

ACRL 13th National Conference

Reach 3,000 of the best and brightest professionals in academic and research librarianship!

ACRL Colleagues Program



March 29 – April 1, 2007
Baltimore, Maryland

The ACRL 13th National Conference, “Sailing into the Future – Charting our Destiny,” in Baltimore, March 29 – April 1, 2007, offers the rare opportunity to meet with and influence the decision-makers in academic and research libraries. Nearly 3,000 registered librarians, 300 “exhibits-only” guests, and others will come together for three-and-a-half days of learning and networking.

As a conference sponsor, you will have a targeted reach, measurable returns, and access to our national network of academic and research librarians. Strengthen your marketing and branding efforts, attract more booth traffic, and re-emphasize your presence with attendees by becoming an ACRL Colleague.

ACRL provides broad visibility and recognition for companies at all levels of the Colleagues Program.

ACRL conference attendees. . .

- 94% of attendees recommend or select products or services for their libraries
- \$1.67 MILLION is the average amount spent annually by attending libraries

Colleague Levels

The ACRL Colleagues Program consists of seven levels of giving:

Summa cum laude

\$25,000 and up

Magna cum laude

\$20,000 – 24,999

Cum laude

\$15,000 – 19,999

Mortar Board

\$10,000 – 14,999

Dean's List

\$5,000 – 9,999

Honor Roll

\$1,000 – 4,999

Donor

Up to \$999

Questions?

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BENEFITS

SPONSORSHIP OPPORTUNITIES INCLUDE:

1	Acknowledgement at the ACRL National Conference as a Colleague in print in the official program and on prominent signage	SUMMA CUM LAUDE: \$25,000 AND UP (BENEFITS 1-20)	Exhibits Opening Reception \$35,000 (exclusive); \$20,000 (co-sponsorship)
2	Acknowledgement in multiple issues of <i>C&RL News</i> and in the ACRL Annual Report. These publications reach more than 15,000 readers		All-Conference Reception \$35,000 (exclusive); \$20,000 (co-sponsorship)
3	Public address recognition during Opening Keynote Session at National Conference		Free bags \$25,000 No longer available
4	Ribbons designating Colleague status to be worn at the ACRL National Conference and ALA Conferences		MAGNA CUM LAUDE: \$20,000 - 24,999 (BENEFITS 1-16)
5	Listing on ACRL's Colleagues Web page		Bottled water w/logo \$20,000
6	Mortar boards displaying Colleague status (e.g., summa, magna, cum laude) to display in your booth		CUM LAUDE: \$15,000 - 19,999 (BENEFITS 1-13)
7	Exposure in conference mailings		Opening Keynote Session \$15,000
8	Preferred priority for requesting ACRL Product Update Sessions		Chair's Reception \$15,000 No longer available
9	Invitation for two to the ACRL Colleagues Breakfast hosted by the National Conference Chair and ACRL President		Internet Cafe \$15,000 No longer available
10	Invitation for two to attend the ACRL's National Conference Chair's Reception whose attendees include the ACRL Board of Directors, association leaders, conference planners, and major speakers		Virtual Conference \$15,000
11	Two complimentary tickets to the All-Conference Reception		MORTAR BOARD: \$10,000 - 14,999 (BENEFITS 1-11)
12	One complimentary mailing list of conference attendees	Morning refreshment breaks \$10,000 each (two available)	
13	Two complimentary tickets to the Keynote Luncheon	Afternoon refreshment breaks \$10,000 each (two available)	
14	One complimentary job ad in the ALA Online Career Center	Wireless Internet \$10,000 No longer available	
15	One complimentary copy of the Conference Proceedings	Poster Program \$7,500 No longer available	
16	One complimentary full conference registration	Coffee rings \$7,500 No longer available	
17	A featured slide in ACRL's PowerPoint presentation that is shown at all Keynote Sessions during the National Conference	Innovations \$5,000	
18	Guaranteed ACRL Product Update Session, if desired	Invited Papers \$4,000 each (three available)	
19	A special icon denoting summa cum laude status in all conference literature	Early morning coffees \$3,000 each (three available)	
20	One additional complimentary full conference registration (two total)	First-time Attendees Hospitality \$3,000	
		ACRL Leaders Lunch \$3,000	
		Scholarship Recognition Breakfast \$2,500	
		Placement Center \$3,000	
		Poster Sessions \$2,500 each (two available)	
		Roundtable Discussions \$1,500 each No longer available	
		Speaker Hospitality \$1,500 each (two available)	
		Workshops \$1,000 each (one available)	
		General conference support up to \$999	

"I always put attending ACRL at the top of my list of professional development opportunities."
~ 2005 Conference Attendee

"ACRL is a great meeting for us. The compact size and key contacts that attend the show allow us to spend quality time with our current and potential customers."
~ 2005 Conference Exhibitor

"ACRL provides a place to introduce attendees to the services we provide. While other conferences offer the same opportunities, this forum gives us access to the very specific world of academic and research libraries. People come with open minds, ready to learn about new ideas that will make their institutions a better place to work and a better place to learn."
~ 2005 Conference Exhibitor