

WLA 2021



## ANNUAL CONFERENCE



WISCONSIN  
LIBRARY  
ASSOCIATION

Wisconsin Library Association  
WLA 2021 Annual Conference

Hyatt Regency and KI Convention Center  
Green Bay, Wisconsin | November 16-19, 2021

# ABOUT THE CONFERENCE

## SCHEDULE

### Tuesday, November 16, 2021

10:00 am - 6:00 pm | WLA Business Meetings

7:00 pm | Opening Reception  
at Brown County Library  
*Vendors Welcome!*

### Wednesday, November 17, 2021

8:30 am - 5:30 pm | Full Conference

7:00 pm | WLA Foundation Fundraiser

### Thursday, November 18, 2021

8:30 am - 4:30 pm | Full Conference

### Friday, November 19, 2021

8:30 am - 2:00 pm | Full Conference



## VENUE

KI Convention Center

333 Main Street  
Green Bay, WI 54301

(920) 432-1234

[www.kiconventioncenter.org](http://www.kiconventioncenter.org)



Ki Convention Center

## HOTEL

Hyatt Regency Green Bay

333 Main Street  
Green Bay, WI 54301

(920) 432-1234

[www.hyatt.com/en-US/group-booking/GRBRG/G-WLAC](http://www.hyatt.com/en-US/group-booking/GRBRG/G-WLAC)

\$134 per night (plus applicable taxes)

Reserve your room by  
**October 25, 2021** and refer to the  
Wisconsin Library Association to  
receive the discounted group rate.



Hyatt Regency Green Bay

# ATTENDEE DEMOGRAPHICS

## AUDIENCE PROFILE

The WLA Conference hosts a mix of attendees from public, academic, and specialty libraries who often include:

- Directors
- Assistant Directors
- Branch Managers
- Community Outreach and Engagement Managers
- Department Managers
- Friends of the Library
- Library Trustees
- Youth and Teen Librarians
- Reference Librarians
- Local History Librarians
- Library Students
- Library Support Staff
- Technology Professionals
- Archivists

The  
**2021 WLA**  
Conference  
expects to  
host  
approximately  
**800**  
attendees!

## TYPES OF ORGANIZATIONS IN ATTENDANCE

Public Libraries

Academic Libraries

Specialty Libraries

Wisconsin State Library Systems

Wisconsin Library Services (*WILS*)

The Department of Public Instruction (*DPI*)

The following academic institutions were represented at the 2019 WLA Conference:

Madison College  
Marquette University  
Southwest Technical College  
St. Norbert College  
University of Illinois – Urbana Champaign  
University of Wisconsin – Eau Claire  
University of Wisconsin – Fond du Lac  
University of Wisconsin – Green Bay  
University of Wisconsin – La Crosse  
University of Wisconsin – Madison  
University of Wisconsin – Milwaukee  
University of Wisconsin – Oshkosh  
University of Wisconsin – Stevens Point  
University of Wisconsin – Stout  
University of Wisconsin – Washington County  
Viterbo University

PAST SPONSORS

INCLUDE

OverDrive  
Demco  
Boopsie for Libraries  
EBSCO  
Bubricks  
Recorded Books  
First Business Bank  
Innovative  
SHARP  
Engberg Anderson  
Maris Education  
Camera Corner  
Connecting Point  
Gale-Cengage

# SPONSORSHIP LEVELS

## ALL CONFERENCE SPONSOR

### Contribution of \$15,000

This exclusive level of sponsorship provides the highest recognition at the WLA Conference and includes the following:

- Complimentary exhibit booth
- Full page advertisement placement in the onsite program booklet
- Two complimentary full conference registration passes
- Prominent logo placement on all conference promotional materials and signage
- Your logo prominently displayed (*with link to your company's website*) on the WLA 2021 conference website and conference email blasts

## GOLD LEVEL SPONSOR

### Contribution of \$5,000 and above

Gold Level Sponsors receive the following:

- Complimentary exhibit booth
- Recognition on the WLA website with your logo and link to your company's website
- Podium recognition at your sponsored event
- Onsite signage at your sponsored event
- Recognition in all materials that promote your sponsored event or item
- Two complimentary full conference registration passes

## SILVER LEVEL SPONSOR

### Contribution of \$2,500 and above

Silver Level Sponsors receive the following:

- Recognition on the WLA website with your logo and link to your company's website
- Podium recognition at your sponsored event
- Onsite signage at your sponsored event
- Recognition in all materials that promote your sponsored event or item
- One complimentary full conference registration pass

## BRONZE LEVEL SPONSOR

### Contribution of \$250 and above

Bronze Level Sponsors receive the following:

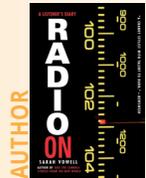
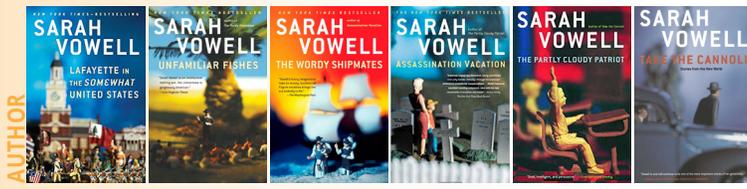
- Recognition on the WLA website with your logo and link to your company's website
- Recognition in all materials that promote your sponsored event or item

# NOVEMBER 17-19, 2021 KEYNOTE SERIES



WEDNESDAY@8:30AM

## SARAH VOWELL American Historian | Author | Journalist | Essayist | Social Commentator | Actress



MORE ABOUT SARAH VOWELL: [barclayagency.com/speakers/sarah-vowell/](http://barclayagency.com/speakers/sarah-vowell/)

THURSDAY@8:30AM

## NIGEL POOR Artist | Photographer | Ear Hustle Podcast Producer



CO-PRODUCERS  
CO-HOSTS  
CO-CREATORS  
EARLONNE WOODS  
& NIGEL POOR



In partnership with San Quentin State Prison, Ear Hustle brings you the daily realities of life inside prison shared by those living it, and stories from the outside, post-incarceration.



MORE ABOUT NIGEL POOR AND EAR HUSTLE: [nigelpoor.com](http://nigelpoor.com) | [earhustlesq.com](http://earhustlesq.com)

FRIDAY@8:30AM

## FELTON THOMAS, JR. Executive Director, CEO | Cleveland Public Library, Ohio

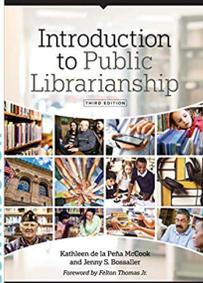


During Felton's tenure, Cleveland Public Library has maintained its "Five Star" status and been named a "Top Innovator" by the Urban Libraries Council for its use of technology and data to inform decision making.

Felton's vision for the Library is that of a strong leader in defining a more prosperous future for Cleveland by battling the digital divide, illiteracy, unemployment, and other community deficits with innovative programming and action at all branches.



FORWARD CONTRIBUTOR



WLA 2021

# SPONSORSHIP OPPORTUNITIES

Make your sponsorship dollars work harder. Mix and match any of these sponsorship opportunities to fit your organization's goals and budget. The total amount you spend determines your level of sponsorship (see page 4). These opportunities will go fast, so don't wait to gain maximum exposure!

## SPONSOR AN EVENT

<b>Exclusive All Conference Sponsor</b> .....	<b>\$15,000</b>
<b>Wednesday Opening Session</b> <i>A Conversation with Sarah Vowell</i> .....	<i>Sponsored by WLA Foundation</i>
<b>Wednesday YSS Luncheon Speaker</b> .....	<b>\$3,000</b>
<b>Thursday Opening Session</b> <i>Producer &amp; Host of Ear Hustle Podcast: Nigel Poor</i> .....	<i>Sponsored by Nicolet Federated Library System</i>
<b>Thursday Luncheon Speaker</b> <i>Author, Attorney, Speaker &amp; Activist: Robyn Gigl</i> .....	<b>\$3,000</b>
<b>Friday Opening Session</b> <i>Executive Director, CEO of Cleveland Public Library: Felton Thomas, Jr.</i> .....	<b>\$3,500</b>
<b>Friday Luncheon Speaker</b> .....	<b>\$3,000</b>
<b>Awards and Honors Reception</b> .....	<b>\$3,500</b>
<b>Career Center - Located in Exhibit Hall</b> .....	<b>\$1,000</b>
<b>Wednesday Coffee / Beverage Snack Station</b> .....	<b>\$1,500</b>
<b>Thursday Coffee / Beverage Snack Station</b> .....	<b>\$1,500</b>
<b>Friday Coffee / Beverage Snack Station</b> .....	<b>\$1,500</b>
<b>Special Event: Tour (Location TBD)</b> .....	<b>\$1,000</b>
<b>Special Event: Yoga &amp; Mimosas</b> <i>Yoga mat w/ your company logo provided for attendees</i> .....	<b>\$1,500</b>

## BRAND VISIBILITY

<b>Sponsor the Indie Author Garden</b> <i>Author book signings in the Exhibit Hall</i> .....	<b>\$4,000</b>
<b>Tote Bags w/ Your Company Logo</b> <i>Distributed to all attendees at registration</i> .....	<b>\$3,500</b>
<b>Water Tumbler w/ Your Company Logo</b> <i>Distributed to all attendees at registration</i> .....	<b>\$3,500</b>
<b>Conference WiFi</b> <i>All attendees, your company name as WiFi password &amp; logo on WiFi cards</i> .....	<b>\$2,500</b>
<b>Lanyards w/ Your Company Logo</b> <i>Distributed to all attendees w/ name badges</i> .....	<b>\$1,500</b>
<b>Chair Drop</b> <i>Your literature or giveaways placed on luncheon session chairs or near table setting</i> .....	<b>\$250</b>
<b>Bag Drop</b> <i>Your literature or giveaways included in attendee registration tote bags</i> .....	<b>\$250</b>

## PROGRAM BOOKLET ADVERTISEMENTS

<b>Full Page</b> .....	<b>\$275</b>
<b>Half Page</b> .....	<b>\$175</b>
<b>Quarter Page</b> .....	<b>\$145</b>

# EXHIBITORS

## EXHIBIT SCHEDULE

**Tuesday, November 16, 2021**

1:00 - 7:00 pm | Set up

**Wednesday, November 17, 2021**

7:00 - 9:00 am | Set up

10:00 am - 5:30 pm | Exhibits Open

10:00 am | Exhibits Grand Opening

**No-Conflict Time:**

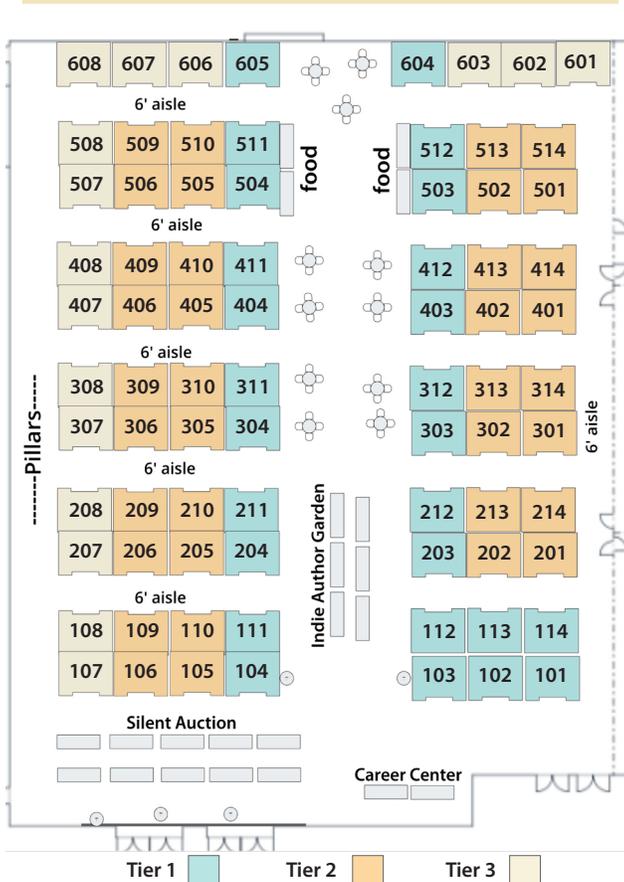
10:00-10:30 am | 2:45-3:30 pm

**Thursday, November 18, 2021**

10:00 am - 4:30 pm | Exhibits Open

**No-Conflict Time:**

10:00-10:30 am | 2:45-3:30 pm



## BOOTH FEE & MORE

**Early Bird Deadline: Sept 1, 2021**

**Tier 1** ■ **Early Bird: \$775**

\$875 if reserved after Sept 1, 2021  
Additional booths - \$475 each

**Tier 2** ■ **Early Bird: \$750**

\$850 if reserved after Sept 1, 2021  
Additional booths - \$450 each

**Tier 3** ■ **Early Bird: \$675**

\$775 if reserved after Sept 1, 2021  
Additional booths - \$400 each

## Non-profit Organizations

Contact WLA Office for information regarding non-profit booth rates:

[wla@wisconsinlibraries.org](mailto:wla@wisconsinlibraries.org)

## Booth Fee Includes:

- 8' x 10' commercial booth
- 8' skirted table
- 2 padded chairs
- Back and side pipe and drape
- Booth ID sign

*\*Costs of electrical service, Internet, and other additional services/items are not covered by this contract*

## On-Site Security

Security on-site is provided by KI Convention Center.

## Assignment

Booths will be assigned on a first come, first served basis.

## Cancellation Information

No refunds will be issued after October 15, 2021; cancellations on or before October 15, 2021 are subject to a \$100 cancellation fee.

## QUESTIONS

Contact: Wisconsin Library Association  
[wla@wisconsinlibraries.org](mailto:wla@wisconsinlibraries.org)  
or **608-245-3640**

## Exhibitor Online Registration:

<https://wla.memberclicks.net/vendor-registration-2021>

Register online for the WLA 2021 Annual Conference

# ADVERTISEMENTS

## PROGRAM BOOKLET ADS

The best advertising vehicle to reach Wisconsin librarians is in the 2021 WLA Annual Conference Program Booklet. The Program Booklet is circulated to all conference attendees and posted on our website giving your organization the attention of hundreds of library professionals and a direct link to those with purchasing power.

OPTIONS	DIMENSIONS (approx)	RATES
Full Page	7.5" x 9.75"	\$275
Half Page	7.5" x 4.75"	\$175
Quarter Page	3.5" x 4.75"	\$145
Business Card Size	3.5" x 2"	\$100

### Artwork Requirements

Full color or grayscale artwork accepted

High resolution: minimum of 600 ppi

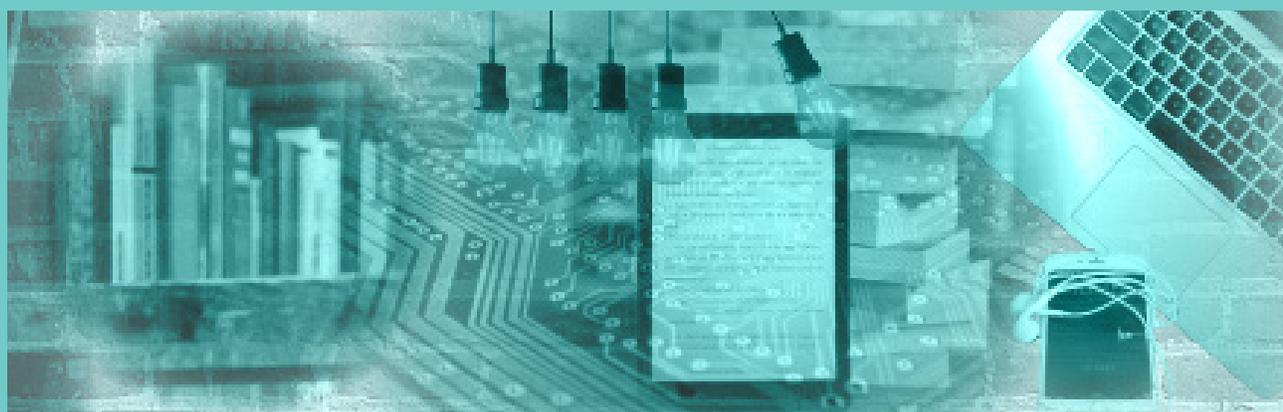
Accepted formats: jpeg | tiff | gif | pdf

Send artwork to [wla@wisconsinlibraries.org](mailto:wla@wisconsinlibraries.org)

**Deadline: October 1, 2021**

WLA 2021 Conference Exhibitors receive a 10% discount on advertisement rates.

Email [wla@wisconsinlibraries.org](mailto:wla@wisconsinlibraries.org) to reserve your ad space.



### Thank you for your contribution to the 2021 WLA Annual Conference!

We look forward to a positive partnership with our conference sponsors, exhibitors and attendees. This is a great opportunity for all to share expertise, knowledge and ideas to enrich our libraries, communities and ourselves!

*- Wisconsin Library Association and 2021 WLA Conference Committee*

• WISCONSIN LIBRARY ASSOCIATION | WLA 2021 ANNUAL CONFERENCE •