

Pennsylvania School Librarians Association
47th Annual Conference - April 30 - May 2, 2020
Hershey Lodge

Dear Exhibitor:

You are cordially invited to exhibit at the Annual Conference of the Pennsylvania School Librarians Association (PSLA) on April 30 - May 2, 2020. We are very excited to include **numerous sponsorship levels** outlined in the attached brochure. There are many opportunities for our partners to sponsor events, giveaways, or other services. Exhibit space is included at most levels and sponsors may request specific booths. Program advertisements are also available to promote your company in the conference program; a price list is included in the sponsorship brochure. To customize your sponsorship package or to place an ad, please contact Laura Ward at lward@psla.org.

This year's theme is ***Discover Your Superpower***. The featured speakers are Dr. Joyce Valenza as the keynote speaker on Thursday evening and the author presentation will be given by A. S. King on Saturday morning.

Exhibits will be open Thursday 4:00 – 6:00 p.m. and Friday 10:00 a.m. – 4:30 p.m. The conference committee is developing activities to increase attendee traffic in the exhibit area. **NEW IN 2020:** We are working on plans for a grand opening event for the exhibit hall on Friday morning; stay tuned for more details. Registration and additional show information is included on the attached Exhibits Data Sheet.

PSLA is an active association and understands the important role exhibitors have in making our conference a success. To this end, the following activities and events are planned for the exhibit area throughout the conference:

- **IN-BOOTH VENDOR PRESENTATIONS:** We are encouraging vendors to include a school librarian who has experience using your product(s) with students as part of your presentation. Vendor presentations will take place in the vendor booths, again, this year to encourage attendees to connect with vendors. There will be several 20 minute time slots available **during** open exhibit times. Priority will be given to sponsors when assigning presentation times prior to January 17, 2020. Presentations will be listed in our program.

- **MIX & MINGLE WITH A TWIST :** The main purpose of this hour long event, on Thursday evening, is to introduce our attendees to the various vendors in the exhibit hall. Attendees will move around the exhibit hall talking with vendors in order to gain professional development credit hours as they work to acquire 21 points in their hand.

- **GOLDEN TICKET:** An interactive activity during exhibit hours on Friday, with chances for attendees to win prizes.
- **AUTHOR SIGNINGS:** Authors will be autographing in the exhibit hall throughout the show.
- **FRIDAY FOOD EVENTS:** Lunch may be pre-ordered when you register. There will also be beverage breaks in the exhibits area.

We would like to thank all who have supported the association in the past and we do hope you will be with us at our annual conference. Again, the sponsorship brochure and exhibitor data sheet is attached. To register go to https://psla.memberclicks.net/psla-annual-conference-exhibitor-vendor-registration-2020#. Please contact Krista Leonard with any questions.

Warm Regards,

Krista
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