

ABOUT PSLA

What is PSLA?

The Pennsylvania School Librarians Association (PSLA) is a professional organization for school library professionals and library educators dedicated to ensuring excellence in school library programs. PSLA provides school librarians with professional development opportunities and current information on school librarianship. PSLA is an affiliate of the American Association of School Librarians that is a division of the American Library Association.

Who are PSLA's members?

Our members are advocates of high standards for librarianship and school library programs in the public, private, academic, and charter schools in Pennsylvania. Our members represent the best and brightest in Pennsylvania who are committed to the mission and vision of PSLA.

PSLA's Mission:

The mission of the Pennsylvania School Librarians Association is to generate conversations and connections to transform teaching and learning. Professional development for school librarians will facilitate student learning and ensure access to information for all. Our ultimate goal is to develop competent, confident, and inquisitive learners.

PSLA's Vision:

The Pennsylvania School Librarians Association will:

- Promote inquiry-based learning for students to ethically and effectively navigate evolving information to successfully complete tasks vital to college, career, and life.
- Promote collaboration between school librarians and all other advocates of learning in our schools and communities.
- Promote the application of best practices in school librarianship.
- Promote the highest standards of professional integrity and service.
- Promote information literacy, the love of reading, and the commitment to lifelong learning.

What can PSLA do for you?

PSLA knows that our supporters need to show value in their sponsorship and marketing efforts. The PSLA 2017 Annual Conference provides direct access to a wide range of library professionals and educators, including decision makers in schools across Pennsylvania. The sponsorship opportunities described here are designed to fit your individual business needs.

To secure a sponsorship level or design a package that fits your needs, please contact:

Allison Mackley
amackley@psla.org
(717) 974-4021

As a 501c6 organization, donations to PSLA cannot be considered charitable donations.



Pennsylvania School Librarians Association

WELCOME

The Annual PSLA Conference continues to be our premier event and the best opportunity to network and connect with other professionals. Our 2017 conference, with its diverse schedule of events and learning opportunities, will be no different. With over 500 attendees and yearlong exposure, our sponsorship opportunities are a wise investment and the most effective way to reach our members.

Our 2017 conference will be held from March 30-April 1 at the Hershey Lodge and Convention Center. Our theme is "Creating a Culture of Curiosity." This is your opportunity to show your support of school library programs, make connections, develop relationships, and provide valuable exposure to your company and its products and services.

Our sponsorship packages can suit your company's needs at a variety of levels. You'll notice new opportunities as well as familiar levels. We're making it simpler than ever before to support PSLA. Whether you choose to participate in the exhibit hall or during our popular UnConference session, you will gain great exposure for your company or organization.

Take a look...

Conference Sponsorship Opportunities



MARCH 30 - APRIL 1, 2017
HERSHEY LODGE

Become A 2017 Sponsor!

Keynote and Opening Session Sponsor

\$5,000

PSLA is excited to welcome Gene Ambaum, co-author of the Unshelved library comic strips.

The single-highest attended event at the conference will combine speaking and branding opportunities to ensure your brand and current initiatives are promoted to an engaged audience of over 500. Special recognition will be provided to this exclusive sponsor with prominent display of your logo throughout the conference.

Benefits include:

- Introduction of keynote speaker
- Signage in high-traffic areas
- Complimentary exhibit booth space
- Sponsorship recognition in the conference program
- Full-page advertisement in conference program
- Special "Thank you" to our conference sponsors on PSLA web page

Exhibitor Booth

Exhibiting with PSLA will ensure that your organization will get the attention of attendees at the conference and throughout the year. A single exhibit space is 10x10 and includes a 6 foot table, two chairs, and draped back wall.

Exhibit Options:

- Single Exhibit Space -- \$550
- Double Exhibit Space -- \$1,000

UnConference Event Sponsor

\$4,000

This exclusive sponsorship offers conference attendees an opportunity to participate in an upbeat and entertaining open agenda session while enjoying desserts made famous by the Hershey resorts.

Benefits include:

- Signage in high-traffic areas
- Complimentary exhibit booth space
- Sponsorship recognition in the conference program
- Full-page advertisement in conference program
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Pennsylvania School Librarians Association

Official Wi-Fi Sponsor

\$4,000 (Three Sponsorships Available)

PSLA is happy to provide our most important attendee service with the help of a sponsor—conference-wide Wi-Fi. Your corporate name and logo will appear on signs throughout the conference that show login information.

Benefits include:

- Signage where Wi-Fi access instructions are displayed
- Complimentary exhibit booth space
- Sponsorship recognition in the conference program
- Full-page advertisement in conference program
- Special "Thank you" to our conference sponsors on PSLA web page

Awards Breakfast Sponsor

\$3,000

Help recognize the top libraries and talent in Pennsylvania by being an Awards Breakfast Sponsor. Attendees will enjoy a full breakfast, courtesy of your company, while they celebrate the "best of" in their profession.

Benefits include:

- Signage in high-traffic areas
- Complimentary exhibit booth space
- Sponsorship recognition in the conference program
- Full-page advertisement in conference program

Conference Program Sponsor

\$3,000

Conference Programs are distributed to every attendee as they register. As the primary tool for attendees to navigate the educational, networking, and exhibitor offerings at the conference, the program guides attendees throughout the event.

Benefits include:

- Signage in high-traffic areas
- Complimentary exhibit booth space
- Full-page outside back cover advertisement in conference program
- Sponsorship recognition in the conference program

Premium Giveaway Sponsor

\$2,500

Make a lasting impression well beyond the conference with this opportunity to feature your logo on an attendee favorite! All conference attendees will receive a special give-away.

Benefits include:

- Complimentary exhibit booth space
- Sponsorship recognition in the conference program
- Half-page advertisement in conference program

2017 Sponsor Opportunities - PSLA Conference

Author Presentation

\$2,500

PSLA is excited to feature Maureen Johnson, the New York Times and USA Today bestselling author of several young adult novels, including 13 Little Blue Envelopes, Suite Scarlett, and The Name of the Star. Most recently Ms. Johnson wrote the New York Times Edgar Award-nominated series The Shades of London. Time Magazine has named her one of the top 140 people to follow on Twitter (@maureenjohnson). Our author events are among the most highly attended sessions each year.

Benefits include:

- Signage at the event session
- Complimentary exhibit booth space
- Sponsorship recognition in the conference program
- Half-page advertisement in conference program

Snack Break Sponsor

Morning Break -- \$2,000 • Afternoon Break -- \$2,250

Conference attendees will explore the Exhibit area and network between educational sessions while enjoying snacks courtesy of your company. Conference attendees often linger over a snack after these breaks. A Snack Break sponsorship offers the perfect opportunity to network with current and future customers.

Benefits include:

- Complimentary exhibit booth space
- Sponsorship recognition in the conference program
- Quarter-page advertisement in conference program

Advisory Council Lunch Sponsor

\$1,500

The Advisory Council Lunch is an exclusive opportunity to showcase your company to the leadership of PSLA. Your corporate name and logo will appear on a sign at the luncheon.

Benefits include:

- Signage at the luncheon
- Complimentary exhibit booth space
- Sponsorship recognition in the conference program
- Quarter-page advertisement in conference program

College Award Winners Sponsor

\$1,500

PSLA is pleased to present Outstanding Student Librarians Awards to exceptional students in each library program within the Commonwealth who best exemplify the qualities of leadership and dedication to the teaching profession. Award recipients receive a one-year membership in PSLA as well as complimentary registration for PSLA's Annual Conference.

Benefits include:

- Signage at the event
- Sponsorship recognition in the conference program
- Half-page advertisement in the conference program

Conference Program Advertising

PSLA offers advertising in the on-site program guide to heighten your reach and provide optimal visibility among meeting attendees. As the primary tool for attendees to navigate the educational, networking, and exhibitor offerings at the conference, the program guides attendees throughout the event.

- Inside Front Cover -- \$1,200
- Inside Back Cover -- \$1,000
- Outside Back Cover -- see Conference Program Sponsor
- Half Page Advertisement -- \$550
- Quarter Page Advertisement -- \$350
- Business Card Size Advertisement -- \$250

Program advertisements must be print ready.

High School Contest Sponsor

\$550

PSLA is pleased to present the "Me? A School Librarian?" award to high school students who show a desire to pursue a career in the school library field.

Benefits include:

- Quarter-page advertisement in the conference program

Table Prizes & Door Prizes

Valued at \$500 or more

Donate your books or subscriptions with values in excess of \$500 to be used for table prizes and door prizes. This is a great opportunity to get your product in front of attendees.

Benefits include:

- Sponsorship recognition in the conference program
- Quarter-page advertisement in conference program

PSLA Supporter

\$200 (minimum)

A "thank you" mention in the program

Customize Your Sponsorship!

Looking to tailor a sponsorship package to better meet your company's needs? Email or phone us with your ideas!



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