PLA 2020 Marketing and Sponsorship Opportunities

PLA 2020 – February 25-29, 2020 - Music City Center, Nashville, TN

PLA’s biennial conference attracts almost 6,000 public library staff and stakeholders from around the world. This multi-day event offers more than 100 top-quality education programs, author luncheons and networking events, as well as a bustling exhibit hall. 65% of PLA members are directors, associate directors, manager and branch managers. It is a premier event that reaches thousands of professionals with influence and buying power!

Promotional Items

Hotel Keycards - $12,000
Reach attendees staying at PLA hotels through customized hotel room keycards with your company's message. Cards will be given to hotel guests at check-in and used to access their rooms throughout their stay. PLA logo will also appear on the card providing your company with thousands of impressions.

Signage and Graphics

Aisle Signs - $8,000 – SOLD
Increase awareness of your company in the PLA exhibit hall! Your company logo will be added to the PLA Aisle Signs throughout the exhibit hall.

Tabletop Decals - $5,000
Your company artwork on 2’x 2’ table decals covering ten (10) tables set in the PLA registration area for networking and relaxing.

Standing Sign - $3,000
Your company advertisement will be prominently displayed on a 8’ x 3’ double sided free standing meter boards that will be placed in a high-traffic area of the conference.
Attendee Experience

**Wifi - $15,000**
Keep attendees connected while they are away from the office! Name the conference network and password used by all attendees to log-into for the Wifi.

**Mobile App - $8,000**
Mobile Apps are rapidly expanding your opportunities to drive brand awareness, engage and acquire new customers, and boost customer loyalty. Welcome attendees as the sponsor of the PLA 2020 mobile app! As the exclusive sponsor of the mobile app, your company information will be displayed on the opening splash screen (for 2 seconds) before the mobile app opens.

**Banner Ad on Mobile App - $2,000**
Welcome attendees with an ad on the PLA 2020 mobile app! Your company ad will be displayed on the homepage and will include a button that clicks directly to your site (or URL of choice). Limited number of ads are available.

**Charging Stations - SOLD**
Charging stations help attendees power up their phones, laptops and other devices without leaving the convention center. Your station will include your company artwork prominently.

**PLA Conference Countdown Newsletter - $5,000**
Include your logo with a hyperlink and up to 50 words of text in six (6) email blasts counting down to PLA 2020. Eblasts are sent to all PLA members and conference attendees. Your message can reach over 5000 PLA member and/or conference attendees with each email.

**Email Marketing - $4,000**
Send a personalized company email to all of the PLA 2020 pre show attendees Direct e-mail to this targeted list of attendees is the most powerful and cost effective advertising medium you can use to promote your business, generate leads and enhance your company’s exhibit experience.

**Scavenger Hunt - $3,000 - SOLD**
Sponsor the PLA scavenger hunt, which challenges attendees to collect and share in the mobile app from different locations and events around the conference each day! Your booth will be highlighted as a “Stop” on the scavenger hunt and your logo will be highlighted on Scavenger Hunt Signage throughout the conference.

**Social Media - $3,000**
Our attendees are social media Savvy! Sponsor provides artwork for PLA to promote on your behalf. Only two scheduled tweets and FB posts per day allowed. Get yours today!

**Virtual Event Bag - $2,000**
Before, during and after the conference the virtual event bag will be online and in the mobile app promoting local Nashville deals and discounts. Sponsorship will pace your company’s logo, products and services prominently on the bag website, in your own ad in the bag and in communications about the virtual bag. Post event analytics and metrics will be provided to the sponsor.

**Make My Day Vouchers - $2,000**
Make your brand more meaningful to your target market by enhancing their conference experience with simple pleasures sure to improve their PLA 2020 experience! Make My Day vouchers for discounted coffee, added-value benefits that directly align your brand with attendees’ positive event experience.
Hand out $5.00 Starbucks Gift Cards – Quantity of 50. A printed voucher with company logo will be handed out from your booth, signage in the Registration Area and a carpet decal in front of your booth recognizing your company as a Make My Day sponsor.

**Push Notifications - $1,500**
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 NBWA push notifications as an opportunity to get attendees to your booth, special events, or alert attendees to your company promotions and giveaways. Limited quantity available. (One per company per day).
**Passport to Prizes - $750 Investment**

Play the PLA Booth Traffic Game! All attendees will receive a “passport” card with their registration materials. Attendees 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 on the final day of exhibits in the PLA Exhibit Hall. Benefits Include: Sponsor logo and booth number on Passport to Prizes ID Card and on Passport to Prize Signage. All prizes for the Passport giveaway will be paid for and provided by PLA. Also includes 8 ½ x 11” sign to place in your booth acknowledging your company as a passport sponsor.

**Program and Events**

**Opening and Closing General Sessions – $10,000 per Session**

Approximately 5000 public library professionals attend these sessions, which are heavily marketed and offer a sponsoring company exclusive, high profile recognition. Publishers and others should contact PLA to discuss sponsorship and speaker opportunities.

*OPENING GENERAL SESSION - SOLD*

*CLOSING GENERAL SESSION – SAMANTHA BEE*

**Virtual Conference - $8,000**

Reach beyond the conference wall and make your organization visible to in-person attendees as well as those participating in the Virtual Conference. The virtual content is available to attendees for one year after the conference to all PLA conference attendees, plus others who purchase access. The Virtual Conference sponsor receives extra recognition benefits all year in the conference marketing materials and on the PLA website.

**How to Festival - $7,500**

The PLA conference How-To-Festival gives attendees an opportunity to learn about a variety of eclectic topics in short 20 minute hands on sessions. Held on the exhibit floor, the sponsor will receive additional exposure though signage and announcements at the festival, ads promoting the How-to sessions and the opportunity to present a session each day if desired.

**Exhibit Opening Reception - SOLD**

Make the most of the high energy of the PLA attendees eager to kick off the conference when the exhibit hall opens. Exclusive benefits include signage at all of the food and beverage stations, branded napkins at the bars and table tents scattered throughout.

**Spark Talks – $5,000**

**Thursday, February 27, 5:15 PM–6:15 PM and Friday, February 28, 4:45 PM–5:45 PM**

Get fueled with great ideas in this fan-favorite program where your peers will educate, inspire, and entertain—all in under five minutes!

**Big Ideas - $5,000**

The Big Ideas Series, PLA’s version of “TED Talks,” kicks off each day with an inspiring speaker sure to challenge your mind and spark your creativity.

**Thursday, February 27, 8:00 – 9:00am – Dr. Bettina Love**

Dr. Bettina L. Love is an award-winning author and Associate Professor of Educational Theory & Practice at the University of Georgia. Dr. Love is one of the field’s most esteemed educational researchers in the area of Hip Hop education. Her public speaking range of topics, include: anti blackness in schools, Hip Hop education, Black girlhood, queer youth, Hip Hop feminism, art-based education to foster youth civic engagement, and issues of diversity and inclusion.

**Friday, February 28, 8:00 – 9:00am - Haben Girma**

The first Deafblind person to graduate from Harvard Law School, Haben Girma advocates for equal opportunities for people with disabilities. A talented storyteller who helps people frame difference as an asset, she travels the world teaching organizations the benefits of fully accessible products and services.
Pre Conference and Programs - $5,000 each
PLA is the recognized leader in public library continuing education. Pre-conferences and programs attract 100-1000 attendees each. Sponsors are recognized throughout the conference for supporting the educational content. Companies can also work with PLA to sponsor content that complements their company’s products and services.

Exhibits Coffee Break - $5,000
Approximately 6000 conference attendees visit the exhibits during the designated coffee breaks to enjoy refreshments in the exhibit hall. Exclusive benefits include signage at the coffee stations, branded napkins and table tents scattered throughout. (3 opportunities available).

Special Advertising Section – November/December Issue – PLA Magazine
This year Public Libraries magazine will feature a PLA2020 Special Section. The Special Section will include news, updates, highlights, and more information about the conference. The section will also feature an exhibitor list. All exhibitors (to-date) will be listed in alpha-order with just company name and booth number. You can choose to highlight your company with an Enhanced Exhibitor Listing. If you choose an Enhanced Exhibitor Listing your company will be highlighted in this list and you will be allowed to add your logo, (website address or one contact email) and up to ten words of text (company description). Artwork due by 10/21.

Regular listing
Company Name        Booth #
Enhanced listing- includes Logo, Company Name, Booth #,
Website or Email Address Ten Words

For $1,500 give us your advertorial for the November/December issue of the PLA Magazine. Your mini article would be included in the issue just before the PLA 2020 conference. This is an ideal opportunity to let attendees know what you will be bringing to PLA 2020.

All sponsors will receive the following benefits:
Logo recognition with link on the PLA conference website
Logo recognition on PLA signage at the entrance to the conference
Verbal recognition from the podium at the Opening and Closing General Sessions
Logo recognition on screen before and after the Opening and Closing General Sessions
Sponsor logo recognition in Show Daily Newspaper
Priority booth selection for PLA 2022 National Conference. Priority is determined by sponsorship level along with number of years exhibiting and total booth footprint