As Executive Director of the Special Libraries Association, I’m pleased to invite you to exhibit at and sponsor the SLA 2017 Annual Conference in Phoenix, Arizona—an exceptional event that draws special librarians and other information professionals from the academic, corporate, government, and non-profit sectors.

SLA’s annual conference provides unrivaled opportunities for information professionals to develop essential skills, network with colleagues, explore noteworthy trends in knowledge and information management, and access the INFO-EXPO to seek out the foremost product and service providers within the information industry. Sponsors heighten the conference experience, making many of our conference offerings not only possible, but unforgettable—all while adding exposure and value to your brand.

I encourage you to take advantage of these valuable opportunities to connect with attendees eager to learn how your latest technological advances and innovations can benefit and be effectively implemented into their own organizations.

I look forward to seeing you in Phoenix and thank you for everything you do for SLA, our members, and our conference.

Sincerely,
Amy Lestition Burke, CAE
Executive Director

On behalf of SLA’s Annual Conference Advisory Council (ACAC) I’d like to extend a warm invitation to participate as an exhibitor and sponsor in the SLA 2017 Annual Conference to be held June 16–20 in Phoenix, Arizona. As chair of the ACAC, I can personally assure you that our dedicated team has put a great deal of thought and planning into creating a memorable, value-filled, and fulfilling experience for SLA members, other conference attendees, and our industry partners.

We look forward to welcoming you.

Sincerely,
Brandy King, MLIS, FSLA
Chair, SLA 2017 Annual Conference Advisory Council
Why Participate?
The SLA Annual Conference attracts over 2,500 industry professionals. Beyond that, communications about the conference reach exponentially more potential buyers throughout the world. These buyers include Library Directors, Data Scientists, Information Specialists, and Researchers. Exhibiting with SLA puts your name and information in front of all of these people. Once onsite, the highlight of the conference is the INFO-EXPO, where you have a dedicated audience excited to see what you have to offer.

Attendees by Job Title

- Librarian: 41%
- Library Director: 10%
- Information Specialist: 9%
- Information/Knowledge Manager: 7%
- Researcher: 7%
- Retired: 5%
- Analyst: 4%
- Collection Manager/Director: 3%
- Consultant: 3%
- Other Manager/Director/Supervisor: 3%
- Professor: 2%
- President/General Manager/Owner/Principal: 1%
- Procurement Officer: 1%
- Student/Intern: 1%
- Taxonomist: 1%
- Vice President: 1%
- Web Content Manager/Developer: 1%

About the INFO-EXPO
SLA Members are looking for your products and services:

- Information / Business Services
- Information / Library Products
- Media Services
- Information Management Software
- Knowledge Management
- Document Imaging Software
- Library Automation
- Resource Management Services
- Research Services

Benefits and Exhibit Details

- Four complimentary full conference registrations* per 10’ x 10’ space
- Unlimited client/customer INFO-EXPO invitation passes
- Six exclusive non-conflict hours in the INFO-EXPO
- Company description and logo (if provided) in the Online Conference Planner
- Meet new prospects and generate leads
- Connect with information professionals who are the top decision makers in the industry

- Promote your organization’s image and maximize its market exposure
- Discuss your customers’ needs face to face and demonstrate solutions
- Expand your customer database to strengthen your overall sales and marketing programs
- Build relationships with decision makers and influencers

*Additional exhibitor registrations over the allotted amount can be purchased for $150 per person
## Exhibit Rates

<table>
<thead>
<tr>
<th>Booths</th>
<th>Member Rate</th>
<th>Non-Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>10' x 10' (inline) =</td>
<td>$3,050</td>
<td>$3,550</td>
</tr>
<tr>
<td>10' x 10' (corner) =</td>
<td>$3,350</td>
<td>$3,850</td>
</tr>
</tbody>
</table>

### Table-Tops
(For small organizations with annual sales under $100,000)

<table>
<thead>
<tr>
<th>Member Rate</th>
<th>Non-Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,050</td>
<td>$1,550</td>
</tr>
</tbody>
</table>

## INFO-EXPO Hours (subject to change)

### Sunday, June 18
- **12:00PM–3:30PM**: INFO-EXPO Open
- **12:00PM–2:00PM**: Networking Lunch
- **5:30PM–7:00PM**: INFO-EXPO Open
- **5:30PM–7:00PM**: Opening Reception

### Monday, June 19
- **10:00AM–3:30PM**: INFO-EXPO Open
- **12:00PM–1:30PM**: Ice Cream Social

### Tuesday, June 20
- **10:00AM–1:30PM**: INFO-EXPO Open
- **11:30AM–1:30PM**: Networking Lunch & Fun Zone Competition
2016 EXHIBITORS & SPONSORS

- AAAS/Science
- Access Copyright
- ACI Information Group
- Acquire Media
- ACS Publications
- ACSESS
- AIP Publishing
- Alacra Inc.
- Allis Information Management (AIM)
- AlphaSense
- Altararra Information Systems
- American Economic Association
- American Institute of Aeronautics and Astronautics (AIAA)
- American Mathematical Society
- American Physical Society
- American Psychological Association
- American Society of Civil Engineers
- American Welding Society
- Annual Reviews
- ASME
- Association for Computing Machinery (ACM)
- Association of Independent Information Professional (AIIP)
- ASTM International
- Audit Analytics
- Aurora WDC
- Basch Subscriptions, Inc.
- Bentham Science Publishers
- Berrett-Koehler Publishers
- Bevara Technologies
- BizInt Solutions, Inc.
- Blood - American Society of Hematology
- Bloomberg BNA
- Boopsie, Inc.
- Brill
- BSI
- Bureau van Dijk
- Business Expert Press/Momentum Press
- CABI
- Cadence Group
- Cambridge University Press
- CAS
- China Data Center
- CID
- Cold Spring Harbor Laboratory Press
- Copyright Clearance Center
- CQ Roll Call
- Crowley Company, The
cSubs
- CyberTools for Libraries
darts-ip (Longbow Legal Services)
- De Gruyter, Inc.
- Deal Point Data
- Dow Jones
- e-ImageData Corp
- East View Information Services
- EBSCO Information Services
- EcoAméricas
- Edinburgh University Press
- ELSEVIER
- Emerald Group Publishing
- Endocrine Society
- Environmental Protection Agency
- EOS International
- Euromonitor International
- Expert System
- F1000 - Faculty of 1000
- FEDEXLINK - Library of Congress
- Financial Times
- Fitch Solutions
- Future Science Group
- Geographic Research, Inc.
- Global Financial Data
- Haver Analytics
- IBISWorld, Inc.
- Iconitel Consulting Services
- IEEE Xplore Digital Library
- IFIS Publishing
- IGI Global
- IHS
- InfoDesk, Inc.
- Informa
- Information Today, Inc.
- Inside Industrial Infrastructure (IIICorp)
- Institute for Competitive Intelligence GmbH
- Institutional Investor Journals
- Intelligize
- IOP PUBLISHING
- ktMINE
- Leadership Directories
- LexisNexis
- LibLime
- Linex Systems
- LM Wolper Information Delivery
- Lucidea
- MACDAD.com by Compu.
tecture, Inc.
- MarketLine
- Mary Ann Liebert, Inc.
- Mcgraw-Hill Education
- Mergent, Inc.
- MergerMarket
- MINISIS, Inc.
- MIT Press Journals
- MLex Market Insight
- Morgan & Claypool Publishers
- NACE International
- National Library of Medicine
- Nature Publishing Group
- NEJM Group
- NewsBank, Inc.
- Northern Light
- Northern Micrographics
- OCLC Online Computer Library Center
- OECD
- Oncology Nursing Society
- ONELOG
- OpenAthens
- OSA - The Optical Society
- Oxford University Press
- PCG
- PDR, LLC.
- Portfolio Media, Inc.
- (Law360)
- Prenax, Inc.
- Primal Pictures Ltd
- PrivCo
- ProQuest
- RateWatch
- Recorded Books
- RedLink
- ReferenceUSA
- Reprints Desk
- Risk Management Association
- Rittenhouse Book Distributors
- Rockefeller University Press
- Royal Society of Chemistry
- S&P Global Market Intelligence
- SAE International
- SAGE Publications
- San Jose State University - iSchool
- SBRnet.com
- Scanarkist, Inc.
- SIAM - Society for Industrial & Applied Mathematics
- Simmons College School of Library and Information Science
- SimplyMap
- Soutron Global
- SPIE Digital Library
- Springer
- Statista Inc.
- Stop Falling Productions
- Syracuse University School of Information Studies
- Taylor & Francis Group
- TDNet, Inc.
- The Deal
- The IET
- The Institute of Electronics, Information and Communication Engineers
- The JAMA Network
- The MediaPreserve
- The New York Times
- The New York Times Corporate Digital Subscriptions
- Thieme Publishers
- Third Iron
- Thomson Reuters
- University of Tennessee, School of Information Sciences
- Wanfang Data / China E-Resources
- Wharton Research Data Services
- Wiley
- William S. Hein & Co., Inc
- WIPO
- Wolters Kluwer
- World Scientific Publishing
- WT Cox Information Services
- Zimmerman Associates, Inc.
- Zubal Books
According to the Center for Exhibition Industry Research, event sponsorship more than doubles your booth efficiency, meaning that it’s one of the best ways to promote your company, increase booth traffic and generate leads at the industry’s biggest event. It’s a great way to stand out with an investment that pays off.

<table>
<thead>
<tr>
<th>Gold Sponsor 25,000+</th>
<th>Silver Sponsor $15,000-$24,999</th>
<th>Bronze Sponsor $7,500-$14,999</th>
<th>Sustaining Sponsor Up to $7,499</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Sponsor Recognition in Pre-Conference Correspondence</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company Contact Listing in the Conference Program’s Sponsorship Directory</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor Thank You Signs Displayed Prominently in High-Traffic Areas</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsorship Designation Ribbon for Registration Badges</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Listing on Powerpoint Displays During General Sessions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Inclusion in Sponsor Thank You Emails Sent to More Than 20,000 Industry Email Addresses</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>A Complimentary Listing in the SLA Buyers’ Guide</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Special Signage at Your Sponsored Event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logos on the Conference Website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Prominent Listing on the Loop Tapes Shown on the Hotel Channel and INFO-EXPO</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Verbal Recognition During the Event’s Welcome Address</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Opportunity to Include One Promotional Item in the Conference Tote Bags</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Meet-and-Greets with Top Industry Executives in the Country—located in Main Street SLA</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>An Invitation for a Company Representative to Sit at a Reserved Table with Industry Leaders and Industry VIPs at General Sessions</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo Included on Welcome Signage Highlighting Gold Sponsors</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Choice Booth Assignment for the 2018 SLA INFO-EXPO <em>(Contract Must Be Received Before Dec. 1, 2016.)</em></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Five Complimentary Registrations</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Three Complimentary Registrations</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One Complimentary Registration</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>
## Gold Level – $25,000+

<table>
<thead>
<tr>
<th>Sponsorship Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mobile App Sponsor</strong></td>
<td>$30,000</td>
</tr>
<tr>
<td>Stay at the fingertips of the attendees the entire conference by sponsoring the mobile app.</td>
<td></td>
</tr>
<tr>
<td><strong>Professional Headshot Lounge</strong></td>
<td>$25,000</td>
</tr>
<tr>
<td>Sponsor the Photo Lounge—an executive photo portrait-taking experience where conference attendees get photographed by the best portrait photographers in the country!</td>
<td></td>
</tr>
<tr>
<td><strong>Opening General Session with Keynote Speaker Sponsorship (Day 1)</strong></td>
<td>$25,000</td>
</tr>
<tr>
<td>The first business session of the conference is always packed. Enjoy a captive audience of industry executives and influencers seeing your brand as they gather to discuss the hottest topics in the industry.</td>
<td></td>
</tr>
<tr>
<td><strong>Relaxation &amp; The Park (Fun Zone) Sponsor</strong></td>
<td>$25,000</td>
</tr>
<tr>
<td>Join fellow conference attendees in “The Park” for interactive jumbo games and relaxation by certified massage therapists. Sponsors receive branding in event promotions, marketing, and materials. Massage therapists can wear your branded logo attire.</td>
<td></td>
</tr>
</tbody>
</table>

## Silver Level – $15,000-$24,999

<table>
<thead>
<tr>
<th>Sponsorship Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opening Reception Sponsorship</strong></td>
<td>$20,000</td>
</tr>
<tr>
<td>Kick off the conference and take the credit for the exciting, heavily-attended opening reception in the INFO-EXPO.</td>
<td></td>
</tr>
<tr>
<td><strong>Hotel Key Card Sponsor</strong></td>
<td>$17,500</td>
</tr>
<tr>
<td>Better than a billboard or web ad, have your logo featured on every hotel key card distributed to SLA attendees in the conference host hotel(s).</td>
<td></td>
</tr>
<tr>
<td><strong>Tote Bag Sponsor</strong></td>
<td>$17,500</td>
</tr>
<tr>
<td>Have your company name in the hands of all attendees by sponsoring the bags they carry to hold all of the information they receive on the show floor. Your logo and message will be walking through the entire expo.</td>
<td></td>
</tr>
<tr>
<td><strong>Registration Sponsor</strong></td>
<td>$15,000</td>
</tr>
<tr>
<td>Make your company the first thing attendees see as they arrive to pick up their badges.</td>
<td></td>
</tr>
<tr>
<td><strong>Charging Stations Sponsor</strong></td>
<td>$15,000</td>
</tr>
<tr>
<td>Be noticed by a captive audience while attendees charge up their devices for the day.</td>
<td></td>
</tr>
<tr>
<td><strong>Lanyard Sponsor</strong></td>
<td>$15,000</td>
</tr>
<tr>
<td>Supply your own branded lanyards for all attendees to sport as they network at sessions, in the INFO-EXPO and at social events!</td>
<td></td>
</tr>
<tr>
<td><strong>Escalator Runners</strong></td>
<td>$15,000</td>
</tr>
<tr>
<td>Transport the thousands of buyers at SLA between levels. Escalator runners place your message front and center as attendees move between floors.</td>
<td></td>
</tr>
<tr>
<td><strong>Health &amp; Wellness</strong></td>
<td>$15,000</td>
</tr>
<tr>
<td>Join fellow conference attendees as they stay focused on their health and wellness while attending the conference. Session may include, yoga, water aerobics, nutrition and pilates.</td>
<td></td>
</tr>
<tr>
<td><strong>General Session Sponsorship (Day 2)</strong></td>
<td>$15,000</td>
</tr>
<tr>
<td>Keynote speakers are always a highlight, with a great deal of exposure for their sponsors. Sponsors for keynotes frequently draw more attendees to their booth with a meet-and-greet or signing afterwards.</td>
<td></td>
</tr>
</tbody>
</table>
SPONSORSHIP OPPORTUNITIES

Bronze Level – $7,500-$14,999

INFO-EXPO Ice Cream Social Sponsorship
Price: $12,000
I scream, you scream, we all scream for ice cream! Sponsor the one treat that will keep attendees cool at this year’s conference.

Hydration Station Sponsor
Price: $12,000
On the go and need a drink? Quench everyone’s thirst by being the exclusive Hydration Station Sponsor. Every attendee will be walking with your water bottles and refilling at your hydration stations.

Hot Topic Session Sponsor
Price: $8,000
Position your company as a thought-leader and share your insights during this uber popular hot topic session. Don’t delay, opportunities for participation are limited.

Closing Keynote Sponsorship (Day 3)
Price: $7,500
Keynote speakers are always a highlight, with a great deal of exposure for their sponsors. Sponsors for keynotes frequently draw more attendees to their booth with a meet-and-greet or signing afterwards.

Sustaining Level – Up to $7,499

INFO-EXPO Opening Ribbon Cutting Ceremony
Price: $5,000
Be the exclusive sponsor of the ribbon cutting and INFO-EXPO hall grand opening.

Wine Bar Sponsorship
Price: $4,000
Let’s face it, everything is better with wine! Sponsor the wine bar and provide members a drink. Sponsor receives 200 tickets.

INFO-EXPO Aisle Signs
Price: $2,000
Make your company easy to find and your logo hard to miss—sponsor an aisle and your company logo will appear prominently on the large hanging aisle sign in your aisle.

Exhibitor Theater Session
Price: $1,200, 30 min.; $1,875, 60 min.
Launching a new product at the SLA 2017 Annual Conference? Here’s your chance to showcase your product outside of your booth to a captive audience.

INFO-EXPO Aisle Signs
Price: $2,000
Make your company easy to find and your logo hard to miss—sponsor an aisle and your company logo will appear prominently on the large hanging aisle sign in your aisle.

Speaker Lounge Sponsor
Price: $5,000
Sponsor the speakers lounge and provide a haven for speakers to recharge and prepare for their sessions.