Dear Exhibitors,

In 2022, we will convene for the first in-person ILA Annual Conference since 2019! We are so appreciative of those of you who participated with us for the 2020 and 2021 ILA virtual conferences, but we’re more than ready to be together at the Stephens Convention Center in Rosemont.

This year’s theme—At the Heart of It—focuses on what brings us together and how we can remove barriers to collaboration.

At the third-largest state library exposition in the nation and the largest in the Midwest, you will connect one-on-one with more than a thousand current and potential customers. The 2022 ILA Annual Conference is the ideal environment to showcase your products and services.

We know there are countless opportunities to attend library conferences, and we appreciate your support. Without it, ILA could not provide the educational sessions, speakers, and presenters that advance the growth of Illinois library professionals, staff, and trustees. More important, our library attendees appreciate your presence and the opportunity to meet with you!

Please take a few minutes to review all the options available to find those that best suit your organization’s needs.

ILA thanks you for your consideration and looks forward to seeing you in person in Rosemont!

Sincerely,

Diane Foote ILA Executive Director
WHY EXHIBIT?

In 2022, we will convene in Rosemont, Illinois, for the first in-person ILA Annual Conference in over two years. This year's theme — At the Heart of It — focuses on what brings us together and how we can remove barriers to collaboration. Held at the Stephens Convention Center, October 18-20, the conference is your best opportunity to reach libraries of all types across the state.

Illinois has one of the most extensive systems of libraries in the country; more than 3,800 libraries are located in the state. This year's conference will be the third-largest state library exposition in the nation — and the largest in the Midwest — representing librarians from the state’s public, academic, school, and special libraries. It offers an unparalleled opportunity to reach decision-makers from across the state.

How much does your library spend on new products annually

<table>
<thead>
<tr>
<th>Spend Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $10,000</td>
<td>21%</td>
</tr>
<tr>
<td>$10,000 - $50,000</td>
<td>20%</td>
</tr>
<tr>
<td>$50,000 - $100,000</td>
<td>25%</td>
</tr>
<tr>
<td>More than $100,000</td>
<td>0%</td>
</tr>
</tbody>
</table>

What is your main purpose for visiting the exhibit hall?

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Products</td>
<td>0%</td>
</tr>
<tr>
<td>Visit current vendors</td>
<td>25%</td>
</tr>
<tr>
<td>Look for new tech</td>
<td>20%</td>
</tr>
<tr>
<td>See what's new</td>
<td>50%</td>
</tr>
</tbody>
</table>
EXHIBITOR BENEFITS

NETWORK WITH ATTENDEES

- Ten hours of exhibit time with half of the show hours dedicated no-conflict time.
- Networking events on the show floor, including exhibits opening and closing lunch receptions & refreshment breaks.
  • Access to exhibit hall programming
  • Access to conference sessions.

BOOTH BREAKDOWN

- Exhibit space rental is $15.50 per SqFt + Corner Charge.
  - $100 additional corner fee
  - Click here to see if you qualify for the ILA renewal pricing.
- 8’ high back drape and 3’ side drape
- Company ID Sign
- 6 complimentary exhibitor registrations per 10x10 booth
- One Six-Foot table
- Two sided chairs
- ILA Associate Members receive a 10% discount off the total rental fee

MARKETING OPPORTUNITIES

- Company listing in the online and onsite program guide
- Opportunity to purchase pre and post-show attendee lists
  • Options to extend your reach beyond the booth with sponsorship and advertising opportunities
- Full company listing on the online floorplan
- Early sign up for ILA 2023 in Springfield
  • Inclusion in the mobile app
Space Assignment

Exhibit space assignments will be made, whenever possible, in keeping with the preferences requested by the exhibitor, and based on the availability of a particular exhibit space.

Final determination in all space assignments will be made by show management in the best interest of the exposition.

Exhibitor Service Manual

Approximately sixty days prior to the show, all exhibitors will receive an Exhibitor Service Manual via email. It includes valuable information such as show rules, complete exhibit installation and removal information, a list of contractors, and order forms for various add-on services.
Sponsorship Opportunities

Reach beyond your exhibit booth and bring your company to the attention of the Illinois library community. Becoming an Illinois Library Association Annual Conference sponsor represents an extraordinary opportunity to complement your company’s marketing plan while supporting Illinois libraries. Sponsorship from organizations like yours enables ILA to deliver high-quality professional development and networking to Illinois library workers and trustees.

Sponsorship is a high-impact, high-profile marketing technique, which drives influential professionals to your booth. Sponsorship creates awareness of your company’s presence at the conference, builds your image, and generates traffic for your booth.

The Center for Exhibition Industry Research reports that 76% of trade show attendees leave home already having decided which booths they plan to visit, yet less than 20% of exhibitors conduct some form of pre-show promotion. Take advantage of the sponsorship opportunities that ILA offers to ensure you are on their must-visit list. If you want attendees to schedule a time to visit your booth at the ILA Annual Conference, start planning today!

Visit ila.org/sponsorship for more information.

Conference Advertising

The Conference Program is distributed to all conference attendees and referred to multiple times daily during the conference, providing information regarding programs, the map of the convention center, and more. For full details on advertising, please visit ila.org/exhibits.

Passport to Prizes

The booth traffic building promotion called Passport to Prizes is a fun way to attract and keep attendees on the exhibit floor. Each attendee will receive a passport. The attendee must stop by each participating exhibitor to receive a stamp on his or her passport. The attendee must complete the entire Passport in order to be eligible for the prize drawing that will be held on the final day of exhibits. Attendees must be present at the prize drawing to win. The Passport to Prize fee is $350. For more information on the Passport to Prizes, contact the ILA Exhibits Team at ILA@corcexpo.com
Room blocks have been reserved for Monday, October 17 to Thursday, October 20, 2022. Reservations must be made by September 26, 2022.

Embassy Suites by Hilton Chicago O'Hare Rosemont

Reservations: 847-679-4000 or book online.
5500 North River Road
Rosemont, IL 60018

A happy hour reception and morning breakfast is included with registration. Overnight parking is available for $33.

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<thead>
<tr>
<th>Single/Double Rate</th>
<th>Triple Rate</th>
<th>Quad Rate</th>
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</thead>
<tbody>
<tr>
<td>$189</td>
<td>$199</td>
<td>$209</td>
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DoubleTree by Hilton Chicago O'Hare Rosemont

Reservations: 847-678-4000 or book online.
5460 North River Road
Rosemont, IL 60018

Overnight parking is available for $33.

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View the online floor plan here
JOIN US!

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The ILA 2022 Annual Conference will exceed your expectations. Mark your calendar for ILA, October 18–20, 2022!

CONTACT:
Scott Brewster
ILA Exhibit Sales
847-702-2742
scott@corcexpo.com

“The in-person ILA Annual Conference is a great opportunity for gaining exposure for our organization and growing relationships with our existing member libraries—all while supporting the professional development of Illinois' librarians.”

-Shandi Greve Penrod, Marketing Coordinator, Illinois Heartland Library System