SLA 2022 Annual Conference

SOURCE

Foward

July 31 – August 2, 2022

SLA 2022 Annual Conference
Marketing/Sponsorship Prospectus

CONTACT: Kayla Prather, SLA Sr. Coordinator • 571-349-8520 • kayla.prather@sla.org
THE POWER OF SPONSORSHIP

Sponsorship adds a critical tool to your current marketing strategy and is the best way to make your company and message stand out from the crowd at SLA 2022. Introducing... 2 STEPS to get maximum exposure at the premiere event for America’s Information Professionals.

1. REVIEW the Sponsorship opportunities and select the best fit for your marketing goals and budget! These Sponsorship opportunities provide exceptional value and return on your exhibiting investment!

2. CONTACT SLA today to secure the ideal sponsorship for your organization.

Kayla Prather, SLA Sr. Coordinator
571-349-8520 • kayla.prather@sla.org

Sponsorship opportunities are customizable, so if you don’t find the opportunity that’s perfect for your company, please contact us!
Diamond Sponsor

INVESTMENT: $35,000

BENEFITS INCLUDE:

Welcome Reception Sponsor
Kick off the Source Forward Annual Conference and take credit for the exciting, heavily attended opening reception. This opportunity also includes sponsorship of the Fellows & First-Timer’s reception.

Pre-Conference
• Social media promotion to 12,000+ followers
• Three company spotlights in the SLA Connections newsletter highlighting you as a Diamond Sponsor (12,500 subscribers)
• Company logo on the SLA 2022 Source Forward Annual Conference Website showcasing you as a Diamond Sponsor
• Opportunity to provide a leaderboard ad (728x90) to be included in the registration confirmation emails received by conference attendees after they register
• One hyperlinked banner ad (600x200) approx 4 consecutive ad issues

Onsite
• Opportunity to place one item of sponsor collateral in the Conference Tote Bag or provide a give-a-way at registration
• One full page ad in the conference program guide
• Company logo in conference program guide listing you as a Diamond Sponsor
• High visibility signage, prominently placed throughout the event space showcasing you as a Diamond Sponsor
• Social media promotion with booth number
• Special thank you from SLA president during the Opening General Session
• Opportunity to present during one of the Hot Topic Sessions during the conference

Post Conference
One company spotlight in SLA Connections e-newsletter.
• One dedicated email to conference attendees (content to be sent by SLA on the sponsor’s behalf; you provide the HTML for the send, so you control the look of the message, including images, content subject to SLA approval)
Platinum Sponsor

INVESTMENT: $30,000

BENEFITS INCLUDE:

Opening Keynote Sponsor
The first 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.

Pre-Conference

• Social media promotion to 12,000+ followers

• Two blurbs in the SLA Connections newsletter highlighting you as a Platinum Sponsor (12,500 subscribers)

• Company logo on the SLA 2022 Source Forward Annual Conference Website showcasing you as a Platinum Sponsor

• Opportunity to provide a rectangle ad (180x150) to be included in the registration confirmation emails received by conference attendees after they register

• One hyperlinked banner ad (600x200) approx 4 consecutive ad issues

• Recognized as the Opening Keynote Speaker sponsor when this is announced to conference attendees. (contingent upon timing of sponsor commitment)

Onsite

• Opportunity to place one item of sponsor collateral in the Conference Tote Bag or provide a give-a-way at registration

• One full page ad in the conference program guide

• Company logo in conference program guide listing you as a Platinum Sponsor

• High visibility signage, prominently placed throughout the event space showcasing you as a Platinum Sponsor

• Social media promotion with booth number

• Opportunity to present during one of the Hot Topic Sessions during the conference

Post Conference

One company spotlight in SLA Connections e-newsletter.

• One dedicated email send (content to be sent by SLA on the sponsor’s behalf, you provide the HTML for the send, so you control the look of the message, including images, content subject to SLA approval)
Gold Sponsor

INVESTMENT: $25,000

BENEFITS INCLUDE YOUR CHOICE OF ONE EXCLUSIVE SPONSORSHIP OPPORTUNITY:

### Career Center & Professional Headshot Lounge
Supporting member’s career success is what SLA is all about. Sponsor this new area located in the exhibit hall. Your branding will be on the signage in and around the career center and headshot lounge.

### Mobile App Sponsor
Logo on the app splash page; static banner ad in the app; upgraded company profile; and three designated push notifications that drive attendees to your booth.

### Attendee ID Badge
Every attendee receives an ID badge. What a great way to get your company name in front of all attendees before and during the SLA annual conference. This marketing opportunity includes your logo printed on every badge.

### Hotel Key Card
Your company brand in the hands of SLA Conference attendees staying at the headquarter hotel. (subject to additional cost)

### Hydration Station
On the go and need a drink? Quench everyone’s thirst by being the exclusive Hydration Station Sponsor. Company branding will be included on the hydration stations throughout the conference.

### The Park (Fun Zone)
Company branding on the games and on signage in and around The Park located in the exhibit hall.

### Pre-Conference
- Social media promotion to 12,000+ followers
- One blurb in the SLA Connections e-Newsletter highlighting you as a Gold Sponsor (12,500 subscribers)
- Company logo on the SLA 2022 Annual Conference website showcasing you as a Gold Sponsor
- One hyperlinked banner ad (600x200) approx 4 consecutive ad issues

### Onsite
- Company logo in conference program pocket guide listing you as a Gold Sponsor
- High visibility signage, prominently placed throughout the event space showcasing you as a Gold Sponsor
- Social media promotion with booth number
- One (1) full page advertisement in the pocket guide
- Opportunity to present during one of the Exhibitor Theater presentations located in the exhibit hall.

### Post Conference
- One company spotlight in SLA Connections e-Newsletter
- One dedicated email send (content to be sent by SLA on the sponsor’s behalf, you provide the HTML for the send, so you control the look of the message, including images, content subject to SLA approval.)
Silver Sponsor

INVESTMENT: $20,000

BENEFITS INCLUDE YOUR CHOICE OF ONE EXCLUSIVE SPONSORSHIP OPPORTUNITY:

Keynote Session Sponsorship (Day 2 or 3)
(2 Opportunities only)
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.

Tote Bag Sponsor
(2 Opportunities only)
Have your company name in the hands of all attendees by sponsoring bags distributed to attendees at registration. Your logo and message will be walking through the entire expo.

Lanyard Sponsor
Have your brand prominently featured around the neck of SLA conference attendees as they network at sessions, in the exhibit hall, and at social events!

Student & Volunteer Leadership Sponsor
Support our students and volunteers! Your company will be recognized as the SLA Division & Chapter Cabinet Meeting.

“Queen City Treats” Social in Exhibit Hall
Surprise and delight attendees as they enjoy tasty, local Charlotte treats in the exhibit hall.

Pre-Conference
• Social media promotion to 12,000+ followers
• One blurb in the SLA Connections e-Newsletter highlighting you as a Silver Sponsor (12,500 subscribers)
• Company logo on the SLA 2022 Annual Conference website showcasing you as a Silver Sponsor
• One hyperlinked banner ad (600x200) approx 4 consecutive ad issues

Onsite
• Company logo in conference program pocket guide listing you as a Silver Sponsor
• High visibility signage, prominently placed throughout the event space showcasing you as a Silver Sponsor
• One (1) half page advertisement in the pocket guide
• Social media promotion with booth number included

Post Conference
One company spotlight in SLA Connections e-Newsletter
**Bronze Sponsor**

INVESTMENT: $15,000

BENEFITS INCLUDE YOUR CHOICE OF ONE EXCLUSIVE SPONSORSHIP OPPORTUNITY:

**Beer & Wine Bar Sponsorship**
Let’s face it, everything is better with an afternoon beverage! Sponsor the Beer & Wine Bar and provide members a drink. Sponsor receives 200 branded tickets to provide conference attendees.

**Health & Wellness Sponsor**
Join fellow conference attendees at these uber-popular sessions that sell out annually. Sessions may include yoga, nutrition, stress management and Pilates. Provide a branded item at these sessions as a fun take-away for attendees.

**Exhibit Hall Grand Opening**
Be the exclusive sponsor of the ribbon cutting to the exhibit hall grand opening.

**Exhibit Hall Aisle Signs (2 Opportunities)**
Make your company easy to find and your logo hard to miss. Each sponsor will receive two aisle signs and your company logo will appear prominently as attendees walk the exhibit hall.

**Pre-Conference**
- Social media promotion to 12,000+ followers
- One blurb in the SLA Connections e-Newsletter highlighting you as a Bronze Sponsor (12,500 subscribers)

**Onsite**
- Company logo in conference program pocket guide listing you as a Bronze Sponsor
- High visibility signage, prominently placed throughout the event space showcasing you as a Bronze Sponsor
- Social media promotion with booth number included
RESERVE YOUR EXHIBIT BOOTH SPACE TODAY!

Attracting over 2,500 attendees, the SLA 2022 Source Forward Annual Conference is the largest meeting of special librarians and information professionals in North America. Beyond that, communications about the conference reach exponentially more potential buyers worldwide, including library directors, data scientists, information specialists, and researchers. Don’t miss the opportunity to showcase your innovative products and services at this premier event!

Click here to view the SLA 2022 Source Forward Annual Conference to see available space.

EXHIBIT SPACE

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

**Hot Topic Session Sponsor** *(Includes Bronze Pre-Conference and Onsite sponsor benefits)*

**30 MINUTE SESSION $8,000 • 60 MINUTE SESSION $8,500**

Position your company as a thought leader and share your insights during SLA’s popular Hot Topic sessions. These sessions are designed to facilitate intentional dialogue, bridge resource and development, and promote product development (not for the purpose of marketing and/or sales). Hot Topic Sessions are in increments of 30 or 60 minutes. Benefits include a private room, screen, projector, podium and microphone, and session signage recognizing your company as the session sponsor and presenter. Your event will be published on the SLA website, onsite program and conference mobile app.

**Exhibitor Showcase Theater Session**

**20 MINUTE SESSION $1,500 • 30 MINUTE SESSION $2,050 • 60 MINUTE SESSION $2,500**

Exhibitor Theater Presentations are 20, 30 or 60-minute formal sessions in the exhibit hall in which exhibitors can deliver substantive, case-oriented presentations that relate to their top products and services. The exhibitor theater space seats a maximum of 50 attendees and includes Internet access, LCD panel and screen, podium, microphone, and signage. The event is published in the online conference planner and onsite pocket guide.

**SLA Community Sponsorship Opportunities**

To enhance the experience, value, purpose, and impact of the SLA Annual Conference, SLA is parting with SLA Communities (Chapters, Division, etc.) to produce a more collaborative, effective and consistent experience and outcome for the Annual Conference and its sponsors. SLA is committed to working in partnership with the communities and industry partners to ensure relationships are continued and maintained, if not strengthened. Please look for sponsorship opportunities in March!
ADVERTISING OPPORTUNITIES

Pocket Guide Advertising Opportunities
Decision makers attend the SLA Source Forward Annual Conference for only a few short days each year, but they refer to the Onsite Pocket Guide and Mobile App again and again. Place your brand in the hands of 2,500 special librarians and information professionals who will be in attendance at SLA 2022.

Print and digital advertising are great ways to:
- Drive traffic to your booth and deliver your brand message year round
- Increase awareness of your company’s products and services
- Reach decision makers of current and prospective customers
- Announce product launches, booth give-a-ways and show specials

Premium Cover Advertisements
- Inside Back Cover Color $2,750.00
- Inside Front Cover Color $3,200.00
- Back Cover Color $3,700.00

Internal Page Advertisements
- Full Page Color $2,500.00
- Half Page Color $1,550.00

Website Banner Ad
INVESTMENT $3,800
Advertising your company’s product and brand today on SLA.org website gives your company or organization frequent touchpoints to the profession.

Sponsorship includes two banner ads:
- Rotating 205 x 60 pixels
- Rotating 180 x 240 pixels
ONSITE MARKETING

Quiet Space/Connection Lounge in Exhibit Hall

INVESTMENT: $15,000 EXCLUSIVE SPONSORSHIP, OR 2 COMPANIES AT $7,500 EACH

The Quiet Space/Connection Lounge will be centrally located inside the Exhibition Hall and allows all attendees to stay connected while attending SLA. Attendees can use the lounge to check their e-mail and search the Internet. Brand your name with maximum exposure at this high traffic area. Sponsorship includes screensaver with your logo. Logoed mouse pads can be provided by sponsor for placement within the lounge.

Event Survey Exclusive

INVESTMENT: $3,500

Each year, SLA conducts a benchmark survey and attendees are very willing to share their opinion. The sponsor value comes with branding and the ability to ask up to four (4) questions about your products, and services in the survey. This is a great way to test the market, get feedback, and learn more about SLA members.

Sponsorship includes:

• Branding on the survey home screens.
• Ability to ask up to four company / product related questions.
• Raffle Prize incentive for attendees (prize to be provided by sponsor)
• First to receive all survey results
• Confidential company results

Floor Stickers

INVESTMENT: $2,800 PER SET

• SLA attendees will find your booth as they walk down the aisles of the SLA Show Floor.
• Purchase a package of three (3) 36” X 36” floor stickers.
• SLA will have placed them in high traffic areas both inside and outside the show floor.
SLA 2022 Source Forward Annual Conference Commitment Form

☐ Diamond Sponsor - $35,000
☐ Platinum Sponsor - $30,000
☐ Gold Sponsor - $25,000
  ☐ Mobile App Sponsor
  ☐ Career Center & Headshot Lounge
  ☐ The Park (Fun Zone)
  ☐ Hotel Key Card Sponsor
  ☐ Hydration Station Sponsor
  ☐ Attendee ID Badge Sponsor
☐ Silver Sponsor - $20,000
  ☐ Keynote Session Sponsor
    (Day 2 or 3)
  ☐ Tote Bag Sponsor
  ☐ Charm City Treats Social Sponsor
  ☐ Lanyard Sponsor
  ☐ Student & Volunteer Sponsor
☐ Bronze Sponsor - $15,000
  ☐ Beer & Wine Bar Sponsorship
  ☐ Health & Wellness Sponsor
  ☐ Exhibit Hall Grand Opening
  ☐ Exhibit Hall Aisle Signs
☐ Hot Topic Session Sponsor
  ☐ Hot Topic Session - 60 Min - $8,500
  ☐ Hot Topic Session - 30 Min - $8,000

Additional Opportunities
☐ 20 Minute Exhibitor
    Theater Session - $1,500
☐ 30 Minute Exhibitor
    Theater Session - $2,050
☐ 60 Minute Exhibitor
    Theater Session - $2,500
☐ Program Ad
    Back Cover, color - $2,750
☐ Program Ad
    Inside Front Cover, color - $3,200
☐ Program Ad
    Inside Back Cover, color - $3,700
☐ Program Ad
    Full page, color - $2,500
☐ Program Ad
    Full page, color - $1,550
☐ Quiet Space/ Connection Lounge
    $15,000 (Exclusive)
☐ Quiet Space/ Connection Lounge
    $7,500 (2 Companies)
☐ Event Survey - $3,500 (Exclusive)
☐ Floor Stickers - $2,800

CONTACT INFORMATION
Contact Name: ____________________________ Company: _______________________
Street Address, City, State Zip: ______________________________ Phone: ____________________________ Fax: ____________________________
Email: ________________________________
Signature: ____________________________

PAYMENT INFORMATION
☐ Invoice ☐ American Express ☐ MasterCard ☐ Visa
Name on Card: ____________________________
Credit Card Number: ____________________________ Exp. Date: ____________ CVV Code: ____________
Billing Address (if different from above): ____________________________
Signature: ____________________________

Sponsorship Subtotal _______________________
    Exhibit Total _______________________
    Grand Total _______________________

This document serves as a contract. All sponsorship requests are final. Execution of this sponsorship commitment form signifies assumption of legal responsibility to pay for all sponsorship as stipulated on the form. Sponsorship is not confirmed until full payment is received. Payment must be made in U.S. dollar drawn on U.S. bank prior to the event date.

Please submit your form to kayla.prather@sla.org. For questions regarding sponsorship or exhibitor opportunities, please call 571-349-8520 to speak with a representative.
Sponsorships enhance your presence in the marketplace and are an ideal way to ensure your sales and marketing messages are seen and heard. SLA is committed to providing you the best opportunities to promote your company and achieve your marketing goals by optimizing your company’s exposure before, during and after the show.

Marketing, advertising & sponsorship allows you to:

• Build product brand and awareness
• Promote your booth location, events, and products
• Appear in the Conference Daily, Show Guide, Onsite Signage and Online
• Secure time with attendees by getting your name at the top of their minds and agenda
• Maximize your return on investment.

Maximize your visibility

Make a big impact with your marketing dollars by exhibiting at SLA2022 Source Forward. The attendees you want to do business with are all in one place, under one roof – and focused on connecting with suppliers who can deliver information solutions. In the months prior to SLA2022 Source Forward, SLA conducts a strategic marketing campaign that will deliver core information professionals to your booth so you can

• Generate sales leads
• Identify and meet new customers
• Boost awareness of your company brand among the people that count the most
• Introduce new technology and services to the marketplace

CONTACT:
Kayla Prather, SLA Sr. Coordinator
571-349-8520 • kayla.prather@sla.org

98% of attendees believe SLA Annual Conference to be a productive use of time and financial investment!

96% of attendees would recommend SLA Annual Conference to a colleague.

98% of attendees meet with exhibiting vendors in the EXPO Hall!

70% of attendees are considering or making product purchases with decision-makers.

80% of attendees have purchasing authority

Corporate members are from multiple interest groups within SLA including: Pharmaceutical & Health Technologies, Business & Finance, Legal, Competitive Intelligence and others.