

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?

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'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 2018 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:

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



Pennsylvania School Librarians Association

Pennsylvania School Librarians Association

MAY 3 - 5, 2018
HERSHEY LODGE

Limitless Learning



WELCOME

The annual Pennsylvania School Librarians Association Conference continues to be the premier event that provides the best opportunities to network and to connect with library professionals. The 2018 conference, with its diverse schedule of events and learning opportunities, will be no different. With over 450 attendees and yearlong exposure, the sponsorship opportunities are a wise investment and an effective way to reach the members.

The 2018 conference will be held from May 3-5 at the Hershey Lodge and Convention Center. The theme is "Limitless Learning." This is an opportunity to support Pennsylvania's school library programs, to make connections, to develop relationships, and to showcase your company's and its products and services.

The 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 to support PSLA. Whether you exhibit in the vendor hall or provide a sponsorship, you will gain great exposure for your company or organization.

Take a look...



Keynote and Opening Session Sponsor

\$3,000

PSLA is excited to welcome Gwyneth Jones, The Daring Librarian, a blogger, Tweeter, and International Ed Tech Speaker as the 2018 Keynote Speaker.

The single-highest attended event at the conference will combine speaking and branding opportunities to ensure your product and current initiatives are promoted to an engaged audience of over 300. 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 single exhibit booth space
- Sponsorship recognition in the conference program
- Full-page advertisement in conference program
- Logo and text link on the PSLA website for one conference year

Conference Program Sponsor

\$2,500

Conference programs are distributed to attendees 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 single exhibit booth space
- Half-page outside back cover advertisement in conference program
- Sponsorship recognition in the conference program
- Logo and text link on the PSLA website for one conference year

Awards Breakfast Sponsor

\$2,500

Help recognize the top libraries and talent in Pennsylvania by being an Awards Breakfast Sponsor. Attendees will enjoy a full breakfast while recognizing Pennsylvania's best and brightest in the field through your sponsorship.

Benefits include:

- Signage in high-traffic areas
- Complimentary single exhibit booth space
- Sponsorship recognition in the conference program
- Half-page advertisement in conference program
- Logo and text link on the PSLA website for one conference year

Author Presentation

\$2,500

PSLA is excited to feature Greg Pizzoli, the recipient of the 2014 Theodor Seuss Geisel Award for *The Watermelon Seed*. Our author events are among the most highly attended sessions each year.

Benefits include:

- Signage at the event session
- Complimentary single exhibit booth space
- Sponsorship recognition in the conference program
- Half-page advertisement in conference program
- Logo and text link on the PSLA website for one conference year



Pennsylvania School Librarians Association

Premium Giveaway Sponsor

\$2,000

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 giveaway.

Benefits include:

- Complimentary single exhibit booth space
- Sponsorship recognition in the conference program
- Half-page advertisement in conference program
- Logo and text link on the PSLA website for one conference year

Official Wi-Fi Sponsor

\$2,000 (Three Sponsorships Available)

PSLA is happy to provide our most important attendee service with the help of a sponsor—conference-wide Wi-Fi. The signs will include your corporate name and logo, as well as Internet login information.

Benefits include:

- Signage in high-traffic areas with Internet login information
- Complimentary single exhibit booth space
- Sponsorship recognition in the conference program
- Half Page advertisement in conference program
- Logo and text link on the PSLA website for one conference year

Unconference Event Sponsor

\$1,000

PSLA's premier Unconference event features a dessert bar and coffee. This exclusive sponsorship offers conference attendees an opportunity to participate in an upbeat and entertaining open agenda session while enjoying fabulous desserts that Hershey properties are famous for. This is the perfect event to show your support of PSLA's conference attendees.

Benefits include:

- Signage in high-traffic areas
- Complimentary single exhibit booth space
- Sponsorship recognition in the conference program
- Half-page advertisement in conference program
- Logo and text link on the PSLA website for one conference year



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.

- Program advertisements must be black and white print ready

Snack Break Sponsor

Morning Break -- \$1,000

Afternoon Break -- \$1,000

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 single exhibit booth space
- Sponsorship recognition in the conference program
- Half-page advertisement in conference program
- Logo and text link on the PSLA website for one conference year

Advisory Council Lunch Sponsor

\$1,000

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 single exhibit booth space
- Sponsorship recognition in the conference program
- Half-page advertisement in conference program
- Logo and text link on the PSLA website for one conference year

College Student Award Sponsor

\$1,000

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 partial registration for PSLA's Annual Conference. This hour-long social event includes a dessert bar and ends with a celebration and presentation of the PSLA Outstanding Student Librarian awards.

Benefits include:

- Signage at the event
- Complimentary single exhibit booth space
- Sponsorship recognition in the conference program
- Half-page advertisement in the conference program
- A 5 minute speaking opportunity during the Dessert Bar
- Logo and text link on the PSLA website for one conference year

Online Schedule Sponsor

\$750

Attendees use the online schedule to navigate the events and exhibitor offerings at the conference. Attendees are able to connect with others and personalize their conference experience.

Benefits include:

- Quarter-page advertisement in the conference program
- Logo and link placed on online program header
- Logo and text link on the PSLA website for one conference year

- Inside Back Cover -- \$500
- Outside Back Cover -- see Conference Program Sponsor
- Half Page Advertisement -- \$300
- Quarter Page Advertisement -- \$150
- Business Card size Advertisement -- \$100

Exhibitor Booth

\$550 / \$1,000

Exhibiting with PSLA will ensure that your organization will get the attention of attendees at the conference and throughout the year. A single exhibit booth is 10x10 and includes a 6' table, 2 chairs and draped back wall.

Exhibit Options:

- Single Exhibit Space -- \$550
 - Text link on the PSLA website for one conference year
- Double Exhibit Space -- \$1,000
 - Logo and text link on the PSLA website for one conference year

High School Contest Sponsor

\$500

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. Winners receive an all-expense paid trip to the annual PSLA Conference.

Benefits include:

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

Sponsor a School Librarian

\$125 / \$250 (Limit one Package)

As an exhibitor or sponsor, you may purchase discounted partial registration vouchers that you can give to any Pennsylvania school librarian. The partial registration does not include meals.

Registration Options:

- Single Partial Registration - \$125
- Two Partial Registrations - \$250

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?

Consider Sponsoring:

- Badge Holders
- Author Autographing
- Makerspace Supplies...and much more!

Email or call us with your ideas!