



**Looking back,**

**forging ahead**

# MLA | SLA '23

Detroit | May 16-19 | Hybrid | #MLASLA23

## Conference & Exhibits Prospectus

Connect with [Sabrina Sheth](#), +1.703.442.2079  
for assistance and current options.



# MLA | SLA '23 Conference Exhibits Prospectus

## Introduction

**New this year**, MLA is excited to announce a collaboration with the [Special Libraries Association \(SLA\)](#). The MLA | SLA '23 conference experience will reflect this collaboration in educational content and attendance. This means a broader audience of librarians to reach with your messaging, a diverse mix of librarians to visit your exhibits, and more networking opportunities with a bigger variety of library leaders and decision-makers.

Also during MLA | SLA '23, MLA will officially kick off its 125th anniversary year celebration. We hope you will join us in **Looking Back** on MLA's history and support us in **Forging Ahead** to ensure a strong future for the profession. Please take a moment to consider supporting even more exhibitor and sponsor engagements surrounding this significant milestone.

You will also be provided the MLA | SLA '23 Branding Guide and Toolkit for Sponsors and Exhibitors to use.

### Table of Contents

[Exhibitor Hosted Presentations](#) ..... 3-4

[Sponsorship Levels](#) ..... 5

[Sponsored Events & Recognition](#)..... 6-11

[SWAG \(Stuff We All Get\)](#) ..... 12

[MLA Year Round Opportunities](#) .....13-15

## 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:

Onsite Exhibit Hall

Exhibitor Set-Up	Tuesday, May 16 and Wednesday, May 17
Welcome Reception & Ribbon Cutting	Wednesday, May 17, 5:30 p.m., ET
Exhibit Hall Hours	Thursday, May 18, 9:00 a.m. - 5:00 p.m., ET
Exhibit Hall Hours	Friday, May 19, 9:00 a.m. - 2:30 p.m., ET
Exhibitor Tear-Down	Friday, May 19, after 2:30 p.m., ET

## Exhibit at MLA | SLA '23:

Order by: May 12, 2023

### Booth sizes and pricing:

10' x 10' Booth	\$4,000
10' x 10' Corner Booth	\$4,200

### Early Bird rates:

10' x 10' Booth	\$3,900
10' x 10' Corner Booth	\$4,100

Early Bird Deadline December 15, 2022

## [View the interactive floor plan](#)



# Exhibitor-Hosted Presentations

Contact [Sabrina Sheth](#) to reserve your space.

## Sunrise Seminars – \$2,500

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

- Thursday, May 18, 7:30–8:55 a.m. ET
- Friday, May 19, 7:30–8:55 a.m. ET

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 room with theater-style seating.

### Recognition:

- Promoted in *Onsite Program*
- Includes 22" x 28" door sign listing event title

### Production Requirements:

- Commitment and payment required by 3/1/23 to be included in *Onsite Program*.
- Food and beverage, and special A/V needs at your expense
- Add an e-blast to conference registrants for \$5,000 (\$6,400 value) to gain Bronze sponsor recognition

## Lunch and Learn Sessions – \$2,500

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

- Thursday, May 18, 12:00 - 1:25 p.m., ET
- Friday, May 19, 12:00 - 1:25 p.m. ET

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.

### Recognition:

- Promoted in *Onsite Program*
- Includes 22" x 28" door sign listing event title

### Production Requirements:

- Commitment and payment required by 3/1/23 to be included in *Onsite Program*
- Food and beverage, and special A/V needs at your expense
- Add an e-blast to conference registrants for \$5,000 (\$6,400 value) to gain Bronze sponsor recognition

## Technology Showcases – \$2,500

Half-hour sessions offered to exhibitors in the Hall of Exhibits; showcase your product updates and new offerings.

- Thursday, May 18, 9:00 a.m.–4:00 p.m. CT
- Friday, May 19, 9:00 a.m.–1:30 p.m. CT

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

### Recognition:

- Promoted in *Onsite Program*
- Includes signage outside the designated area

### Production Requirements:

- Commitment and payment required by 3/1/23 to be included in *Onsite Program*
- Provide a 50-word description of session content
- Add an e-blast to conference registrants for \$5,000 (\$6,400 value) to gain Bronze sponsor recognition

# Exhibitor-Hosted Presentations

Contact [Sabrina Sheth](#) to reserve your space.

## On-demand Presentations/Education Sessions

Exhibitors may record sponsored on-demand virtual presentations accessible to all attendees during the conference and afterwards.

## Exhibitor-Sponsored Events

Exhibitors may host an evening event on Thursday, May 18, or an afternoon event on Friday, May 19. NOTE: To support MLA's 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 best fits your organization's needs.

As a sponsor at MLA 'I SLA 23, you'll be showing your support not only for health sciences librarians and MLA members, but also for members of SLA.

OPPORTUNITIES	Bronze \$5,000	Silver \$15,000	Gold \$30,000	Platinum \$45,000
---------------	-------------------	--------------------	------------------	----------------------

## Pre-Conference and Onsite Visibility

Exhibitor listing on MLANET.org 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 <i>Onsite Program</i> , social media outlets, MLANET.org, and conference content website	✓	✓	✓	✓
Recognition by MLA President at Onsite Opening Session	slide	slide	vocal	vocal
Noncommercial video message during virtual Opening Session			1 min	2 min
Recognition in slides during McGovern and Doe live casts			✓	✓
Sponsor floor decal in onsite exhibit hall			✓	✓
Logo on <i>Onsite Program</i> cover			✓	✓

## Virtual Booth

### All virtual booths receive:

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

# Sponsored Events and Elevated Recognition

Make a lasting impression! MLA | SLA '23 Sponsored Events and Elevated Recognition opportunities offer you multiple ways to be raise your visibility to 1,500 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 & signage).

### Recognition:

- Logo and link on Wi-Fi custom splash page

### Production Requirements:

- By 3/31/2023, provide Wi-Fi password
- By 4/4/2023 provide logo for splash screen and *Onsite Program*
- Logo specs: 300 dpi vector (EPS or AI file ONLY)

## Welcome Reception Sponsor – \$20,000

EXCLUSIVE

Sponsor two receptions on Wednesday, May 17:

- 4:00-4:45 p.m. CT: MLA Leaders and International Attendee Pre-Reception
- 5:00-7:30 p.m. CT: Welcome Reception and Opening of the Hall of Exhibits

### Recognition:

- *Onsite Program* sponsor page
- Mention in App push notification to attendees onsite
- Representatives at pre-reception
- Special mention at ribbon-cutting

## 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.

### Online Conference Planner Website:

- Logo and link on all pages beginning in March 2023 to 12 months after conference

### Starts 3 weeks before conference and continues 12 months after conference:

- Provide full color 300 dpi vector logo (EPS or AI) and preferred website link by 1/15/2023 (for website listings, App splash screen)
- Provide App banner versions (specs below) by 3/31/2023

### Official Conference App:

- 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

### App banner specs:

- App homepage sticky banner: 2000px wide x 175px to 400 px tall
- App schedule banner: 4 versions required for responsiveness on multiple devices

## Registration Area Sponsorship – \$12,000

EXCLUSIVE

Reach approximately 1,500 attendees onsite and at home during pre-registration, in-registration confirmations, and in-person badge pick up.

### Recognition:

- Online Registration: Logo on the main registration landing page (opens in January 2023)
- Onsite Registration: Signage in the main registration area
- Recognition in *Onsite Program*

### Production Requirements:

- Provide full color 300 dpi vector logo (EPS or AI only)

## MLA 125th Anniversary Photo Booth – \$10,000

Co-branded MLA 125th Anniversary and Sponsor Logo Photo Booth  
Customize the photo mirror booth with your brand, logo and photo overlay  
Attendees receive their photos via email or text, and can easily share on social media



## Attendee Travel Grants – \$10,000 minimum

The MLA Travel Grants provide financial support enabling members to attend the association's conference. The grants foster firsthand engagement and offer many opportunities for attendees to build a professional network, learn about the latest research, and participate in discussions about issues affecting the profession. MLA administers 23 grants.

Recipients will be reimbursed up to \$1,000 in actual travel and conference-related expenses after the conference. (MLA passes through 80% of the sponsored amount).

### Recognition:

- Travel grant application and call for application
- *Onsite Program*
- MLANET.org conference site
- Photo opportunity with grant recipients at your booth

## Relaxation Station Sponsor – \$10,000

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:

- App push notification offering each day

### Production Requirements:

- Commitment by 3/31/23



# Sponsored Events and Elevated Recognition

Make a lasting impression! MLA | SLA '23 Sponsored Events and Elevated Recognition opportunities offer you multiple ways to be raise your visibility to MLA attendees- and make sure they remember you.

MLA New Member/First Timer Program & Breakfast – \$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 | SLA '23.

- Recognition:**
- Logo on signage
  - *Onsite Program* recognition
  - Recognition in online conference program and app schedule

Hotel Key Card Sponsor – \$8,000

EXCLUSIVE

Have your logo on every hotel key card at the official MLA | SLA '23 hotel, the Detroit Marriott at Renaissance Center.

- Recognition:**
- Logo on key card at the conference hotel
  - Recognition in *Onsite Program*
- Production Requirements:**
- Full graphic specs available upon commitment.
  - Provide artwork by 4/4/23

Charging/Work Station Sponsor – \$8,000

MULTIPLE

Branded charging tables located on the exhibitor floor.

- Recognition:**
- Logos on charging tables
  - *Onsite Program* Sponsor Page

## Stairway Banner – \$18,000

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:

- Reservations due by 3/1/2023
- Provided after reservations made.



## Grab & Go Breakfast Sponsor – \$5,000

### (2 AVAILABLE)

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

- Thursday: 7:30 a.m. - 8:50 a.m.
- Friday: 7:30 a.m. - 8:50 a.m.

### Recognition:

- One sponsor per break
- Logo in *Onsite Program*
- Signage related to break
- Online conference site and app
- Mention in app push

### Production Requirements:

- Sponsor artwork due 3/1/2023
- Provide full color 300 dpi vector logo (EPS or AI) by 3/1/23 for *Onsite Program*, signage, online conference website & app

## Health & Wellness Activities – \$5,000

### (MULTIPLE AVAILABLE)

New for MLA | SLA '23 - Sponsor one of several activities\* related to health and wellness, such as:

- Outdoor activity of your choice, walk in morning 6:30 - 7:30 am.
- Yoga or alternate fitness/exercise program on a single day
- Quiet/relaxation room (multiple conference days)
- Additional activity suggestions welcome

### Recognition:

- MLANET.org main conference website
- *Onsite Program*
- Signage related to the activities
- Sponsorship mention in Online Planner & Itinerary Builder site and conference app
- Mentions in app push for activity

### Production Requirements:

- Provide full color 300 dpi vector logo (EPS or AI) by 4/1/22 for MLANET.org website
- By 3/1/23 for *Onsite Program*, signage, online conference planner & itinerary builder website & app

# Sponsored Events and Elevated Recognition (Continued)

## Column Clings – \$4,500

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

**Recognition:**

- Custom column clings provided by sponsor attached to each column in a designated area.
- Recognition included in Onsite Program.

**Production Requirements:**

- Reservations due by 3/1/23
- Production specifications provided after reservation finalized.



## E-Blast to Conference Registrants – \$3,600 to \$8,400

Reach approximately 1,200 conference registrants with a custom email blast!

**Choices & Pricing:**

*Before Conference: May 1-15, 2023*

*Post-Conference: May 22-31, 2023*

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

*One message*

- \$3,600
- \$3,600

*Two messages*

- \$6,400 (\$3,200 each)

*Three messages*

- \$8,400 (\$2,800 each)



## Restaurant Guide Sponsor – \$3,500

## EXCLUSIVE

Your company listed on this popular guide prepared by local members who have taste-tested nearby restaurants.

### Recognition:

- Name and logo printed on cover of restaurant guide
- Guide included in attendee conference bags
- Guide downloadable from conference website and app

### Production Requirements:

- Sponsor commitment and artwork due 3/15/23
- B&W logo, vector format (EPS or AI); 300 dpi

## Print Advertising – Onsite Program – \$2,975 to \$4,300

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

### Production Requirements:

- Reservation and artwork due by 3/1/23
- Refer to MLA [Reproduction Requirements](#)

### Pricing (4-Color):

- 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

## Pre-Registration Mailing List – \$1,200

Reach approximately 1,000 preregistered attendees with your direct mail piece. We provide the list after the early-bird registration deadline so you can mail promotions, invitations, brochures, announcements, raffle drawings, etc. to conference attendees ahead of MLA | SLA '23.

### Conditions:

All materials are subject to MLA preview and approval; license agreement and copy of mail piece required ahead of mail list delivery. Allow 3 business days for list delivery



# Sponsored Stuff We All Get (SWAG)

## Attendee Conference Bag Sponsor – \$15,000

EXCLUSIVE

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

### Recognition:

- Sponsor artwork: Full color 300dpi vector (EPS or AI only)
- Due 3/15/23
- Imprint area: 6" x 6"; 1-sided



## Lanyards Sponsor – \$8,000

EXCLUSIVE

Place your logo on the lanyards holding the badges provided to attendees when they register.

### Recognition:

- Logo on lanyards co-branded with MLA Logo
- *Onsite Program* sponsor page

### Production Requirements:

- One-color 300 dpi logo/artwork in vector (EPS or AI) format
- Due 3/15/23
- Imprint area: 3/4" W x 36" L; 2-sided; wrap around

## Attendee Bag Insert – \$1,000

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
- Printed inserts due by 4/20/22

### Conditions:

- Contact [Sabrina Sheth](#) for production timeframes
- All inserts are subject to MLA approval
- Virtual copy required by 4/1/23
- No food items accepted

# MLA 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!

## BANNERS AND ELECTRONIC COMMUNICATIONS

### E-Blast to MLA List – \$3,470 to \$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).

- Your email HTML content will be sent by MLA.
- Messages are due 2 weeks MINIMUM prior to distribution.
- No minimum click-through guarantee.
- All messages are subject to MLA approval. MLA reserves the right to reject any order.

*For 1 message*

- \$3,980

*For 2 messages*

- Each \$3,700
- Total \$7,400 (save \$560)

*For 3 messages*

- Each \$3,470
- Total \$10,410 (save \$1,530)

### Six-Month Banner on MLANET.org – \$6,500 to \$7,500

Advertise on MLANET.org with your banner and linked URL, with more than 118,000 average page views per month across most MLANET.org pages.

- Choose from two 6-month periods: October 1-March 31 or April 1-September 30.
- No click-through guarantee; clicks are tracked and reported.
- No more than 4 banners available each 6-month period
- Stationary image or logo no larger than the specified size (no JavaScript, applets, or animations)
- All banners identified as advertisements

Option	6-month Price	Banner Size
Position 1 - embedded in MLANET.org top banner	\$7,500	60px tall x 468px wide
Position 2 - MLANET.org side panel, top position	\$7,500	300px tall by 220px wide
Position 3 - MLANET.org side panel, middle position	\$7,000	300px tall by 220px wide
Position 4 - MLANET.org side panel, lower position	\$6,500	300px tall by 220px wide

# MLA 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

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.org
- Promotion included in 4 weekly email *MLAConnect* Table of Contents; weekly distribution to more than 2,500 MLA members

### Conditions:

- Up to 500 words, plus 4 links, logo, and contact details
- Copy due 2 weeks in advance of posting

## One-Month Banner in *MLAConnect* e-Newsletter – \$1,200

### Keep your brand in front of MLA members!

- Weekly releases.
- Linked and tracked banner
- Promotion included in 4 weekly email *MLAConnect* Table of Contents distribution to more than 2,500 MLA members. Maximum size: 240px tall x 120 px wide

### Conditions:

- Artwork and link due 2 weeks in advance of posting

## Annual sponsorship of JMLA – \$4,000

### EXCLUSIVE

Show your appreciation for MLA members by sponsoring MLA's scholarly publication, the *Journal of the Medical Library Association* (JMLA).

Sponsor the Health Sciences Librarian Professional's premier peer-reviewed journal. As an open-access, digital journal, your sponsorship gives you exclusive engagement with JMLA readers.

### Recognition:

- Prominent sponsorship notification placed on JMLA website
- Option for full-page ad placements on digital full-issue version: Back Cover, Inside Front Cover, Opposite Table of Contents
- Counts towards sponsorship levels of annual conference
- Linked banner and sponsor recognition in quarterly JMLA emailed table of contents
- Quarterly recognition in *MLAConnect* e-newsletter issues

## 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
- Apply for MLA continuing education credit (optional; approval not guaranteed)

### MLA will provide the following marketing and support:

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

### Included:

- 2 mentions in *MLAConnect*, MLA's member e-newsletter, leading up to the webinar
- 3 social media mentions leading up to the webinar
- Promotional rotating banner on MLANET.org home page leading up to the webinar
- The course recording will be listed in the course catalog on our learning management system for up to 1 year

## Sponsored Webinar – \$12,000

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

Company will sponsor the webinar.

### MLA will provide the following marketing and support:

- MLA will manage free registrations
- 2 dedicated email messages promoting the webinar to MLA members and guests (sponsorship copy and logo provided by sponsor)

- 2 mentions in *MLAConnect*, MLA's member e-newsletter, leading up to the webinar
- 3 social media mentions leading up to the webinar
- Promotional rotating banner on MLANET.org home page leading up to the webinar
- The course recording will be listed in the course catalog on our learning management system for up to 1 year

