



# AASL LOUISVILLE

NOVEMBER 14-16  
national.aasl.org

# 2019

## STAND OUT FROM THE CROWD AND SHOWCASE YOUR COMPANY AT AASL'S NATIONAL CONFERENCE.

**THERE IS NO ALTERNATIVE TO STRETCH YOUR  
MARKETING DOLLARS FURTHER OR LAST LONGER.**

The AASL sponsorship and recognition program is designed to highlight those vendor partners who support the work of the organization and the school librarians we serve. An AASL National Conference sponsorship will enhance attendees' conference experience, and help underwrite AASL's expenses, while increasing your company's presence, networking opportunities, and impression with customers.

For more information, or to discuss sponsorship opportunities not listed, please contact Allison Cline at 312-280-4385 or [acline@ala.org](mailto:acline@ala.org).

## WHY SPONSOR AASL'S NATIONAL CONFERENCE?

Sponsors enjoy invaluable benefits and opportunities for recognition before, during, and long after the event. As an AASL sponsor, attendees will already be well aware of your company before heading to Louisville and be reminded for months later. Once on-site, attendees will be reminded of your investment in their profession as your logo appears in the program book and general sessions, your exhibit hall booth display and staff ribbons, and a conference bag insert you can use to direct them straight to your booth. All sponsors also receive an invitation to the Leadership Reception that will put you face-to-face with AASL's key decision-makers and leaders in the field.

**AASL's sponsorship packages offer 100,000+ opportunities to reach school library professionals and decision-makers at the state, district, and building-level. In addition, attendees can bring an administrator for FREE as a complimentary add-on registration.**

But wait there's more! You can now extend your reach outside of the conference as each sponsor receives an opportunity to present a live webinar archived in AASL's eCOLLAB for members to view and retrieve any time. With new tiered levels of sponsorship your dollars can go even further allowing for a dedicated vendor program, as well as 4-color ads in the program book, on-site e-newsletter, and AASL's serial publications Knowledge Quest and AASL Digest.

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# SPONSORSHIPS AVAILABLE

# AASL SPONSORSHIP OPPORTUNITIES

	Diamond	Platinum	Gold	Silver	Bronze	Reach	Value
Logo in Conference Program Thank-You Ad	•	•	•	•	•	4,000	\$500
Logo in KQ Thank-You Ad	•	•	•	•	•	9,000	\$500
Opening and Closing Ceremony Recognition	•	•	•	•	•	4,000	\$2,000
Access to Hotel/Center Meeting Space	•	•	•	•	•	TBD	\$2,500
Invitation to Leadership Reception	•	•	•	•	•	25	\$1,000
Complimentary Customer Exhibit Hall Passes	•	•	•	•	•	50	\$1,250
Sponsor Display for Booth	•	•	•	•	•	2,500	\$500
Sponsor Ribbons for Staff	•	•	•	•	•	2,500	\$500
Exhibit Space Priority Point	•	•	•	•	•		
Recorded Webinar	•	•	•	•	•	8,000	\$2,500
Conference Bag Insert	•	•				2,500	\$5,000
Private Meeting Room on Exhibit Floor	•	•				TBD	\$2,800
Vendor Program	•	•				150	\$1,500
Full-Page 4-Color Ad in Program Book	• Premium	•	1/2 page 4-color			2,500	\$2,840-1,800
Full-Page 4-Color Ad in Knowledge Quest	• Premium	•	1/2 page 4-color			8,000	\$1,690-1,150
AASL Digest Ad	4 months	2 months	1 month			32,000-8,000	\$2,400-450
Conference e-Newsletter Ad	Premium ad	Sidebar ad	Ad			2,500	\$1,500
Attendee List	Two-time use	One-time use	One-time use			5,000-2,500	\$4,000-2,000
Mobile App Ad	Recognition	Recognition				2,500	\$2,500
Presence on Conference Website	Logo on site	Logo on site	Logo on site	Name on site	Name on site	60,000	\$1,000-500
Individual Sponsor Items*	SELECT ONE: Opening Keynote or Closing Celebration	SELECT ONE: Friday Keynote, Unconference or IdeaLab	SELECT ONE: Closing Keynote, First Timer's Orientation, Storytelling Festival or Help Desks	One charging station		2,500	\$25,000-\$2,000
Investment	\$50,000	\$35,000	\$20,000	\$10,000	\$5,000		
Value	\$62,080	\$44,280	\$26,250	\$15,375	\$13,250		
Reach	149,859	123,359	118,075	103,075	99,075		

\*Items listed are examples of what could be included in a sponsorship package at each level. All sponsor packages are customized to your needs.