

# Pennsylvania School Librarians Association

APRIL 30 - MAY 2, 2020  
HERSHEY LODGE



## 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.

### 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 Pennsylvania School Librarians Association is dedicated to transforming teaching and learning through quality school library programs.

### PSLA's Vision:

A world of critically literate, connected learners

### What can PSLA do for you?

PSLA knows that our supporters need to see value in their sponsorship and marketing efforts. The PSLA 2020 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:

Laura Ward  
lward@psla.org  
412-965-8417

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

## WELCOME

The annual Pennsylvania School Librarians Association Conference continues to provide the best opportunity to network and connect with other library professionals. The 2020 conference, with its diverse schedule of events and learning opportunities, will continue to emphasize these goals. With over 450 attendees and yearlong exposure, the sponsorship opportunities are a wise investment and an effective way to reach our members.

The 2020 conference will be held from April 30 - May 2, 2020 at the Hershey Lodge and Convention Center. The theme is "Discover Your Superpower." This is an opportunity to support Pennsylvania's school library programs, to make connections, to develop relationships, and to showcase your company's products and services.

The sponsorship packages can suit your company's needs at a variety of levels. You will notice new opportunities as well as familiar levels. We're making it simpler than ever to support PSLA. Whether it is from the exhibits hall or the popular Unconference session, you will gain great exposure for your company or organization.

### Take a look...



Pennsylvania School Librarians Association



## Keynote and Opening Session Sponsor \$3,000

PSLA is excited to welcome Joyce Valenza, Assistant Teaching Professor at Rutgers University, SLJ Blogger, and the recipient of the 2019 AASL Distinguished Service Award as the 2020 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 double exhibit booth space
- Premium exhibit booth placement
- Sponsorship recognition in the conference program
- Full-page advertisement in conference program
- Sponsorship recognition in the app
- Logo and text link on the PSLA website for one conference year

## Official Wi-Fi Sponsor - \$3,000

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, which will be your company name.

### Benefits include:

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

## Conference App and Program Sponsor \$2,500

The 2020 Conference will feature a PSLA application as the primary tool for attendees to navigate the educational, networking, and exhibitor offerings at the conference. We will also offer an eco-friendly program to supplement the app and for quick reference, which are distributed to attendees as they register.

### Benefits include:

- Signage in high-traffic areas
- Complimentary single exhibit booth space
- Sponsorship recognition in the app and condensed conference program
- Half-page outside back cover advertisement in conference program
- Logo and text link on the PSLA website and app 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:

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

## Author Presentation - \$2,500

PSLA is excited to feature YA author, A.S. King to the 2020 Author Presentation Speaker. King is touted by The New York Times as "One of the best YA authors working today." She is the recipient of the Michael L. Printz Honor for her book, *Please Ignore Vera Dietz*.

(Our author events are among the most highly attended sessions each year.)

### Benefits include:

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

## 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 give away.

### Benefits include:

- Complimentary single exhibit booth space
- Sponsorship recognition in the conference program
- Sponsorship recognition in the app
- 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
- Sponsorship recognition in the app
- 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 a primary tool for attendees to navigate the educational, networking, and exhibitor offerings at the conference, the program guides attendees throughout the event. You will also have your company logo listed on the Sched App.

- 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
- Sponsorship recognition in the app
- 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
- Sponsorship recognition in the app
- 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
- Sponsorship recognition in the app
- 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
- Sponsorship recognition in the app
- 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
- Sponsorship recognition in the app

## 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 space is 10x10 and includes a 6ft 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:

- Sponsorship recognition in the conference program
- Sponsorship recognition in the app

## 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
- Sponsorship recognition in the app

## 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



Pennsylvania School Librarians Association

## 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!