



Exhibitor Registration at the 130th Connecticut Library Association (CLA) Annual Conference, which will take place **May 10-14, 2021 VIRTUALLY** via Zoom, YouTube and a Virtual Exhibitor Hall is now OPEN. We hope you will join us. [REGISTER HERE](#).

The theme for 2021 is “Libraries Meeting Challenges in a Changing World.”

Year after year, our exhibitors tell us that the Connecticut Library Association conference is among the most worthwhile library trade shows in the northeastern United States. Now that we have gone virtual, we want to ensure you continue that sentiment.

Having the experience of holding a last-minute virtual conference in 2020 when the COVID-19 Pandemic hit, we now have better knowledge on what we can offer our exhibitors and what we can expect of attendees. Using this knowledge base, we are confident that the offerings we have for our exhibitors and attendees to create working relationships will exceed your expectations.

To learn more go to our exclusive Exhibitor & Sponsor website at exhibitsclaon.wordpress.com. We will continue to update the website often. We look forward to working with you!

Warm regards,

Alessandra Petrino & Kymberlee Powe

Co-Chairs, CLA Annual Conference Exhibits Committee

Libraries Meeting Challenges in a Changing World

2021 Connecticut Library Association Virtual Conference

May 10-14th, 2020

Rates & Highlights:

We ask that all vendors donate a raffle prize worth at least \$25. Raffle prizes can be gift cards or vendor services or supplies and will be used as prizes for our Virtual Exhibit Hall Games to encourage attendees to participate in the Vendor Hall during ALL days of our conference.

All Exhibitors Will Get:

- Exposure to librarians, library administrators, & staff – key decision makers who want to learn about your products & services!
- A spot in our virtual vendor hall that will include the options of:
 - Short Company Bio and Logo/Photo of Company
 - Representative Contact Information/Photo/Direct E-mail
 - Flyer/Document with Services/Sales (provided to us as a .pdf or .jpg)
 - Up to 3-minute Recording of Services/Sale pitch (provided to us as .mov)
 - Live Chat Connection-Video or Messenger (through your personally provided live chat link)
 - Links to your social media accounts
 - 3-5 picture slideshow of your products/offerings (provided to us as .jpg)
- Listing with Company Name/Rep Contact on Exhibitor Listing (provided to all attendees in virtual event bag).
- Listing with Company Name/Link to Website on our conference page.
- All attendee e-mail list provided after conference is complete.

Premium Exhibitor (Limited Availability): \$300.00

- 30-minute LIVE session during Exclusive exhibitor time slots. (Time selection will occur at registration). 2 Exhibitor sessions will occur simultaneously.
- 10-minute Recorded session on your virtual vendor hall page (provided to us as a .mov)

Exhibitor: \$200.00

- 10-minute Recorded session on your virtual vendor hall page (provided to us as a .mov)

Premium Non-Profit (Limited Availability): \$150.00

- **To get the Non-Profit rate, non-profits must provide 501c3 status in advance.**
- 30-minute LIVE session during Exclusive exhibitor time slots. (Time selection will occur at registration). 2 Exhibitor sessions will occur simultaneously.
- 10-minute Recorded session on your virtual vendor hall page (provided to us as a .mov)

Non-Profit: \$100.00

- **To get the Non-Profit rate, non-profits must provide 501c3 status in advance.**
 - 10-minute Recorded session on your virtual vendor hall page (provided to us as a .mov)
- To see an example of a Vendor Page in our Virtual Vendor Hall please visit:

<https://exhibitsclacon.wordpress.com/virtual-vendor-hall/>

Enhance your conference experience with a sponsorship!

Sponsorship Packages & Advertising Rates

Your sponsorship of the 2021 CLA Conference means valuable exposure for your business to over 700 attendees from Connecticut and surrounding states. There's a sponsorship level that is just right for you.

In-kind sponsorships will be awarded the sponsorship level that most closely matches the value of the in-kind arrangements.

Want to sponsor a specific event at Conference? Contact us to discuss alternate sponsorship arrangements.

Diamond Level..... \$600

- CLA Sponsor Logo on our website through December 31, 2021
- Logo displayed and thank-you at 1 LIVE Session (selected by conference committee)
- Medium logo displayed on screen before Keynote
- Medium logo on conference website and recognition on social media outlets
- Medium logo within conference program
- Medium logo on all conference promotional material distributed after receipt of sponsorship payment
- Company description/link on conference website
- Optional: Send us a recording of up to 15-minutes that will be displayed in virtual exhibitor hall under your listing.

Gold Level..... \$300

- CLA Sponsor Logo on our website through June 30, 2021
- Logo displayed on screen before Keynote
- Small logo on conference website and recognition on social media outlets
- Small logo within conference program
- Small logo on all conference promotional material distributed after receipt of sponsorship payment
- Company description on conference website

Silver Level..... \$150

- Name and link on conference website
- Name within conference program
- Name on all conference promotional material distributed after receipt of sponsorship payment

Additional Sponsorship Opportunities

- Silent auction items worth \$50.00 or more = logo and link to website on auction page

Program Booklet Ads (all-attendee giveaway in our virtual event bag)

Full Page Ad: \$100

Half Page Ad: \$50

Quarter Page Ad: \$25

Exhibitor Hall Games

This year we will be using the exhibitor/vendor hall games as an added way to ensure our attendees visit with our exhibitors through our virtual vendor hall. The game will be “Vendor Hall Poker.” If an exhibitor wishes to partake in the game, we will update your exhibitor page each day of the conference with an image of a new playing card. Attendees are tasked with going through the vendor hall to compile the best Poker hand to beat the exhibitor chairs. The exhibitor chairs will have a new Poker hand each day on the exhibitor hall page for attendees to try to beat. They will be able to submit their hand through a form. We will have winners each day and will be using the raffle items donated by the exhibitors as extra publicity for our vendors.

CLA’s federal tax identification number is **06-0853589**.

DON’T MISS OUT: SAVE THE DATE!

Let’s make this a great partnership!

Questions?

E-mail our new account: claconexhibits@gmail.com or contact our co-chairs:

Alessandra Petrino: 203.222.2651, or apetrino@westonct.gov

Or

Kymerlee Powe: 860.704.2207, or kymberlee.powe@ct.gov