

# PROGRAMS

## SPONSORSHIP OPPORTUNITIES



### Midwinter Meeting Events RESERVATION DUE BY NOVEMBER 15

Division/Section/Committee Meetings, Discussion Groups, and Socials.

	<b>SUPPORTER</b> \$1,000	<b>ADVOCATE</b> \$2,000	<b>SUSTAINING</b> \$5,000
Signage on-site at event with your logo	✓	✓	✓
Logo and name included in press release and/or blog post for event	✓	✓	✓
Hyperlinked company logo/name displayed on <a href="http://www.rusaupdate.org/support">www.rusaupdate.org/support</a>		✓	✓
Sponsor recognition in event promotion on social media (Facebook, Twitter and LinkedIn)		✓	✓
Onsite remarks during program			✓
A literature table available for you to display and distribute your material			✓
Two Conference exhibitor passes to sponsor representatives to attend the event			✓

### Annual Conference Events RESERVATION DUE BY APRIL 1

Division/Section/Committee Discussion Groups, Programs, Meetings, RUSA President's Program.

	<b>SUPPORTER</b> \$1,000	<b>ADVOCATE</b> \$2,000	<b>SUSTAINING</b> \$5,000
Signage on-site at event with your logo	✓	✓	✓
Logo and name included in press release and/or blog post for event	✓	✓	✓
Hyperlinked company logo/name displayed on <a href="http://www.rusaupdate.org/support">www.rusaupdate.org/support</a>		✓	✓
Sponsor recognition in event promotion on social media (Facebook, Twitter and LinkedIn)		✓	✓
Onsite remarks during program			✓
A literature table available for you to display and distribute your material			✓
Two Conference exhibitor passes to sponsor representatives to attend the event			✓

All levels include a \$250 Administrative fee to cover RUSA costs. Any remaining funds will be donated to RUSA Champion Fund. For Marketing Opportunities with RUSA, please contact [nmoore@ala.org](mailto:nmoore@ala.org)

# BECOME A SPONSOR!



## SPONSORSHIP CHOICES

### Midwinter Meeting Events RESERVATION DUE BY NOVEMBER 15

Supporter (\$1,000)    Advocate (\$2,000)    Sustaining (\$5,000)

Specify Event

### Annual Conference Events RESERVATION DUE BY APRIL 1

Supporter (\$1,000)    Advocate (\$2,000)    Sustaining (\$5,000)

Specify Event

## CONTACT INFORMATION

Company Name

Company Contact

Company Address

City

State

ZIP

Phone

Email

Company Twitter handle

Signature

Date

## HOW TO PROCEED

**1a**

Mail completed form with payment to:  
American Library Association c/o RUSA, Attn: Ninah Moore  
50 E. Huron Street, Chicago, IL 60611

OR

**1b**

Fill out this interactive form and click

**2**

Send company logo and website link to  
[nmoore@ala.org](mailto:nmoore@ala.org)

All ad positions are posted sitewide at [rusaupdate.org](http://rusaupdate.org). Ads are posted for the month of the event that was sponsored. Files should be JPG or GIF, RGB and no larger than 80k. Advertisers and their agencies assume liability for the content of their advertisements, including any claims arising therefrom. The association reserves the right to reject any advertisements considered unsuitable according to RUSA policy. Manufacturing charges are non-commissionable. There is no cash discount.