Top Reasons to Exhibit at TLA

- Generate leads for your company. TLA is the show to meet Texas library professionals.
- Texas is big! Feature your products and services face-to-face to 7,000 attendees in one place.
- Over 80 percent of exhibitors renew each year. **TLA is a proven success** for business in Texas.
- TLA offers many promotional opportunities throughout the year.

**What Exhibitors Say:**

"We are very excited about all the connections we made, library, school and other exhibitors."

"Your professionalism, support and commitment are unmatched!"

"We appreciate the hard work you all put into this show and look forward to next year."

**What Attendees Say:**

"The vendors and exhibitors are always great.

"Too many favorite exhibitors to name -- everyone really puts their hearts into it."

"I really gained so much from the exhibitor booths this year."

**What Attendees Say About The Conference:**

"Always an awesome experience."

"The best part was learning from other librarians, authors, and vendors ways to improve as a school librarian. Excellent conference!!!"

"I’m new to my position so networking with other librarians in a similar field was extremely important to me."

**2019 Exhibit Hall Hours:**

Monday, April 15: 5 p.m.-7 p.m.
Tuesday, April 16: 10 a.m.-5 p.m.
Wednesday, April 17: 9 a.m.-5 p.m.

Exclusive exhibit time is scheduled each day throughout the show.
**Exhibit Pricing**
The primary exhibit space is 10'x10' and configurations thereof. Limited 5'x10' spaces are available.

<table>
<thead>
<tr>
<th></th>
<th>Through 6/30/2018</th>
<th>7/1/2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>10' x 10' Exhibit Space</td>
<td>$1660</td>
<td>$1710</td>
</tr>
<tr>
<td>End aisle fee for 10' x 10' space</td>
<td>$160</td>
<td>$160</td>
</tr>
<tr>
<td>5' x 10' Exhibit Space</td>
<td>$830</td>
<td>$855</td>
</tr>
</tbody>
</table>

**Exhibit Specifications:**
- Standard 8' back drape and 42" side divider drape;
- One standard booth identification sign;
- Three complimentary conference exhibitor registrations per 10'x10' exhibit space or two complimentary conference exhibitor registrations per 5'x10' exhibit space;
- Exhibitors can attend all general conference programs
- 24 hour security in the exhibit hall

**Exhibitor Benefits:**
- TLA Online Buyers Guide – available 24/7 for the entire year.
- Conference mobile app listing including complimentary logo enhancement.
- Conference Program/Texas Library Journal digital-only winter issue - mailed to over 9,000 TLA members and Texas libraries.
- Exhibits Directory/Texas Library Journal spring issue – emailed to over 8,000.
- Pocket Program - available online prior to conference and onsite.
- ExpolInfo monthly e-newsletter to assist with marketing and promotions.

**Exhibit space is not furnished.** Exhibitors may bring their own furniture or they can order furnishings through Freeman.

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**Grow your business by joining TLA!**
All exhibitor representatives are eligible to join TLA. You will receive many benefits including voting privileges, member/officer access, up-to-date information on advocacy, conference, and year-round opportunities, as well as the unique experience of serving in a volunteer position for the profession you love. Your business relies on the strength of our libraries and TLA is the voice of our profession in Texas. Your $100 individual vendor membership is an investment in your professional organization. Join today!
### 2019 Sponsor Benefits

<table>
<thead>
<tr>
<th>BRONZE</th>
<th>$2,500 - $4,999</th>
<th>- benefits include:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TLA Sponsor carpet cling at booth.</td>
<td>Recognition on TLA website &amp; basic listing in TLA Online Buyers Guide.</td>
</tr>
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<thead>
<tr>
<th>SILVER</th>
<th>$5,000 - $7,499</th>
<th>- in addition to above, benefits include:</th>
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<tbody>
<tr>
<td></td>
<td>Recognition at TLA Annual Assembly.</td>
<td>Logo and verbal recognition on stage with front section seating at General Session II.</td>
</tr>
<tr>
<td></td>
<td>Recognition at Opening and Closing Author Session.</td>
<td>Option to purchase Select Promotional Opportunities.</td>
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<thead>
<tr>
<th>GOLD</th>
<th>$7,500 - $9,999</th>
<th>- in addition to above, benefits include:</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Logo with link on the interactive online floor plan.</td>
<td>TLA Sponsor sign &amp; photo with TLA President in booth.</td>
</tr>
<tr>
<td></td>
<td>TLA Sponsor carpet cling at booth.</td>
<td>Logo and verbal recognition on stage with front section seating at General Session I.</td>
</tr>
<tr>
<td></td>
<td>Recognition in TLJ Spring issue Exhibits listing.</td>
<td>Logo in TLJ Social Media.</td>
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<thead>
<tr>
<th>PLATINUM</th>
<th>$10,000 - $14,999</th>
<th>- in addition to above, benefits include:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Representative seated on stage at General Session I.</td>
<td>List of conference attendees pre- and post-show.</td>
</tr>
<tr>
<td></td>
<td>1 hour free basic hall meeting space.</td>
<td>Sponsor Spotlight on TLA’s Social Media.</td>
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<thead>
<tr>
<th>DIAMOND</th>
<th>$15,000 - $19,999</th>
<th>- in addition to above, benefits include:</th>
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<tbody>
<tr>
<td></td>
<td>Logo with link on the TLA main page. (Five logos will alternate between all set to appear.)</td>
<td>Opportunity to bring greetings at General Session II.</td>
</tr>
<tr>
<td></td>
<td>Opportunity to bring greetings at General Session II.</td>
<td>Logo in conference e-newsletter.</td>
</tr>
<tr>
<td></td>
<td>Additional Sponsor Spotlight on TLA's social media.</td>
<td></td>
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<thead>
<tr>
<th>DOUBLE DIAMOND</th>
<th>$20,000 - $29,999</th>
<th>- in addition to above, benefits include:</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Opportunity to bring greetings at General Session I.</td>
<td>Two additional lists of your choice by September: membership or conference attendees.</td>
</tr>
<tr>
<td></td>
<td>Dedicated promotion in conference e-newsletter.</td>
<td>Private 10x10 meeting room in exhibit hall.</td>
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<tr>
<th>PRESIDENT’S CIRCLE</th>
<th>$30,000+</th>
<th>- in addition to above, benefits include:</th>
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<tbody>
<tr>
<td></td>
<td>Recognition on welcome letter at all conference hotels.</td>
<td>Exclusive recognition on all conference bus schedule signage at hotels and convention center.</td>
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<td></td>
<td>Sponsor's ad on all digital displays at the convention center.</td>
<td>Complimentary 30-second marketing video on TLA’s Facebook page.</td>
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<td></td>
<td>Advocate Pre-Conference</td>
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The following are sponsorship opportunities available for the Annual Conference. Please contact TLA to confirm availability.

### All-Conference Events
- Exhibits Grand Opening
- General Session I
- General Session II

### School Libraries Events and Programming
- Texas Bluebonnet Award Author Session
- Teacher Day @ TLA
- School Administrators Conference
- Texas Association of School Librarians Awards

### Public Libraries Division Events and Programming
- Social
- Key programs

### College and University Libraries Division Events and Programming
- Social
- Key programs

### Special Libraries Division Events and Programming
- Social
- Key programs

### Author Events
- Authors Area in Exhibit Hall
- Opening Author Session
- Closing Author Session

### On the Show Floor/ Special Program Areas
- Exhibits Grand Opening
- Innovation Lab & Maker Playground
- Recharge Lounge
- Hands on Lab

### Networking/ Leadership/ Educational
- President’s Suite
- 2020 Program Team Planning Retreat
- Hetherington Fun Run/Walk
- Executive Board Dinner

**Note – Specifically sponsored activities will have recognition not listed here.**

[Request More Info]
Welcome TLA 2019 Austin Attendees with our Select Promotional Opportunities

Sponsors at Silver and above have first choice on the following select opportunities to welcome attendees through the conference week. These opportunities will be open to all exhibitors starting January 15, 2019.

**Hotel Keycards at HQ Hotel $5,000**
All attendees at the Austin Hilton (TLA 2019 Official Hotel) will see your message each time they use their hotel keycard. Keycard cost included.

**Meeting Pens at Registration or in Sessions $2,500**
Your company’s name and/or logo will be displayed on pens placed at either registration or in conference rooms. Sponsor provides pens.

**Meeting Notepads in Sessions - $2,500**
Provide a notepad for each attendee to use in the meeting rooms throughout the conference. Sponsor provides notepads.

**Promotional Items at the Convention Center $2,500**
TLA offers a limited amount of opportunities for companies to distribute promotional items daily to attendees during the conference. Please contact TLA for more information on these opportunities.

**4’x8’ Banner, 4’x8’ Carpet Cling $2,500 each**
Welcome attendees with your message in the high traffic 4th Street lobby of the Austin Convention Center. Banner or carpet cling production and installation included.

Request More Info