



SLA ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES 2006

**SLA Annual Conference 2006
Baltimore, Maryland, June 11 - 14**

*For more information on sponsorship opportunities please contact
Lashawn Sagers at 703-647-4942 or at lsagers@sla.org*

*Major Partner *Platinum Level *Gold Level*Silver Level*

Major Conference Partner: \$50,000+

- 1. SLA Major Conference Partner Investment: \$26,000**
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 \$26,000, sponsor 5 or more SLA events or programs and participate in the President's Circle program.
- 2. Registration (Exclusive) Investment: \$34,000**
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.
- 3. Opening General Session/Keynote (Exclusive) Investment: \$36,000**
- 4. Closing General Session/Keynote (Exclusive) Investment: \$36,000**
Maximize your exposure by sponsoring the largest session during the Annual Conference. The General Sessions draws over 5,000 Info Pros annually. This conference wide event will be hosted by SLA's President and you-- the Sponsor. Past Keynotes have included Bill Gates, Madeline Albright and many more.

Platinum: \$10,500 - \$20,000 +

- 5. Cyber Connection (Exclusive) Investment: \$15,000+**
Provide a very valuable service for attendees to check emails. Great exposure!
*Option to place premium items on tables in Cyber Connection area, etc.
- SLA Awards Reception (4 available) Investments: \$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.
- 6. On-line Conference Planner (Exclusive) Investment: \$ 12,500**
NEW - Your corporate logo will appear on every page of the SLA's Conference Program Planner with link – one of last year's most popular web pages!
- 7. Leadership Reception (Exclusive) Investment: \$11,000**
This is a great opportunity for you to host divisions, chapter chairs, SLA Board of Directors, and other SLA leaders. *Option for corporate executive to greet leaders from the podium.
- 8. Leadership Development Institute (Exclusive) Investment: \$11,000**
This is a great opportunity for you to host SLA leaders.
*Option for corporate executive to greet leaders from the podium.

Gold: \$7,500 – \$10,000 +

- 9. ExpoCards (Exclusive) Investment: \$8,000**
Build brand awareness with ExpoCards. ExpoCards are used by conference attendees to gather information on exhibitor products and services. Nearly 3000 attendees used the card last year. The card displays your logo and booth number. Great exposure!
- 10. City Bus Tour (Exclusive) Investment: \$10,000+**
Gain great exposure by sponsoring the fabulous historical Baltimore 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.

11. Lanyards (Exclusive)**Investment: \$10,000+**

Every participant is required to wear a name badge throughout the meeting and lanyards have become the popular choice over pinned on badges. With more attendees going "casual", these lanyards will be in demand and your company name will gain valuable exposure.

Silver: \$2,500 - \$7,000 +

12. SLA Market Place (2 available)**Investment: \$6,000**

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 of SLA's programs, events, publications, developments and more. Your company name and logo will be the center of attraction.

13. Hot Topics Series (3 available)**Investment: \$7,000**

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. These events were attended by well over 3,000 SLA

14. SLA Career Center (4 available)**Investment: \$3,500**

This is an incredible marketing opportunity. By sponsoring the Career Center, you will have the opportunity to distribute literature, promote your companies 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.

15. Info Expo Guide (4 available)**Investment: \$3,500**

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.

16. Careers in Information Technology (2 available) Investment: \$3,500

By sponsoring this session, you will have the opportunity for welcome remarks, introduction of speaker and distribution of promotional materials. This is an opportunity for you to promote your company to potential customers and potential employers.

17. Conference Information Booth (Exclusive)**Investment: \$4,000**

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.

18. First-time Attendees Reception (Exclusive)**Investment: \$5,000**

As the sponsor of the First Timers Reception your company will be one of the first to welcome and host first-time attendees. This reception is designed to provide a brief orientation to the conference and to SLA; it's a great networking opportunity.

19. Registration Gift (4 available)**Investment: \$4,000 +**

NEW- Be the first to promote a service or product by offering SLA members a gift, i.e. pen, pad, key chain, etc displaying your message and booth number. The SLA registration staff will personally hand your gift to each and every registrant complements of you. Gifts must be approved by SLA. **(Sponsor supplies gift)**

20. Educational Sessions/CE Courses (8 available) Investment: \$2,500

SLA Continuing Education sessions are your opportunity to promote yourself to potential customers. 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.

21. Coffee Breaks: Exhibit Hall (2 available)**Investment \$4,000**

Includes signs on refreshment tables in the exhibit hall and signage in the exhibit hall
*Option to place advertising materials on refreshment tables and provide coffee cups with corporate logo

22. Division Welcome Banners: (6 available)**Investment \$3,500**

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 a high traffic area.

23. Division Cabinet Meeting (Exclusive)**Investment: \$3,500****24. Chapter Cabinet Meeting (Exclusive)****Investment: \$3,500****25. SLA Board of Directors Meetings (Exclusive)****Investment: \$3,500**

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.

Sponsorship Benefits:

Silver: \$2,500 - \$7,000 +

- Sponsor recognition on the conference Web site, conference program and at the General Sessions
- Opportunity to distribute literature if applicable

Gold: \$7,500 – \$10,000 +

- Sponsor recognition on the conference Web site, conference program and at the General Sessions
- Preliminary conference mailing list
- Opportunity to distribute literature if applicable

Platinum: \$10,500 - \$20,000 +

- Sponsor recognition on the conference Web site, conference program and at the General Sessions
- First Right of Refusal to sponsor the same event the following year
- Major signage in registration area
- Preliminary conference mailing list
- Opportunity to distribute literature if applicable

Major Conference Partner: \$50,000+

- Recognition as an SLA Annual Conference Major Partner, at General Sessions, in press releases, in all conference promotions-- SLA Web site, ads, press releases, newsletters
- First Right of Refusal to sponsor for the same event for the following year.
- Recognition at the SLA Awards Reception, tickets to the reception, Major Partner Award and more
- Signage in 3-high traffic areas
- 1 SLA sponsorship ad in SLA final conference program
- Preliminary conference mailing list
- Priority booth space at SLA Annual Conference 2006
- Opportunity to distribute literature if applicable
- And much more!

**Additional opportunities at SLA Annual Conference 2006
Include SLA Award contributions and President's Circle contributions.**

You can gain major recognition and prestige among SLA members through these relationship building and tax deductible opportunities.

26. President's Circle:

Contribution: \$10,000

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.

- Recognition at the SLA Award Reception, in Information Outlook, signage at conference, press release and more
- 4 tickets to the Award Receptions, President's Award
- Priority booth space at SLA Annual Conference 2006

27. Hall of Fame

Contribution: \$7,500

Granted to an SLA member at or near the end of an active professional career for an extended and sustained period of distinguished service to the Association in all spheres. Prolonged distinguished service of a chapter or division which has contributed to the Association as a whole may receive special consideration.

28. Innovations in Technology Award

Contribution: \$7,500

Granted to an individual who has created an innovative tech application in a Special Library setting

29. Professional Award

Contribution: \$7,500

Given to an individual who may or may not hold membership in the Association, in recognition of a specific major achievement in, or a specific significant contribution to, the field of librarianship or information science, which advances the Association's stated objectives.

SLA Awards Reception Sponsors will receive the following benefits:

- o **Recognition at the Award Reception**
- o **Recognition in Information Outlook and in press releases**
- o **Signage at the SLA Annual Conference**
- o **4 tickets to the Award Receptions and more**

Customized Sponsorships

Who is your customer? Let us customize an event to fit your needs. For information contact Lashawn Sagers at 703-647-4900 or LSagers@sla.org

About SLA

Headquartered in Alexandria, VA SLA encompasses a worldwide membership as the premier organization of information professionals. Its twelve thousand members occupy strategic positions in industry, academia, and government, riding the crest of the wave of the information revolution, supporting the efforts of businessmen, scholars, scientists, and professionals to make sense of the growing mass of data available in all fields. Whether in law libraries, corporate information resource centers, special collections or research libraries, our membership plays a key role in the accumulation, storage, collation, and retrieval of information useful to social and economic progress.

SLA ANNUAL CONFERENCE 2006 AGREEMENT FORM



From: Lashawn Sagers
 Director, Fund Development
 Address: 331 South Patrick Street
 Alexandria VA 22314-3501
 Telephone: 703-647-4942 Fax: 703-647-4901

TERM:
 This agreement is effective as of _____ (date) and shall remain effective until the Event ends on June 14, 2006, or until terminated by either party. Sponsor may terminate this agreement at any time by notifying SLA in writing or by email. No refund of any Sponsorship fees shall be paid upon termination by sponsor. 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 fees pro-rated for the amount of time still remaining in the sponsorship period. This agreement defines the terms under which SLA and _____ ("Sponsor") enter into a sponsorship agreement for the SLA 2006 Annual Conference ("Event").

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 materials 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. Under this Agreement, the sponsor agrees to pay any additional sponsorship expenditures, with regards to production, artwork, shipping and handling.

Please list Sponsorships:	Investment:
1.	\$
2.	\$
3.	\$
4.	\$
Total:	\$

Total cost must be paid 60 days prior to the Event

Please invoice me; my company will pay by check.
 Please charge the total amount due to my corporate card-- Visa MasterCard AMEX
 CC # _____ Expiration Date: _____

Bill to Company:	
Street:	
City:	State: Zip:
Telephone:	Fax:
Contact	E-mail

Please sign and fax to Lashawn Sagers at (703) 647-4901. Also, please follow up by email at Lsagers@sla.org within 24 hours of sending this fax to ensure that the contract was received.

Agreed to by:	Agreed to by:
Company Name: Special Libraries Association	Company Name:
Date:	Date: