYMENT

Please remit a 50% deposit to SLA with your signed contract to secure your sponsorship. Thank you!

American Express     Master Card     Visa     Diner's Club

Card Number \_\_\_\_\_  
 Name on Card \_\_\_\_\_ Expire Date \_\_\_\_\_ 3 digit Security Code \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

**Terms of Agreement:**

This agreement is effective as of \_\_\_\_\_ (date) and shall remain effective until the "Event" ends on 18 June 2008. This agreement defines the terms under which SLA and \_\_\_\_\_ ("Sponsor") enter into a sponsorship agreement for the SLA 2008 Annual Conference and Exposition.

**Limited License:**

SLA grants the Sponsor a limited license to use any of the artwork on the Event site for the purpose of promoting the Event and linking to the Event site. Sponsor grants SLA a limited license to use Sponsor's logo in conference promotional material and on the Event site.

**Miscellaneous:**

This Agreement shall become effective on the date signed below and will remain in effect until all responsibilities set out are fulfilled. The parties acknowledge that they will use their best good faith efforts to negotiate and resolve subsequent issues that may arise from this Agreement as a result of unforeseen occurrences and that may alter the conditions of this Agreement.

**Cancellation policy:**

This agreement is effective as of the date signed below and shall remain effective until the Event ends

on June 17, 2009 or until terminated by either party. **All requests for refunds must be in writing, received, and confirmed by SLA 60 days prior to the event. Contracts cancelled up to 60 days of the event will not receive a refund. If sponsoring promotional items, once the contract is signed and the item is in production, there shall be no refunds.** SLA may terminate this agreement at any time by notifying the sponsor in writing or by email. Upon such termination, SLA shall return to the Sponsor that portion of the Sponsorship fee pro-rated for the time remaining in the contract.

Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Counter Signature \_\_\_\_\_ Date \_\_\_\_\_

Fax or mail completed contract and payment information to:  
 SLA, 331 South Patrick Street, Alexandria, VA 22314 USA  
 Tel: +1 (703) 647-4942 Fax +1 (703) 647-4901

Questions? Contact Stacey Bowers at +1(703) 647-4942 or [sbowers@sla.org](mailto:sbowers@sla.org).  
**Please see Sponsor Benefits on the back.**

# SPONSORSHIP CONTRACT

SLA Annual Conference & INFO-EXPO • 14 – 17 June 2009 • Washington, DC USA



## SPONSORSHIP BENEFITS:

### SUPPORTING SPONSOR US\$ 2,000 - US\$ 9,999

- Sponsor recognition on signage in 1-high traffic area (inclusion) at conference

### SILVER SPONSOR: US\$ 10,000 - US\$ 29,999

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

### GOLD SPONSOR: US\$ 30,000 - US\$ 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: US\$ 60,000 - US\$ 99,999

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

### MAJOR CONFERENCE PARTNER: US\$ 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 2009 with the commitment of a 40 x 40 Booth
- Four tickets to the SLA Awards Reception
- One SLA Sponsorship Ad in the SLA Preliminary and Final Conference Program

### FIND OTHER INNOVATIVE WAYS TO ENHANCE YOUR SPONSORSHIP LEVELS:

- Sponsorship of the Keynote Speaker at the Opening or Closing General Sessions (price to be determined)
- Sponsor of conference Tote bags (highest visibility sponsorships)
- Exclusive Sponsor of the SLA Annual Conference Web page
- Prominent ad positions in Final Conference Program inside front and back cover placement
- Opportunity to hang banner or promotional signage in the registration area
- An approved 60 sec demo on the conference Web site streaming video server that will remain active Jan – June 2009 (sponsor to provide material)
- Company logo and write-up (50 words) in the Final Conference Program
- Be a member of the President's Circle
- Pocket Program Guide
- Map of Washington, D. C. distributed to attendees
- And much, much more.....Call us and we'll tailor a sponsorship just for your company.