



# 2018 NJLA Annual Conference Major Event Sponsorships & Promotional Opportunities



## Major Event Sponsorships

### Platinum Sponsorship (\$5,000) (Includes booth)

- Acknowledgement in Program Book
- Website linked on njlaconference.info
- Premium exhibit booth placement
- Signage at exhibit booth indicating sponsorship level
- 1 set of library mailing labels (\$85 value)
- One year of NJLA Commercial Membership (\$135 value)
- Sponsor for a reception or keynote
- Signage outside of sponsored event
- Introduced at sponsored event and representative may make welcome remarks
- Can distribute promotions at sponsored event
- 2 tickets to a conference luncheon (\$70 value)
- Full page ad and premium ad placement in program book (\$750 value)
- Company literature at a sponsored event
- **(New) Logo on Banner at Keynote/Reception/Lunches**
- **(New) Priority choice for Demonstration Area time slots**

#### Receptions and Keynotes Sponsorship Opportunities for Platinum Sponsors

Thursday Keynote

Friday Keynote

Thursday NJLA Awards Reception

Thursday NJLA Leadership Luncheon

## **Gold Sponsorship (\$2,500) (Includes Booth)**

- Acknowledgement in Program Book
- Website linked on njlaconference.info
- Premium exhibit booth placement
- Signage at exhibit booth indicating sponsorship level
- Designated as sponsor of activity or refreshment
- 1 set of library mailing labels (\$85 value)
- Half page ad in program book (\$400 value)
- One year of NJLA Commercial Membership (\$135 value)
- **(New) Logo on Banner at Keynote/Reception/Lunches**
- **(New) Priority choice for Demonstration Area time slots**

### Activities and Refreshment Sponsorship Opportunities for Gold Sponsors

Ice Cream Break

Garden State Book Awards Lunch

College and University Section Luncheon

NJLA Pool Party

## **Silver Sponsorship (\$1,500) (Includes Booth)**

- Acknowledgement in Program Book
- Website linked on njlaconference.info
- Premium exhibit booth placement
- Signage at exhibit booth indicating sponsorship level
- Designated as sponsor of activity or refreshment
- Quarter page ad in program book (\$300 value)
- 1 set of library mailing labels (\$85 value)
- **(New) Priority choice for Demonstration Area time slots**
- **(New) Sponsor a specific track of programs, such as all programs by the NJLA Reference Section, Young Adult Section or Administration and Management Section. A list of NJLA Committees and Sections is available here: <http://njlamembers.org/>**

### Activities and Refreshment Sponsorship Opportunities for Silver Sponsors

Wednesday Night President's Program

Feast on This Luncheon

Poster Sessions (One of Four)

Refreshment breaks in Exhibit Hall

# Bronze Sponsorship (\$500)

Acknowledgement in Program Book

- Website linked on njlaconference.info
- Premium exhibit booth placement
- Signage at exhibit booth indicating sponsorship level
- Designated as sponsor of activity or refreshment
- **(New) Priority choice for Demonstration Area time slots**
- **(New) Sponsor a specific track of programs, such as all programs by the NJLA Reference Section, Young Adult Section or Administration and Management Section. A list of NJLA Committees and Sections is available here: <http://njlamembers.org/>**

Activities and Refreshment Sponsorship Opportunities for Bronze Sponsors

Program Sponsorships

Refreshments at Events (TBD)

Brown Bag Luncheons

## Promotional Opportunities

### Program Advertising

- Full page in program book \$800
- Half page in program book \$400
- Quarter page in program book \$300
- Back cover of program book \$1200 (only one available)

### Additional Promotional Opportunities

- Wireless Internet \$3,000
- Conference Giveaway Item (Ex. T-shirts, bags, water bottle -) - Featuring sponsor's logo and conference logo \$2,500
- Diversity Scholarships/Scholarships - Provide attendance for ten applicants to attend conference \$1,650
- Lanyard/Badge \$1,500
- Large Informational Screen \$500
- Small Informational Screen \$325
- Phone Charging Stations \$225
- Website Sponsorship Rotating Banner \$200
- Exhibitor Demonstration Area Timeslot \$175