

YEAR-ROUND SPONSORSHIP OPPORTUNITIES

PartnerTalk Webinar Sponsorship

\$5,000 PER EVENT

Dedicated 60-minute sponsored content webinar to engage the information professional and specialized librarian community with in-depth presentation, substantive data, resources, and knowledge on topics and trends. PartnerTalk webinars average 100-150 registrants per event, some over 200 depending on topics.

SLA Roundtable Sponsorship

\$2,500 PER EVENT

Select topics and engage in an intimate format. Select from scheduled topics or suggest your own. Join a 60-minute roundtable as a speaker or sponsor the conversation. Join into the content and engage in an intimate format. The roundtable space seating a maximum of 50 attendees and includes Internet access, LCD panel and screen, podium, microphone, and signage. Prominent sponsor recognition in event marketing and during event.

SLA Member Dedicated Email

\$1,000 - \$3,500

Send your marketing message monthly directly into the inboxes of SLA members or specific communities.

“This Week in SLA”

\$1,500 PER MONTH (APPROX. 4 ISSUES)

Send a weekly email issued by SLA detailing your SLA activities and programs happening at SLA and within the SLA communities. A 468x60 banner ad within the email sent to approx. 8,000 subscribers.

Website Advertising

(RATES VARY BY POSITION AND RUN TIME)

Specialized librarians and information professionals visit SLA.org to access members-only content, register for events, access the SLA Career Center, and more what a better way for branding and exposure. Advertising on SLA.org gives your organization frequent touchpoints to the profession.

Dedicated Email to Conference Attendees

\$1,500 - \$2,500

Marketing message sent directly to conference attendees from SLA. Limited to one (1) sponsored email per day. Emails sent during conference days (July 31- Aug. 2) are \$2,500. Emails sent outside of the interactive education days are \$1,500 per email. Subject to availability



SLA 2022 Annual Conference

SOURCE FORWARD

July 31 - August 2, 2022

SLA 2022 Source Forward Annual Conference Year-Round Commitment Form

PartnerTalk Webinars
\$5,000 per event

SLA Member Dedicated Email
\$1,000 - \$3,500

Website Advertising
(Rates vary by position and run time)

SLA Roundtable
\$2,500 per event

This Week in SLA
\$1,500 per month (approx. 4 issues)

**Dedicated Email to
Conference Attendees**
\$1,500 - \$2,500

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 sla-sponsorship@sla.org. For questions regarding sponsorship or exhibitor opportunities, please call 571-762-4379 to speak with a representative.