



Sponsorship Program

**Public Library Association
2026 Conference**
Minneapolis, MN
April 1–3, 2026

CONTACT US

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Welcome to **PLA 2026**, the largest public library conference in the world!

The Public Library Association's (PLA) biennial conference attracts 5,000+ public library staff and stakeholders, representing communities large and small, from across the U.S. and around the world. The three-day event offers a packed schedule of top-quality educational programs, general sessions and author luncheons with influential and timely speakers, networking events, and a busy exhibits hall showcasing hundreds of public library world vendors.

The PLA Virtual Conference takes place simultaneously, connecting hundreds of remote attendees with the latest public library trends, innovations, and best practices while facilitating online networking opportunities and virtual events with authors and keynote speakers.

PLA Conference sponsors are a vital part of the conference experience, providing financial support that is essential to creating a successful event for everyone. No matter the size of your company or conference budget, PLA offers a sponsorship opportunity to help you meet your goals. If you don't see a sponsorship opportunity that works for you, please contact us and we will customize a sponsorship package that aligns with your company's mission and goals.



More than half of PLA Conference attendees* . . .



**Work in administration at the director,
assistant director, or managerial level**



**Visit the exhibits hall
4 times or more**



**Work in libraries with a
\$1 million+ operating budget**



**Rank "Exhibits and learning about
library products and services"
in the top 3 reasons for attending**

*Based on results from the 2024 post-conference survey

Benefits by Sponsorship Level

	Platinum (\$20,000+)	Gold (\$15,000 – \$19,999)	Silver (\$10,000 – \$14,999)	Bronze (\$5,000 – \$9,999)	Copper (\$1,000 – \$4,999)	Brass (up to \$999)
Right of first refusal to renew your exclusive sponsorship for the PLA 2028 Conference	✓	✓	✓			
Complimentary full-conference registrations for use by staff or clients	4 registrations	2 registrations				
Complimentary uses of the conference attendee email list. <i>PLA's vendor, Maritz, will deploy email messages on sponsor's behalf. Sponsor may select the pre- and/or post-show email list.</i>	2 uses	1 use				
Priority points for exhibit booth selection	5 points	4 points	3 points	2 points		
VIP seats at General Sessions <i>Seats may be gifted to clients.</i>	4 seats	3 seats	2 seats			
Complimentary half-page ad in the conference issue of Public Libraries magazine	✓					
Logo recognition with link on the conference website	✓	✓	✓	✓	✓	✓
Logo recognition in the registration area	✓	✓	✓	✓		
Verbal recognition from the podium at the General Sessions	✓	✓	✓			
Logo recognition on screen before and after the General Sessions	✓	✓	✓	✓		
Logo recognition in Show Daily newspaper	✓	✓	✓	✓	✓	
Enhanced exhibitor listing in the March/April 2026 issue of Public Libraries magazine (\$1,500 value) <i>Sponsorship commitments must be made prior to November 1, 2025, to qualify.</i>	✓	✓	✓	✓	✓	
Priority booth selection for PLA 2028 Conference <i>Priority is determined by sponsorship level, number of years exhibiting, and total booth footprint.</i>	✓	✓	✓	✓	✓	

Sponsorship Opportunities

Opening Session

\$15,000

Attracting inspiring keynote speakers like Luvvie Ajayi Jones (2022) and Stacey Abrams (2020), PLA's Opening Session brings together 5,000+ public library workers for a high-energy, highly-anticipated conference kickoff event.

The Opening Session is among the conference's most heavily marketed events and offers your company exclusive, high-profile recognition. Benefits include sponsorship acknowledgement alongside the event's promotion on the conference website, ALA press releases, direct mail/email, campaigns, social media promotion, and event listings in the PLA scheduler and conference app.

This sponsorship includes all [Gold Level Sponsorship](#) benefits, including company recognition from the podium and prominent logo placement on Opening Session signage, onscreen at the beginning and end of the session, on the conference website, in the mobile app, and PLA's marketing materials.

Big Ideas Session

\$10,000

Start Thursday morning off right by sponsoring the Big Ideas Session! With past speakers like Jeopardy! champion Amy Schneider (2022) and bestselling authors Dr. Bettina Love (2024) and Elizabeth Gilbert (2018), this morning session attracts more than 2,000 attendees and sets the tone for the rest of the day.

This sponsorship includes all [Silver Level Sponsorship](#) benefits, including company recognition from the podium and prominent logo placement on Big Ideas Session signage, onscreen at the beginning and end of the session, on the conference website, in the mobile app, and PLA's marketing materials.



Luvvie Ajayi Jones,
PLA 2022



Stacey Abrams,
PLA 2020



Closing Session

\$15,000

With a renewed passion for public library service and filled with fresh ideas to bring home to their communities, PLA Conference attendees join the Closing Session by the thousands for a final, entertaining experience. Past keynote speakers have included comedian Dulcé Sloan (2024) and actor Kal Penn (2022), drawing audiences of more than 2,500.

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This sponsorship includes all [Gold Level Sponsorship](#) benefits, including company recognition from the podium and prominent logo placement on Closing Session signage, onscreen at the beginning and end of the session, on the conference website, in the mobile app, and PLA's marketing materials.



How-To Stage

\$15,000 for exclusive sponsorship or \$8,000 per day

The PLA Conference How-To Stage allows attendees to learn about various eclectic topics in 20-minute hands-on sessions. The sponsor(s) will receive additional exposure through signage and marketing promoting the How-To sessions. In addition, the sponsor(s) may present their own session each day, if desired.

The How-To Stage is held on the exhibits floor and draws a huge crowd, typically standing room only. Take advantage of this opportunity to share your message in a highly desirable location. Single-day sponsors will receive [Bronze Level Sponsorship](#) benefits; an exclusive sponsor will receive [Gold Level Sponsorship](#) benefits. Limited to two sponsors or a single, exclusive sponsorship.

Exhibits Opening Reception

\$15,000

Make the most of PLA attendees' excitement to kick off the conference when the exhibits hall opens. Exclusive benefits include signage at all food and beverage stations, branded napkins at the bars, and table tents scattered throughout. The Exhibits Opening Sponsor will be recognized in PLA's event promotion and a member of the PLA Board of Directors will also visit your booth during the reception for a thank-you photo, to be published in the Show Daily newspaper. The Opening Reception is a [Gold Level Sponsorship](#), which confers the benefits of that giving level.



PLA Dog Park

\$15,000

Raise your company's visibility by sponsoring the most popular exhibits hall attraction of PLA 2024—the PLA Dog Park! Thanks to partnerships with local animal organizations, attendees can unwind and enjoy some quality canine companionship between sessions. As the sponsor, you can increase brand awareness with dog-themed swag (bandanas, collars, etc.), and your logo will be prominently featured in this highly coveted photo-op. This sponsorship includes all [Gold Level Sponsorship](#) benefits.



PLA Gives Back

\$15,000

Help PLA give back to Minneapolis by sponsoring a community service project for attendees. PLA centers equity, diversity, inclusion, and social justice (EDISJ) in working with and for libraries, and we partner with local EDISJ-based organizations during the conference to highlight this important work. Past community service projects have included packing essential care kits for the unhoused and at-risk youth. Become the exclusive sponsor of the PLA Gives Back project and receive [Gold Level Sponsorship](#) benefits, logo recognition on signage around the donation area and in all PLA marketing materials where the project is promoted, and the satisfaction of knowing your company made a real difference at the PLA 2026 Conference.



Passport to Prizes

\$800

Drive traffic to your exhibit booth with Passport to Prizes! All attendees will receive a "passport" card with their registration materials and will be instructed to stop by all participating exhibitors to receive a stamp on their passport. Attendees must complete their entire passport cards to be eligible for the prize drawing that will be held at the Exhibits Closing Reception. Benefits include your company name and booth number on the Passport to Prizes cards and on Passport to Prize signage, as well as 8 1/2 x 11" sign to place in your booth acknowledging our passport sponsorship and recognition at the [Brass Sponsorship level](#). All prizes for the passport giveaway will be paid for and provided by PLA.

Exhibits Closing Reception

\$5,000

Make a lasting impression on attendees by sponsoring the Exhibits Closing Reception! This is the final opportunity for companies to network with attendees while enjoying snacks and beverages. As the reception sponsor, your company will receive acknowledgment beside the event listing in conference marketing materials, at food and beverage stations, and on table tents scattered throughout the space. The sponsor may also distribute a giveaway item at the event entrance and exit areas, subject to PLA review and approval, if desired. This sponsorship includes all [Bronze Level Sponsorship](#) benefits.

Exhibits Coffee Break

\$4,000 3 available

During designated coffee breaks, thousands of attendees visit the exhibits hall to enjoy complimentary coffee while exploring the booths. Sponsor an Exhibits Coffee Break and receive [Copper Level Sponsorship](#) benefits, plus signage with your company logo and booth number at the coffee stations throughout the hall.





Tuesday Activities

\$3,500–\$6,000

Make your mark early by sponsoring these high-visibility events on Tuesday. As attendees arrive, PLA will host a Conference 101 session and Hot Takes event—key opportunities to engage with hundreds of early check-ins who are eager to connect and network. Sponsors can book one event for \$3,500 or become the exclusive sponsor of Tuesday’s preshow events for \$6,000.

Conference 101

\$3,500

Welcome attendees as the sponsor of Tuesday’s Conference 101 session! During this 90-minute program, attendees will plan their PLA 2026 experience with guidance from PLA member-leaders, who will share tips on how to make the most of opportunities to learn and connect in Minneapolis.

Held close to the registration area, this preshow session will provide a lively introduction to the Conference experience. The sponsor will receive acknowledgment on signage surrounding the space, in promotional materials, and have the opportunity to introduce and/or conclude the event, if desired. This sponsorship includes all [Copper Level Sponsorship](#) benefits.

Hot Takes Event

\$3,500

Capture the attention of early arrivers on Tuesday afternoon by sponsoring the interactive Hot Takes learning and networking event! Hot Takes is a two-hour session featuring quick, high-energy talks on the hottest topics in public libraries. Attendees can pop in for bite-sized learning, connect with peers, and collaborate on solutions to common issues. The Hot Takes sponsor will receive acknowledgment on signage surrounding the space, in promotional materials, and have the opportunity to introduce and/or conclude the event, if desired. This sponsorship includes all [Copper Level Sponsorship](#) benefits.



Mobile App

\$7,500

As the exclusive sponsor, your company's name will be the first thing attendees see when they open the conference mobile app, which is the primary source of program and schedule information. Your company's information will be displayed on the opening splash screen (for 2 seconds) each time the app opens. Attendees will also receive an email invitation to download the app with sponsor acknowledgment. This sponsorship includes all [Bronze Level Sponsorship](#) benefits.

Convention Center WiFi

\$15,000

Sponsor the Convention Center WiFi to keep attendees connected to your brand! As the sponsor, you will choose the conference network name and password all attendees use. This sponsorship includes all [Gold Level Sponsorship](#) benefits.

Virtual Conference

\$10,000

Sponsor the PLA Virtual Conference and help bring the PLA



Conference experience to as many library workers as possible! The Virtual Conference coincides with the in-person event and provides hundreds of attendees with high-quality educational programs, livestreams of the general sessions, and networking opportunities. The sponsor will receive recognition on the conference website and the Virtual Conference platform, as well as a year's worth of visibility whenever attendees access the on-demand content. This sponsorship includes all [Silver Level Sponsorship](#) benefits.



Accessibility

\$20,000

Spotlight your brand as the exclusive sponsor of accessibility at PLA 2026! The sponsor will receive acknowledgment at all keynote sessions for providing the essential live closed captioning and ASL interpreter services. This sponsorship includes all [Platinum Level Sponsorship](#) benefits, plus prominent logo placement on all motorized scooters in the convention center.



Wellness Space

\$2,500

The jam-packed schedule of the PLA Conference leaves attendees feeling exhilarated and exhausted. A quiet refuge from the noise, socialization, and heavy educational topics is often needed. Sponsor the PLA Wellness Space to offer attendees a safe harbor to relax and recharge. As a sponsor, you will receive acknowledgment on signage in and outside of the space, in all PLA marketing of the space, and can provide your own branded swag (stress balls, fidget toys, etc.), if desired. This sponsorship includes all [Copper Level Sponsorship](#) benefits.



Career Center

\$5,000

To serve LIS students, new graduates, and public library job seekers at any stage of their career, PLA's Career Center offers a range of support as well as valuable connections to employers in the field. The Career Center features a schedule of coordinated events including résumé reviews, interview practice, mini-mentoring, and the Career Fair. The Career Center is also open during conference hours to enable job posting or impromptu interviews. The Career Center sponsor will receive acknowledgment on signage surrounding the space, in promotional materials that advertise the schedule of events, and all [Bronze Level Sponsorship](#) benefits.



Largest Program Rooms

\$2,500–\$5,000 2 available

Increase your impact on and face time with attendees by sponsoring one of PLA's largest program rooms. The PLA planning team carefully surveys and assesses which programs will be the most popular and, therefore, need the largest spaces. Often, these sessions are standing room only with attendees being turned away at the door! The Minneapolis Convention Center has a beautiful auditorium that will house our largest programs. The auditorium (\$5,000) has a seating capacity of 2,000, and the second largest program room (\$2,500) has a capacity of 1,500. Sponsors will have prominent signage outside the room and can set up a table to greet attendees and/or provide branded materials. This sponsorship includes all [Copper or Bronze Level Sponsorship](#) benefits. Limited to one sponsor per room.



Scholarship Winners' Social

\$2,000

Make a difference with your dollars by sponsoring the PLA Conference Scholarship Winners' Social! In 2024, PLA awarded 115 scholarships to early career and un/under-employed library workers, students pursuing a master's degree in library and/or information science, small and rural library workers, current and past Spectrum Scholars working in public libraries, and National Associations of Librarians of Color (NALCo) members. The scholarship winners were awarded travel stipends, complimentary conference registration, and access to exclusive events like the networking social and VIP programming. As the sponsor, you will attend the social event and receive one-on-one time with the scholarship recipients and PLA Board members, be able to say a few welcoming remarks (2 minutes), and have prominent signage placement around the event space. This sponsorship includes all [Copper Level Sponsorship](#) benefits.



Banner Ad in Mobile App

\$2,000 *Limited quality available*

Raise awareness of your brand with an ad in the PLA 2026 mobile app! Your company's ad will be displayed on the homepage and will include a button that clicks directly to your site (or URL of choice).

Push Notification in Mobile App

\$1,500 *Limited quantity available;
Max. of 1 per company per day*

Push notifications deliver value to your customers, right on their home screens. Push is a proven, proactive way to drive engagement and your brand. Use the PLA push notifications as an opportunity to get attendees to your booth, special events, or alert attendees to your company promotions and giveaways.

Show Daily Newspaper Ad

\$1,500–\$8,000

The PLA Show Daily newspaper, "The PLA Daily News," is a beloved conference tradition that allows attendees to peruse the daily schedule, discover special events, and catch up on highlights from the day before. This year, the newspaper will run a print issue on Wednesday and digital issues for the pre-show, Thursday, Friday, and post-show issues. For more information about advertising in the "PLA Daily News," contact Kathleen Hughes, PLA Publications Manager, at khughes@ala.org.

E-blast to Attendee List

\$650–\$750

Get the word out to attendees by purchasing a one-time use of the pre- or post-show email list! PLA's official registration vendor, Maritz, sells and sends all sponsored e-blasts for the PLA Conference. Contact: Maritz at ExhibitorServices@maritz.com.



Main Lobby 70+ ft. Video Wall Ad

\$5,000 4 available

The Visitor Information Center video wall is an immense, 71 ft. wide x 5 ft. high, curved video wall located in the main lobby of the Minneapolis Convention Center. All PLA attendees will pass under the video wall on their way to PLA registration, the exhibits hall, and education sessions. Place your 10-second video or static graphic in rotation with PLA branding for the entire duration of the conference and make an incredible first impression at PLA 2026. Four opportunities are available.

Exhibit Hall B Entrance Video Wall Ad

\$4,000 4 available

The Exhibit Hall B video wall is a 50 ft. wide x 5 ft. high, eye-catching screen placed directly over the Exhibit Hall B entrance. For the duration of the conference, your 10-second video or static graphic will rotate with PLA branding on this large, crystal-clear LED screen. Four opportunities are available.

Standing Sign

\$3,500

Your company's advertisement will be prominently displayed on an 8' x 3' double-sided, free-standing meter board placed in a high-traffic area of the convention center.

For more advertising opportunities with PLA, please contact Kathleen Hughes, Manager, PLA Publications, at khughes@ala.org.



**If you don't see what you
want, contact us, and we will
customize a sponsorship
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company's mission and goals!**

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