

# ACRL Colleagues Program



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

- "We get great exposure to the exact target audience we need. To have all the college and university librarians in one place for such an extended period is a huge benefit for our company. Our products are mainly intended for academic librarians, and this conference allows us to interact face to face with our core audience."*

~2007 Conference Exhibitor
- "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."*

~2007 Conference Exhibitor

## ACRL 14th National Conference

The ACRL 14th National Conference, "Pushing the Edge; Explore, Engage, Extend," in Seattle, March 12-15, 2009, offers the rare opportunity to meet with and influence the decision-makers in academic and research libraries. More than 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

\$750 – 4,999

#### Donor

Up to \$749

ACRL provides broad visibility and recognition for companies at all levels of our Colleagues Program. Over for complete details.

#### Questions?

Frank D'Andraia  
Co-Chair, Colleagues Committee  
FDandraia@uamail.albany.edu

Julia Gelfand  
Co-Chair, Colleagues Committee  
jgelfand@uci.edu

Margot Conahan  
ACRL  
312-280-2522  
mconahan@ala.org



Association of College & Research Libraries

50 E. Huron St. • Chicago, IL 60611  
www.acrl.org • acrl@ala.org



## BENEFITS

## SPONSORSHIP OPPORTUNITIES INCLUDE:

1	Acknowledgement at the ACRL National Conference as a Colleague in print in the official program and on prominent signage
2	Acknowledgement in multiple issues of <i>C&amp;RL News</i> and in the ACRL Annual Report. These publications reach more than 15,000 readers
3	Public address recognition during Opening Keynote Session at National Conference
4	Ribbons designating Colleague status to be worn at the ACRL National Conference and ALA Conferences
5	Listing on ACRL's Colleagues Web page
<b>THROUGH DONOR</b>	
6	Mortar boards displaying Colleague status (e.g., summa, magna, cum laude) to display in your booth
7	Exposure in conference mailings
<b>THROUGH HONOR ROLL</b>	
8	Invitation for two to the ACRL Colleagues Breakfast hosted by the National Conference Chair and ACRL President
<b>THROUGH DEAN'S LIST</b>	
9	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
10	Two complimentary tickets to the All-Conference Reception
<b>THROUGH MORTAR BOARD</b>	
11	One complimentary mailing list of conference attendees
12	Two complimentary tickets to the Keynote Luncheon
<b>THROUGH CUM LAUDE</b>	
13	One complimentary job ad in the ALA Online Career Center
14	One complimentary copy of the Conference Proceedings
15	One complimentary full conference registration
<b>THROUGH MAGNA CUM LAUDE</b>	
16	A featured slide in ACRL's PowerPoint presentation that is shown at all Keynote Sessions during the National Conference
17	A special icon denoting summa cum laude status in all conference literature
18	One additional complimentary full conference registration (two total)
<b>THROUGH SUMMA CUM LAUDE</b>	

Exhibits Opening Reception \$35,000 (exclusive); \$20,000 (co-sponsorship)	
All-Conference Reception \$35,000 (exclusive); \$20,000 (co-sponsorship)	
Tote bags \$77,500	
Opening Keynote Session \$20,000	
Chair's Reception \$16,000	
Internet Café \$16,000	
Virtual Conference \$16,000	
Shuttle Buses \$16,000	
All-Conference Luncheon/Keynote Session \$15,000	
Closing Keynote Session \$12,000	
Morning refreshment breaks \$10,000 each (2 available)	
Afternoon refreshment breaks \$10,000 each (2 available)	
Wifi \$12,000	
Pocket Program \$10,000	
Coffee mugs \$10,000	
Cyber Zed Shed \$7,500	
Green Conference \$5,000	
Innovations \$5,000	
Early morning coffees \$5,000 each (3 available)	
ACRL 101/First-time Attendees Hospitality \$5,000	
Invited Papers \$4,000 each (3 available)	
ACRL Leaders Lunch \$4,000	
Scholarship Recognition Breakfast \$3,000	
Placement Center \$3,000	
Poster Sessions \$3,000 each (4 available)	
Roundtable Discussions \$1,500 each (2 available)	
Speaker Hospitality \$1,500 each (3 available)	
Workshops \$1,000 each	
Panel Sessions \$750 (34 available)	
Contributed Papers \$750 (21 available)	
General conference support up to \$749	

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: \$750 - 4,999

DONOR: UP TO \$749

*"I always put attending ACRL at the top of my list of professional development opportunities."*

~2007 Conference Attendee