

MLA '24

Portland, OR

SPONSORSHIP PROSPECTUS

🌲🌲 STRONGER TOGETHER | #MLANET24 | MAY 18-21



Introduction

We are **Stronger Together** when we collaborate and come together as a community. MLA '24: Stronger Together is scheduled to take place in the vibrant city of Portland, Oregon from May 18-21, 2024. As we continue to embrace the momentum of growth, we are excited to share new opportunities for sponsorship.

The conference promises to be even more engaging, informative, and innovative, setting new standards for the health sciences information profession. We continue to celebrate MLA's 125th Anniversary through MLA '24, reflecting on the past to forge ahead.

Year-round opportunities are also available to reach MLA members and other health sciences professionals beyond the annual conference.

Connect with [Kristi Salyards](#), +1.410.584.1913, for assistance and current options.

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MLA '24 Hall of Exhibits

EXHIBIT FLOOR

Every booth comes with an optional virtual booth, and considering the hybrid nature of this conference, we highly recommend you connect with virtual attendees with a virtual booth. Virtual booths include text-chat, hosted PDFs and introductory video, inclusion of virtual attendees with a giveaway option, virtual scavenger hunt, and more. Further details will be provided closer to the conference.

SHOW HOURS

Exhibitor Set-Up	TBD
Welcome Reception & Ribbon Cutting	Sunday, May 19, 5:30-7:30 p.m., pacific time
Exhibit Hall Hours	Monday, May 20, 9:00 a.m. - Noon, pacific time Monday, May 20, 1:00 - 6:00 p.m., pacific time Tuesday, May 21, 9:00 a.m - 1:30 p.m., pacific time
Exhibitor Tear-Down	TBD

Click on the floor plan to view the interactive floor plan.

EXHIBIT AT MLA '24

Order by: May 12, 2024

Booth sizes and pricing:

10' x 10' Booth	\$4,380
10' x 10' Corner Booth	\$4,590

Each booth includes:

Two full conference registrations
Furnishing options provided by GES

Exhibitor-Hosted Presentations

Connect with [Kristi Salyards](#), +1.410.584.1913, to reserve your space.

SUNRISE SEMINARS **\$2,950**

Invite attendees to a breakfast session about your products and services.

Sunrise Seminars are designed for an intensive overview of one topic with a smaller audience that lend themselves to an exchange between your company and conference attendees. Includes a room with banquet-style seating.

Available Times:

Monday, May 20, 7:30–8:55 a.m., pacific time
Tuesday, May 21, 7:30–8:55 a.m., pacific time

Recognition:

Promoted in Official Program
Signage listing the event title

Production Requirements:

Commitment, payment, and content required by March 1, 2024 to be included in Official Program
Full color and black & white vector logo 300 dpi (EPS or AI)
Food, beverage, and special A/V needs at your expense
Provide a 50-word description of your session

LUNCH AND LEARN **\$2,950**

Invite attendees to a lunch session about your products and services.

Lunch and learn seminars offer a sociable, collaborative alternative to traditional classroom-based learning. This makes them a great way to foster a culture of learning and knowledge sharing. Includes room with banquet-style seating.

Available Times:

Monday, May 20, Noon–1:15 p.m., pacific time
Tuesday, May 21, Noon–1:15 p.m., pacific time

Recognition:

Promoted in Official Program
Signage listing the event title

Production Requirements:

Commitment, payment, and content required by March 1, 2024 to be included in Official Program
Full color and black & white vector logo 300 dpi (EPS or AI)
Food, beverage, and special A/V needs at your expense
Provide a 50-word description of your session

Exhibitor-Hosted Presentations

Connect with [Kristi Salyards](#), +1.410.584.1913, to reserve your space.

TECHNOLOGY SHOWCASE **\$2,500**

Half-hour sessions offered to exhibitors in the Hall of Exhibits; showcase your product updates and new offerings. These will be held in an in-exhibit-hall session room in 30-minute increments and are accepted on a first-come, first-served basis.

Held in a conveniently located, segregated area on the exhibit floor with theater-style seating for 40 people (changes to seating not allowed).

Includes microphone, projector, screen and internet connection (changes to audio-visual equipment not allowed).

Time Slots Available:

Monday, May 20, 9:15 a.m., 10:00 a.m., 1:30 p.m., 2:15 p.m., pacific time

Tuesday, May 21, 9:15 a.m., 10:00 a.m., 10:45 a.m., 11:30 a.m., pacific time

Recognition:

Promoted in Official Program

Signage listing the event title

Production Requirements:

Commitment, payment, and content required by March 1, 2024 to be included in Official Program

Provide a 50-word description of your session

EXHIBITOR SPONSORED EVENTS

Exhibitors may host an evening event on Monday, May 20, 2024.

NOTE: To support [MLA's Diversity, Equity, and Inclusion goals](#), any event must be open to all attendees.



Sponsorship Levels

All sponsorship options are sold on a first-come, first-served basis, so don't delay in securing your sponsorship package. Remember that our sponsorship levels are just a starting point; you can build a custom program that bests fits your organization's needs.

As a sponsor at MLA '24, you'll be showing your support for health sciences librarians and MLA members.

OPPORTUNITIES	Bronze \$6,500	Silver \$15,000	Gold \$30,000	Platinum \$45,000
Exhibitor listing on MLANET and conference content website	✓	✓	✓	✓
Onsite Exhibit Hall Scavenger Hunt via conference app	✓	✓	✓	✓
Sponsor icon by exhibitor listing in Online Program, conference content website, and conference	✓	✓	✓	✓
Sponsorship recognition through Official Program, social media outlets, MLANET, and conference content website	✓	✓	✓	✓
Sponsor floor decal in onsite exhibit hall		✓	✓	✓
Recognition by MLA President at Onsite Opening Session	Slide	Slide	Vocal	Vocal
Live message during Opening Session			1 min	2 min
Recognition in slides during McGovern and Doe live casts			✓	✓
Logo on Official Program cover				✓

All Virtual Booths Receive:

Virtual Booth with text-chat option plus option to make appointments	Booth banner
Web URLs and hosted PDFs	Virtual lead generation and reporting
Company description (up to 50 words) and logo	Virtual booth giveaway option
Introductory video in virtual booth	Onsite and virtual gamification

Sponsored Events & Elevated Recognition

Make a lasting impression! MLA '24 Sponsored Events and Elevated Recognition opportunities offer you multiple ways to raise your visibility to 1,000 attendees– and make sure they remember you.

WI-FI SPONSOR **\$22,000**

EXCLUSIVE ★

Sponsor Wi-Fi access throughout the conference space, excluding the exhibit floor. Wi-Fi instructions/password provided to attendees with sponsor's logo (online and signage).

Recognition:

Mentioned in Official Program
Logo and link on Wi-Fi custom splash page
Promoted in Official Program

Production Requirements:

Commitment, payment, and Wi-Fi password required by March 1, 2024, to be included in Official Program
Full color and black & white vector logo 300 dpi (EPS or AI)

WELCOME RECEPTION AND OPENING HALL OF EXHIBITS **\$12,500 or \$7,500**

EXCLUSIVE ★

Presented by **Amy Blevins**, MLA President 2023-2024, Associate Director for Public Services, Ruth Lilly Medical Library, Indiana University School of Medicine, Indianapolis, Indiana; **Liz Kellermeyer**, AHIP, 2024 NPC Cochair, Library Director, Library & Knowledge Services, National Jewish Health, Denver, Colorado; **Emily Vardell**, AHIP, 2024 NPC Cochair, Associate Professor, School of Library and Information Management, Emporia State University, Emporia, Kansas.

Date and Time:

Sunday May 19, 5:30–7:30 p.m., pacific time

Recognition:

Promoted in Official Program
Mention in App push notification to attendees onsite
Representatives at pre-reception
Special mention at ribbon-cutting

Production Requirements

Commitment, payment, and content required by March 1, 2024, to be included in Official Program
Full color and black & white vector logo 300 dpi (EPS or AI)

Sponsored Events & Elevated Recognition

Make a lasting impression! MLA '24 Sponsored Events and Elevated Recognition opportunities offer you multiple ways to raise your visibility to 1,000 attendees- and make sure they remember you.

MLA LEADERS AND INTERNATIONAL ATTENDEE PRE-RECEPTION **\$5,000**

Incoming and outgoing chairs or presidents of chapters, committees, juries, sections, and task forces as well as appointed officials, allied representatives, plus caucus and domain hub chairs are invited to connect with colleagues and international visitors at this appreciation reception prior to the opening of the Hall of Exhibits.

Date and Time:

Sunday, May 19, 4:00 - 5:30 p.m., pacific time

Recognition:

Promotion in Official Program
Mention in App push notification to attendees onsite
Representatives at pre-reception
Special mention at ribbon-cutting

Production Requirements

Commitment, payment, and content required by March 1, 2024, to be included in Official Program
Full color and black & white vector logo 300 dpi (EPS or AI) and link
Full specs to be shared upon confirmation

ONLINE CONFERENCE WEBSITE & APP **\$15,000**

EXCLUSIVE ★

Reach approx. 1,500 attendees onsite and at home through the online program planner and its companion mobile app.

Recognition:

Logo and link on all web pages beginning in March 2024 for 12 months after conference
Logo on App opening splash screen
App homepage sticky banner that links to your specified URL
App top banner on schedule page that links to your specified URL
Company PDF brochure in virtual App conference bag

Production Requirements:

Commitment, payment, and content required by January 15, 2024
Full color and black & white vector logo 300 dpi (EPS or AI) and link
App homepage sticky banner: 2000 px wide x 175 px to 400 px tall
96 dpi PNG or JPG by March, 31 2024
App schedule banner: 4 versions required for responsiveness on multiple devices by March, 31 2024
Full specs to be provided upon confirmation

Sponsored Events & Elevated Recognition

Make a lasting impression! MLA '24 Sponsored Events and Elevated Recognition opportunities offer you multiple ways to raise your visibility to 1,000 attendees- and make sure they remember you.

REGISTRATION AREA **\$12,000**

EXCLUSIVE ★

Reach approximately 1,000 attendees onsite and at home during pre-registration, in-registration confirmations, and in-person badge pick up.

Recognition:

Logo and link on registration landing page(opens in January 2023)
Signage in the main registration area
Recognition in Official Program

Production Requirements:

Full color and black & white vector logo 300 dpi (EPS or AI)

MLA 125TH ANNIVERSARY PHOTOBOOTH **\$5,000**

EXCLUSIVE ★

An attendee favorite at MLA | SLA '23 in Detroit! From the serious to the silly, MLA | SLA '23 attendees lined up to take single and group snapshots in the booth and at the final plenary session.

Recognition:

Signage in hall of exhibits
Recognition in Official Program
Photo slideshow posted on MLANET

RELAXATION STATION **\$5,000**

EXCLUSIVE ★

You know the conference attendees are looking for some relaxing therapy after sitting in sessions all day. Enhance their well-being by providing this popular service that they will really appreciate and drive traffic to your booth at the same time!

Local, licensed, professional massage therapists wearing your sponsor's logo apparel provide a refreshing upper body massage on professional massage chairs.

You provide access requirements (e.g., attendees need to stop by your booth to get their ticket)

Recognition:

Recognition in Official Program
App push notification each day

Production Requirements:

Commitment, payment, and content required by March 1, 2024
to be included in Official Program
Full color and black & white vector logo 300 dpi (EPS or AI)

Sponsored Events & Elevated Recognition

Make a lasting impression! MLA '24 Sponsored Events and Elevated Recognition opportunities offer you multiple ways to raise your visibility to 1,000 attendees- and make sure they remember you.

MLA NEW MEMBER/FIRST-TIMER BREAKFAST & PROGRAM **\$8,000**

EXCLUSIVE ★

Drive awareness and loyalty of your brand through widespread visibility as you welcome MLA's newest members and first-time conference attendees. A buffet breakfast will be available for attendees, who will learn about the resources and opportunities for education, networking, navigating the exhibits, and making the best use of their time during MLA '24

Recognition:

Logo on signage
Official Program recognition
Recognition in Official Program and meeting App schedule

Production Requirements

Commitment, payment, and content required by March 1, 2024 to be included in Official Program
Full color and black & white vector logo 300 dpi (EPS or AI)

HOTEL KEYCARD **\$5,000**

EXCLUSIVE ★

The official hotel room block for MLA '24 is at the Hyatt Portland. Have your logo on every hotel key card for the official room block.

Recognition:

Logo on key card at the conference hotel
Recognition in Official Program

Production Requirements:

Commitment, payment, and content required by March 1, 2024 to be included in Official Program
Full color and black & white vector logo 300 dpi (EPS or AI)

CHARGING STATIONS/LOUNGE AREA **\$5,000**

MULTIPLE

We all need a moment to recharge, even our devices. Charging stations will be located on the exhibitor floor.

Recognition:

Logos on charging tables
Logo in Official Program on sponsor page
Logos in meeting content website and app schedule

Production Requirements

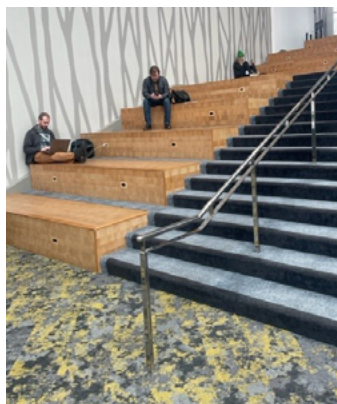
Commitment, payment, and content required by March 1, 2024 to be included in Official Program
Full color and black & white vector logo 300 dpi (EPS or AI)

Sponsored Events & Elevated Recognition

Make a lasting impression! MLA '24 Sponsored Events and Elevated Recognition opportunities offer you multiple ways to raise your visibility to 1,000 attendees- and make sure they remember you.

BRANDING IN CONVENTION CENTER

MULTIPLE OPPORTUNITIES



Get even more visibility for your brand when you add your logo to the convention center stairs! Several sets of stairs are available for branding, each offering distinct and unique sponsorship branding opportunities.

Recognition:

Sponsor logo on stair sections

Production Requirements:

Commitment, payment, and content required by March 1, 2024
Full color and black & white vector logo 300 dpi (EPS or AI)

(NEW) FUEL BREAKS **\$5,000**

2 AVAILABLE

Take a break! Share ice cream, popcorn, or any snack attendees can grab as they explore the Hall of Exhibits. Sponsor one of two breaks scheduled on:

*Times to be determined

Recognition:

Promoted in Official Program

Production Requirements:

Commitment, payment, and content required by March 1, 2024 to be included in Official Program
Full color and black & white vector logo 300 dpi (EPS or AI)

GRAB & GO BREAKFAST **\$5,000**

2 AVAILABLE

Sponsor one of two early morning breaks that welcome attendees into early morning meetings and the 9 am Plenary Sessions:

Monday, May 20, 8:00 - 9:00 a.m., pacific time

Tuesday, May 21, 8:00 - 9:00 a.m., pacific time

Recognition:

One sponsor per break

Recognition in Official Program

Signage

Mention in App push notification to attendees onsite

Production Requirements:

Commitment, payment, and content required by March 1, 2024, to be included in Official Program
Full color and black & white vector logo 300 dpi (EPS or AI)

COLUMN WRAPS **\$4,500**

MULTIPLE

Make your brand un-missable: all attendees will see your logo as they walk down the hallway on column wraps like these.

Recognition:

Custom column clings provided by sponsor attached to each column in a designated area

Production Requirements:

Commitment and payment required by March 1, 2024
Production specifications provided after reservation finalized

Sponsored Events & Elevated Recognition

Make a lasting impression! MLA '24 Sponsored Events and Elevated Recognition opportunities offer you multiple ways to raise your visibility to 1,000 attendees- and make sure they remember you.

ATTENDEE E-BLAST **\$3,750**

MULTIPLE

Reach approximately 1,000 conference registrants with a custom email blast! Invite them to visit your booth, join your sponsored session, or more. Get your message in front of MLA '24 attendees.

Recognition:

Deployment options are available for pre-registration and post-registration
Total number of blasts per day is limited to 2 per day
All messages are subject to MLA approval

Production Requirements:

Content required MINIMUM 2 weeks prior to distribution date
Email subject line and HTML file

Choices & Pricing:

One message: \$3,750
Two messages: \$6,400 (\$3,200 each)
Three messages: \$8,400 (\$2,800 each)

OFFICIAL PROGRAM PRINT AD

MULTIPLE

Reach both onsite and virtual attendees in print (included in conference bag) and online publication available ahead of the conference.

Production Requirements:

Commitment, payment, and content required by March 1, 2024 to be included in Official Program
Full page: 8.5" width x 11" height PDF with quarter inch bleeds
Half page: 8.5" width x 5.5" height PDF with quarter inch bleeds

Choices & Pricing:

Full Page - inside back cover: \$4,000
Full Page - inside front cover: \$4,300
Full Page - back cover: \$4,300
Full Page - near TOC: \$4,150
Full Page - opposite inside front cover (page 3): \$4,300
Full Page - \$3,300
Half Page - \$2,975

Sponsored Stuff We All Get (SWAG)

Make a lasting impression! MLA '24 Sponsored Events and Elevated Recognition opportunities offer you multiple ways to raise your visibility to 1,000 attendees- and make sure they remember you.

ATTENDEE BAG **\$10,000**

EXCLUSIVE ★

Add your logo to both a virtual and a high-quality onsite conference bag for approximately 1,000 attendees.

Recognition:

Logo on one-side of the official conference tote bag
Imprint area: 6"x6"

Production Requirements:

Commitment, payment, and content required by March 1, 2024
Full color and black & white vector logo 300 dpi (EPS or AI)

LANYARD **\$5,000**

EXCLUSIVE ★

Place your logo on the lanyards holding the badges provided to approximately 1,000 attendees when they pick up their badge for the conference.

Recognition:

Logo on lanyards co-branded with MLA Logo
Imprint area: 3/4" width x 36" length; 2-sided; wrap around

Production Requirements:

Commitment, payment, and content required by March 1, 2024
Full color and black & white vector logo 300 dpi (EPS or AI)

ATTENDEE BAG INSERT **\$1,000**

MULTIPLE

Add your insert or item to the free conference tote bag each attendee at registration. Insert examples: invitations, brochures, announcements, raffle drawings, etc.

Recognition:

Options for items like pens, chapsticks, keychains, etc.
Option for inclusion in Virtual conference bag (PDF only) on App
4-page, 8.5x11-inch pages maximum

Production Requirements:

Commitment, payment, and virtual content required by April 1, 2024
Print and item inserts required by April 20, 2023
All inserts are subject to MLA approval
No food items accepted

Year Round Opportunities

MLA is the ideal channel to reach thousands of health information professionals and gain increased awareness, advertise your latest products and services, and drive sales. Build brand awareness all year!

Banners & Electronic Communications

E-BLAST TO MLA LIST **\$3,470 - \$3,980**

Reach approximately 8,700 opted-in MLA members, customers, and guests with your email sent through MLA’s email blast service (30% member, 70% customers/guests).

Recognition:

Provided HTML email to be sent by MLA

Production Requirements

No minimum click-through guarantee
All messages are subject to MLA approval
MLA reserves the right to reject any order

Choices & Pricing:

For 1 message: \$3,980
For 2 messages: \$7,400 (\$3,700 each) **Save \$560**
For 3 messages: \$10,410 (\$3,470 each) **Save \$1,530**

MONTHLY BANNER ON MLANET **\$1,000 - \$1,500**

Advertise on MLANET with your banner and linked URL, with more than 58,000 average page views per month across most MLANET pages.

Choices, Pricing, & Production Requirements:

Choose your preferred month.

Recognition

No click-through guarantee; clicks are tracked and reported
No more than four banners available per month
All banners identified as advertisements

Option on MLANET	Monthly Price	Banner Size
1. Top banner, embedded in	\$1,500	60px H x 468px wide
2. Side panel, top position	\$1,500	300px tall by 220px wide
3. Side panel, middle position	\$1,200	300px tall by 220px wide
4. Side panel, lower position	\$1,000	300px tall by 220px wide

Frequency discounts are available! Reach out to [Kristi Salyards](#) to learn more.

Year Round Opportunities

MLA is the ideal channel to reach hundreds of health information professionals and gain increased awareness, advertise your latest products and services, and drive sales. Build brand awareness all year!

PRODUCT SPOTLIGHT IN *MLACONNECT* E-NEWSLETTER **\$2,800**

Most MLA members receive their news and updates through the *MLAConnect* newsletter. Product Spotlights are the best way to get your product noticed. This advertising opportunity is designed to maximize your reach and is a great way to introduce new products and services and highlight solutions to our members.

Spotlights are posted and promoted weekly.

Recognition:

Content placed among the news and information feeds on MLANET
Included in four consecutive issues of *MLAConnect* e-newsletter to approximately 2,500 MLA members

Production Requirements:

Up to 500 words, plus 4 links, logo, and contact details
Copy due two weeks in advance of posting

ONE-MONTH BANNER AD IN *MLACONNECT* E-NEWSLETTER **\$1,200**

Running an ad campaign? Get it in front of MLA members through the *MLAConnect* newsletter. Get a weekly spot in the newsletter for an entire month.

Recognition:

Linked and tracked banner included in four consecutive issues of *MLAConnect* e-newsletter to approximately 2,500 MLA members
No click-through guarantee
Weekly releases

Production Requirements:

December 2023 - March 2024: 120 px width x 240 px tall PNG or JPG and link
due 2 weeks in advance of posting
Starting April 2024: 600 px width x 150 px tall PNG or JPG

SPONSORED WEBINAR **\$12,000**

Choose a topic and MLA will put together a webinar offering that will engage members. Company will sponsor the webinar.

Recognition:

MLA will manage free registrations
Two dedicated email messages promoting the webinar to MLA members and guests
Two mentions in weekly member e-newsletter, *MLAConnect*
Three social media mentions leading up to the webinar
Promotional rotating banner on MLANET home page
Recording will be listed in the course catalog for up to 1 year

Production Requirements:

Content is due 2 months in advance of posting
Two email HTML files and subject lines
Three social media banners and copy: 1200 px width x 628 px height PNG or JPG
Rotator banner: 1280 px width x 460 px height PNG or JPG

Year Round Opportunities

MLA is the ideal channel to reach hundreds of health information professionals and gain increased awareness, advertise your latest products and services, and drive sales. Build brand awareness all year!

HOSTED WEBINAR **\$5,000**

Hosting a webinar helps position your company as an industry leader, while building your brand. By hosting a webinar, you will engage MLA members, while shining a spotlight on your products and services. This is an ideal program to drive traffic to your company website, product page, or other relevant information.

Webinar Host Will:

- Coordinate, manage, and produce the live webinar and subsequent recording
- Provide instructors and promotional content
- Apply for MLA continuing education credit (optional; approval not guaranteed)

Marketing and Support Provided by MLA:

- MLA will manage registrations (or host can choose to handle)
- Two dedicated email messages promoting the webinar to MLA members and guests (text copy and logo provided by sponsor)

Recognition:

- Promote your webinar to MLA's members, customers, and guests
- Two mentions in *MLAConnect*, MLA's member e-newsletter
- Three social media mentions
- Promotional rotating banner on MLANET home page leading up to the webinar
- The course recording will be listed in the course catalog for up to 1 year

Production Requirements:

- Content is due 2 months in advance of posting
- Two email HTML files and subject lines
- Three social media banners and copy: 1200 px width x 628 px height PNG or JPG
- Rotator banner: 1280 px width x 460 px height PNG or JPG

(NEW) VIRTUAL DEMO DAYS **\$5,000**

Virtual Demo Days are an opportunity to share product demos that help medical librarians and health information professionals make informed decisions about vendor products.. Up to six 30 min demo sessions can be held in one day. Virtual Demo Days will be held twice during the year outside of the annual conference.

- 30-minute demo session for your organization (limited to five)
- Access to Registration Data, including name, company, title, email address

(NEW) EXECUTIVE SERIES/ROUNDTABLE **\$5,000**

EXCLUSIVE ★

MLA Virtual VIP Roundtables are designed to be interactive professional discussions that offer an intimate, engaging opportunity for networking, problem solving, and sharing of best practices and lessons learned around key issues. MLA Virtual VIP Roundtable sponsors enjoy a unique opportunity to interact with a curated audience of highly qualified and engaged health science professionals discussing relevant industry topics.

Recognition:

- MLA develops potential invitation list based on sponsor criteria
- Sponsor participates with 1-2 experts and is recognized as the exclusive sponsor
- Minimum of 5 and maximum of 10 participants (excluding sponsor)
- Roundtable is a maximum of 2 hours
- Sponsor gets contact information from participants
- Roundtables are moderated by an MLA subject matter expert