PUBLIC LIBRARY ASSOCIATION

PLA 2016 CONFERENCE

SPONSORSHIP OPPORTUNITIES

CONFERENCE DATES
APRIL 5-9

EXHIBIT DATES
APRIL 6-8

COLORADO CONVENTION CENTER
DENVER, COLORADO

PLACONFERENCE.ORG
<table>
<thead>
<tr>
<th>PARTNER BENEFITS</th>
<th>PLATINUM $10,000+</th>
<th>GOLD $5,000+</th>
<th>SILVER $1,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of “A PLA Platinum Partner” and PLA logo on your company website for the commitment year and a banner/block advertisement in one (1) PLA Conference e-Newsletter (distributed to more than 10,000 PLA members). Deadlines apply.</td>
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<tr>
<td>Priority booth selection for the PLA 2018 Conference. Priority determined by sponsorship level along with number of years exhibiting and total booth footprint.</td>
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<tr>
<td>Priority hotel block selection for your staff at PLA 2016 Conference hotels. Deadlines may apply and after the deadline, priority selection will be offered on a space available basis.</td>
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<tr>
<td>Partner recognition on the main PLA Partners banner at the entrance of the PLA Conference.</td>
<td>Logo</td>
<td>Logo</td>
<td></td>
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<tr>
<td>Partner recognition on the PLA Conference website and <a href="http://www.pla.org">www.pla.org</a>.</td>
<td>Logo with hyperlink</td>
<td>Logo with hyperlink</td>
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<tr>
<td>Verbal recognition from the podium at the Opening General Session and Closing Session.</td>
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<tr>
<td>Partner recognition on PLA Partners slide show during walk-in and walk-out of the Opening and Closing Sessions.</td>
<td>Logo</td>
<td>Logo</td>
<td>Name only</td>
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<tr>
<td>Partner recognition stars for your booth in the Exhibit Hall.</td>
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<td>Partner badge ribbons for your booth staff at the PLA Conference.</td>
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<tr>
<td>Partner recognition in PLA Conference e-Newsletters through the course of your sponsorship.</td>
<td>Logo with hyperlink</td>
<td>Name only</td>
<td>Name only</td>
</tr>
<tr>
<td>Partner recognition in PLA Conference Final Program and Show Daily.</td>
<td>Logo</td>
<td>Logo</td>
<td>Name only</td>
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<tr>
<td>Partner recognition on PLA Conference marketing materials, sent to all PLA members, as well as ALA public librarians and others, in the months prior to the PLA Conference. Timing of your commitment may impact which materials can include your recognition.</td>
<td>Logo</td>
<td>Name only</td>
<td>Name only</td>
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<tr>
<td>Partner recognition in fall issue of Public Libraries magazine. To guarantee, sponsorship must be confirmed by November 15, 2015.</td>
<td>Logo</td>
<td>Logo</td>
<td>Name only</td>
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THE PLA 2016 CONFERENCE OFFERS MANY GREAT OPPORTUNITIES TO SHOW YOUR PARTNER SUPPORT TO THOUSANDS OF PUBLIC LIBRARIANS

Specific Partner opportunities and recognition benefits are detailed below.

MEETING & SESSION SPONSORSHIPS

OPENING SESSION WITH ANDERSON COOPER
$5,000 EACH OR $10,000 FOR EXCLUSIVE SPONSORSHIP OF EVENT
As the official kick-off to the PLA Conference, the Opening Session offers a great opportunity to be one of the first companies to capture the attention of attendees with influence and buying power. Approximately 5,000 public library professionals attend the session. Sponsorship benefits include:

• Signage featuring your logo as attendees enter and exit the Opening Session
• Signage featuring your logo at the book signing table, if applicable
• Verbal recognition for your company from the podium
• Company logo included next to the program listing on the PLA Conference website and in marketing materials
• VIP seating for two company representatives
• Company logo displayed on large screens at the front of the stage during the beginning and end of session
• Depending on the level of partnership, this commitment includes all other Gold or Platinum Partner benefits

CLOSING SESSION WITH TIG NOTARO
$5,000 EACH OR $10,000 FOR EXCLUSIVE SPONSORSHIP OF EVENT
Approximately 5,000 public library professionals attend the Closing Session. Sponsorship benefits include:

• Signage featuring your logo as attendees enter and exit the Closing Session
• Signage featuring your logo at the book signing table, if applicable
• Verbal recognition for your company from the podium
• Company logo included next to the program listing on the PLA Conference website and in marketing materials
• VIP seating for two company representatives
• Company logo displayed on large screens at the front of the stage during the beginning and end of session
• Depending on the level of partnership, this commitment includes all other Gold or Platinum Partner benefits

PRECONFERENCES AND PROGRAMS
$5,000 AND $10,000
Multiple opportunities available. PLA is the recognized leader in public library continuing education offerings. PLA Conference preconferences and programs attract from 100–1,000 attendees. Sponsor the program content that complements your company’s products and services. Sponsorship benefits include:

• Logo recognition on signage outside of the program room(s)
• Recognition in conference materials as a program sponsor
• Company logo included next to the program listing on the PLA Conference website and in marketing materials
• Depending on the level of partnership, this commitment includes all other Gold or Platinum Partner benefits

VIRTUAL CONFERENCE
$5,000 EACH OR $10,000 FOR EXCLUSIVE SPONSORSHIP OF EVENT
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 content is available to attendees for a year after the Conference. In addition to the 300–500 attendees who will participate in just the Virtual Conference, all PLA Conference attendees have access to the Virtual Conference. Sponsorship benefits include:

• Recognition in all Virtual Conference specific marketing pieces
• Recognition on the Virtual Conference website
• A link to your website from the Virtual Conference website
• Depending on the level of partnership, this commitment includes all other Gold or Platinum Partner benefits

PLACONFERENCE.ORG
FOOD & BEVERAGE EVENTS

ALL CONFERENCE RECEPTION
$12,000 FOR TITLE SPONSORSHIP
Increase your company’s visibility by sponsoring the All Conference Reception. A perennial favorite of conference attendees, the All Conference Reception features an evening of lively entertainment and hors d’oeuvres where more than 3,000 attendees mix and mingle with their peers. Sponsorship benefits include:

- Logo recognition on signage at the entrance of the event, at food stations and on the entertainment stage
- Logo recognition on table tents throughout the event space
- Exclusive naming rights (The “PLA All Conference Reception — sponsored by YOUR COMPANY NAME”)
- Opportunity to provide cups and napkins with your company logo (Additional fee required. Must be approved by PLA.)
- Complimentary hospitality/drink tickets for your staff
- Includes all Platinum Partner benefits

EXHIBITS CLOSING RECEPTION
$5,000 EXCLUSIVE
PLA surveys indicate 99% of attendees visit the Exhibit Hall and 84% of those attendees visit more than three times during the conference. Scheduled during a “no conflict” time, the Closing Reception offers attendees the opportunity to visit the Exhibit Hall one last time, networking with exhibitors while enjoying refreshments. Exclusive benefits include:

- Announcements in the hall during reception to thank you for your support
- Signage at entry to show floor acknowledging your sponsorship
- Signage featuring your logo as sponsor at refreshment areas on exhibit hall floor
- Event is scheduled during a “no conflict” time, meaning no other events take place during the Closing Reception
- Includes all Gold Partner benefits

EXHIBIT HALL OPENING RECEPTION
$5,000 EXCLUSIVE
The Opening Reception attracts the majority of conference attendees, all eager to get a glimpse of the Exhibit Hall. Capitalize on the high energy of attendees when the hall opens by sponsoring this event, which includes appetizers. Sponsorship benefits include:

- Announcements in the hall during reception to thank you for your support
- Signage at the entry to the show floor acknowledging your sponsorship
- Signage featuring your logo as sponsor at refreshment areas on Exhibit Hall floor
- Event is scheduled during a “no conflict” time, meaning no other events take place during the Opening Reception
- Includes all Gold Partner benefits

EXHIBIT HALL COFFEE BREAKS
$5,000 (THREE (3) OPPORTUNITIES AVAILABLE.)
An estimated 7,000 conference attendees visit the exhibits during the designated coffee breaks to enjoy refreshments in the Exhibit Hall. Sponsorship benefits include:

- Announcements in the hall during a coffee break to thank you for your support
- Signage at the entry to the show floor acknowledging your sponsorship
- Signage featuring your logo as sponsor at coffee stations on the Exhibit Hall floor
- Opportunity to provide branded napkins for the break (Additional fee required. Must be approved by PLA.)
- Includes all Gold Partner benefits
ATTENDEE SERVICES

INTERNET CAFÉ
$5,000 EACH OR $10,000 FOR EXCLUSIVE SPONSORSHIP OFCAFÉS (TWO (2) OPPORTUNITIES AVAILABLE.)
The Internet Cafés are where attendees converge to check e-mail, confirm flights, and stay connected with the office and home throughout the conference. Located in high traffic areas, your sponsorship will be visible to those using the cafés as well as to the heavy conference foot traffic. Sponsorship benefits include:

- Sponsor recognition signage at the Internet Café, as well as on all directional signage
- Your company message included on all computer station wallpapers and screen savers
- Depending on level of partnership, includes Gold or Platinum Partner benefits

HOTEL KEYCARDS
$10,000 EXCLUSIVE
Be the last name attendees see as they leave their rooms for the conference and the first when they return to their rooms in the evening. Your company message and the PLA 2016 logo will appear on each keycard, providing your company with thousands of impressions. Sponsorship benefits include:

- Your 2-color artwork will be printed on all keycards used at the conference hotels
- Includes all Platinum Partner benefits

MOBILE APP
$2,500 EACH BANNER, $10,000 FOR SPLASH SCREEN AND BANNER OR $15,000 FOR EXCLUSIVE SPONSORSHIP
One (1) splash screen and six (6) main menu banners available. Conference attendees rely on the mobile app to help navigate all of the educational and social opportunities onsite. Get your brand in front of our attendees every time they use the app to search for interesting sessions and speakers, check their personalized conference schedule, or plan their exhibit hall visits. Sponsorship benefits include:

- Your company logo included on mobile app splash screen, which displays each time the app is opened
- Your clickable banner posted at the top of main menu screen, cycling through at 5 second intervals (6 banners available)
- Depending on level of partnership, includes Silver or Platinum Partner benefits

CHARGING STATION
$7,500
Enable participants to power up their smart phones, laptops, and other wireless devices without leaving the convention center. The station will be placed in a high-traffic area where it will be sure to draw attention and appreciation from attendees as you rescue them from the dreaded “low battery” signal. Sponsor’s artwork appears prominently on the station. (Artwork provided by the sponsor.) Sponsorship benefits include:

- Your company artwork will appear on the Charging Station
- Sponsor recognition signage near the station, as well as on all directional signage
- Includes all Gold Partner benefits

WIFI LOUNGE
$5,000 PER LOUNGE
Be the company that makes it possible for attendees to relax and catch up with the office and home in the Exhibit Hall WiFi Lounge. Sponsorship benefits include:

- Your company artwork will appear on four (4) photo tec wall squares located in the WiFi Lounge area and the side tables in each lounge area
- Signage acknowledging your sponsorship in the WiFi Lounge area
- Includes all Gold Partner benefits

ADVERTISING OPPORTUNITIES

BANNER IN MAIN LOBBY
$7,500
Do it up big! Place your company-designed artwork on a banner than measures 30’ wide x 6’ high. Hanging in the main lobby everyone will take notice of your message.

- Your custom-designed artwork will be on a banner that hangs just above the PLA registration area.
- Includes all Gold Partner benefits
ADVERTISING OPPORTUNITIES (CONT.)

LAVATORY SPONSORSHIP
$7,500
Reach your customers in one of the most unusual places! Put your company message in the men’s and women’s lavatories around the Exhibit Hall and session rooms. Benefits include:

- Your custom-designed artwork will be on eighty (80) signs, measuring 8” x 14”, in the men’s and women’s lavatories above the urinals and on the back of the restroom stall doors.
- Includes signs in the restroom lavatories surrounding the sessions & exhibit hall
- Includes all Gold Partner benefits

EXHIBIT HALL AISLE SIGNS
$7,500
Increase awareness of your company by exclusively displaying your company logo on all overhead Aisle Signs throughout the show floor. Attendees will see your logo each time they look for an aisle number. Includes 12 aisles. Benefits include:

- Your company logo and booth number are displayed on all Exhibit Hall Aisle Signs
- Includes all Gold Partner benefits

STAIRS IN MAIN LOBBY
$6,000
As attendees walk through the main lobby to the Exhibit Hall they will see your company message on the staircase located directly across from the Exhibit Hall escalator. Place your company artwork on 10 stairs with each stair measuring almost 12’ wide.

- Your custom-designed artwork will be on 10 stairs in the main lobby area
- Includes all Gold Partner benefits

GLASS CLINGS ON ESCALATOR TO EXHIBIT HALL
$6,000
Place your company-designed artwork on the outside of the escalators that transport attendees to the PLA Exhibit Hall. PLA attendees will walk through the lobby and travel the escalators several times each day giving you thousands of impressions.

- Your custom-designed artwork will be on the sides of the escalators going up to the Exhibit Hall
- Includes all Gold Partner benefits

TABLETOP DECALS
$4,000 EXCLUSIVE
Your company artwork will cover ten (10) breakout tables across from the PLA registration counters. Attendees will take advantage of this convenient seating area to network, have lunch or simply sit and relax. Each table decal measures 2’x2’.

STANDING SIGN BOARD
$2,500
Four (4) opportunities available.
Your advertisement will be prominently displayed on these freestanding, double sided sign boards. Measuring 8’ high x 3’ wide, your sign board will be placed in a high traffic area at the conference.

VIRTUAL CONFERENCE BAG
$2,000
Minimize your environmental impact while saving your company the cost and hassle of printing and shipping printed inserts. The Virtual Conference Bag (VCB) will be easily accessible and available to all conference attendees before, during and after the conference. Post-event analytics and metrics will be provided to each sponsor.

GENERAL SUPPORT
Available at all levels. Show your organization’s ongoing support for PLA all year and at the PLA Conference through your general support partnership. Enjoy benefits at the conference, including:

- Announcements thanking you as a PLA Partner
- Links from the PLA website to your site
- Partner benefits at the Platinum, Gold or Silver level, based on the contribution

TO RESERVE YOUR SPONSORSHIP, PLEASE CONTACT:

MATT MCLAUGHLIN
312.265.9655  |  matt@corcexpo.com

MARY MICHALIK
312.265.9650  |  mary@corcexpo.com

FOR MORE INFORMATION ON THE PARTNER PROGRAM, CONTACT:

SCOTT G. ALLEN  MS, Program Manager, Public Library Association
312.280.5858  |  sallen@ala.org