PLA’s biennial conference attracts thousands public library staff and stakeholders from around the world. This multi-day event offers more than 100 top-quality education programs, general sessions and author luncheons which feature influential and relevant speakers, networking events, and a busy exhibit hall showcasing hundreds of public library world vendors.

65% of PLA members are directors, associate directors, managers, and branch managers. The PLA Conference is a premier event that reaches thousands of professionals with influence and buying power!

CONTACT Matt McLaughlin, Sponsorship Sales | 1-312-265-9655 | Matt@CorcExpo.com
ALL SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- Logo recognition with link on the PLA conference website
- Logo recognition on PLA signage at the entrance to the conference
- Verbal recognition from the podium at the Opening and Closing General Sessions
- Logo recognition on screen before and after the Opening and Closing General Sessions
- Sponsor logo recognition in Show Daily Newspaper
- Priority booth selection for PLA 2024 National Conference. Priority is determined by sponsorship level along with number of years exhibiting and total booth footprint

BRANDING SIGNAGE AND GRAPHICS

AISLE SIGNS
$8,000

Increases awareness of your company in the PLA exhibit hall! Your company logo will be added to the PLA Aisle Signs throughout the exhibit hall.

TABLETOP DECALS
$5,000

Your company artwork on 2’x 2’ decals covering ten (10) tables set in the PLA registration area for networking and relaxing.

HAND SANITIZER STATIONS IN EXHIBIT HALL
$5,000

Put your company message on the hand sanitizer stations that all attendees will be reaching for. Several stations will be placed throughout the exhibit hall. Includes four (4) hand sanitizer stations per sponsorship.

STANDING SIGN
$3,000

Your company advertisement will be prominently displayed on an 8’ x 3’ double-sided free standing meter board that will be placed in a high-traffic area of the conference.

ADDITIONAL BANNER BRANDING AVAILABLE
PRICES VARY

Additional banner locations and sizes are available to be placed in the lobby, concourse, or registration area. Contact us to learn more about creating a custom-fit package with exclusive branding opportunities in the Portland Convention Center including banners and other signage.
ATTENDEE EXPERIENCE

**WIFI**  
$15,000  
Keep attendees connected while they are away from the office! Name the conference network and password used by all attendees to log into the conference WiFi.

**MOBILE APP**  
$7,500  
Mobile Apps are rapidly expanding your opportunities to drive brand awareness, engage and acquire new customers, and boost customer loyalty. Welcome attendees as the sponsor of the PLA 2022 mobile app! As the exclusive sponsor of the mobile app, your company information will be displayed on the opening splash screen (for 2 seconds) before the mobile app opens.

**BANNER AD ON MOBILE APP**  
$2,000  
Welcome attendees with an ad on the PLA 2022 mobile app! Your company ad will be displayed on the homepage and will include a button that clicks directly to your site (or URL of choice). Limited number of ads are available.

**PLA CONFERENCE COUNTDOWN NEWSLETTER**  
$5,000  
Include your logo with a hyperlink and up to 50 words of text in six (6) email blasts counting down to PLA 2022. Eblasts are sent to all PLA members and conference attendees. Your message can reach over 5000 PLA member and/or conference attendees with each email.

**EMAIL MARKETING**  
$4,000  
Send a personalized company email to all PLA 2022 pre-show attendees Direct email to this targeted list of attendees is the most powerful and cost-effective advertising medium you can use to promote your business, generate leads, and enhance your company’s exhibit experience.

**SOCIAL MEDIA**  
$3,000  
Our attendees are social media savvy! Sponsor provides artwork for PLA to promote on your behalf. Only two scheduled tweets and FB posts per day allowed. Get yours today!
MAKE MY DAY VOUCHERS
$2,000

Make your brand more meaningful to your target market by enhancing their conference experience with simple pleasures sure to improve their PLA 2022 experience! Make My Day vouchers for discounted coffee, added-value benefits that directly align your brand with attendees’ positive event experience.

Hand out $5.00 Starbucks Gift Cards – Quantity of 50. A printed voucher with company logo will be handed out from your booth, signage in the Registration Area and a carpet decal in front of your booth recognizing your company as a Make My Day sponsor. This is also a great way to reach our virtual conference attendees. You can email a voucher for Virtual Conference attendees to redeem at a local Starbucks.

PASSPORT TO PRIZES
$750

Play the PLA Booth Traffic Game! All attendees will receive a “passport” card with their registration materials. Attendees will be instructed to stop by all participating exhibitors to receive a stamp on their passport. Attendees must complete their entire passport cards to be eligible for the Prize Drawing that will be held on the final day of exhibits in the PLA Exhibit Hall. Benefits Include: Sponsor name and booth number on Passport to Prizes ID Card and on Passport to Prize Signage. All prizes for the Passport giveaway will be paid for and provided by PLA. Also includes 8 1/2 x 11” sign to place in your booth acknowledging your company as a passport sponsor.

PUSH NOTIFICATIONS
$1,500

Push notifications deliver value to your customers, right on their home screens. Push is a proven, proactive way to drive engagement and your brand. Use the PLA push notifications as an opportunity to get attendees to your booth, special events, or alert attendees to your company promotions and giveaways. Limited quantity available. (One per company per day).
OPENING AND CLOSING GENERAL SESSIONS
$10,000 EACH PER SESSION

Approximately 5000 public library professionals attend these sessions which are heavily marketed and offer a sponsoring company exclusive, high-profile recognition. Benefits include signage with your company logo as attendees enter and exit the session, verbal recognition for your company from the podium, company logo next to the program listing on the PLA website, VIP seating for two company representatives and your company logo will be displayed on large screens at the front of the stage during the beginning/end of session.

VIRTUAL CONFERENCE
$8,000

Reach beyond the conference walls and make your organization visible to in-person attendees as well as those participating in the Virtual Conference. The Virtual Conference Sponsor receives recognition on the Virtual Conference platform, the PLA website, and in conference marketing materials. The Virtual Conference sponsor will be thanked in introductions at the start of each day of the Virtual Conference.

THE “HOW TO” STAGE
$7,500

The PLA conference “How To” stage gives attendees an opportunity to learn about a variety of eclectic topics in short 20-minute hands-on sessions. Held on the exhibit floor, the sponsor will receive additional exposure through signage and announcements at the stage as well as all ads promoting the “How To” sessions. In additional, sponsors will have the opportunity to present a session each day if desired. The How-To stage draws a huge crowd, typically standing room only. Take advantage of the opportunity to share your message in this highly desirable location. Limited to two sponsors.

EXHIBIT OPENING RECEPTION
$7,500 – WEDNESDAY, MARCH 23

Make the most of the high energy of the PLA attendees eager to kick off the conference when the exhibit hall opens. Exclusive benefits include signage at all food and beverage stations, branded napkins at the bars and table tents scattered throughout.

BIG IDEAS
$5,000 – THURSDAY, MARCH 24 FROM 8:00–9:00AM AND FRIDAY, MARCH 25 FROM 8:00–9:00AM

The Big Ideas Series, PLA’s version of “TED Talks,” kicks off each day with an inspiring speaker sure to challenge your mind and spark your creativity.
EXHIBITS COFFEE BREAK
$5,000

Approximately 3000 conference attendees visit the exhibits during the designated coffee breaks to enjoy refreshments in the exhibit hall. Exclusive benefits include signage at the coffee stations, branded napkins, and table tents scattered throughout. (3 opportunities available).

ENHANCED EXHIBITOR LISTING IN JAN/FEB 2022 ISSUE OF PLA MAGAZINE
$1,500

This year Public Libraries magazine (January/February Issue) will feature a PLA2022 Special Section. The Special Section will include news, updates, highlights, and more information about the conference. The section will also feature an exhibitor list. All exhibitors (to-date) will be listed in alpha-order with just company name and booth number. You can choose to highlight your company with an Enhanced Exhibitor Listing. If you choose an Enhanced Exhibitor Listing your company will be highlighted in this list and you will be allowed to add your logo, (website address or one contact email) and up to ten words of text (company description). Artwork due by 11/21. Add this to another sponsorship or advertising opportunity and receive a 20% discount on the cost of your PL ad.

ADVERTISING IN PUBLIC LIBRARIES

Visit ala.org/pla/resources/publications/advertise to check out all display advertising opportunities for the special conference issue and other PL opportunities. For example, Public Libraries Online (the digital partner to the paper magazine) receives several thousand views per day. Leading up to PLA 2022, much of the content will focus on conference programming and updates. Add this to another sponsorship or advertising opportunity and receive a 20% discount on the cost of your PL ad.

SHOW DAILY – THE PLA DAILY NEWS

This year the Show Daily newspaper, “The PLA Daily News” will feature a digital preshow issue, a Wednesday paper issue; Thursday digital issue; Friday digital issue; and a post-show issue emailed after the conference. Add this to another sponsorship or advertising opportunity and receive a 20% discount on the cost of your PL ad.

For more information about advertising in the Show Daily, contact:

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