

CONNECTING TO INNOVATE, INSPIRE, AND IMPACT

TLA★**2019**

★ **AUSTIN** ★

APRIL 15 - 18

Texas Library Association Exhibit & Sponsor Prospectus

Austin Convention Center
Austin, TX

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.

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.

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."

Exhibit Pricing

The primary exhibit space is 10'x10' and configurations thereof.
Limited 5'x10' spaces are available.

	Through 6/30/2018	7/1/2018
10' x 10' Exhibit Space	\$1660	\$1710
End aisle fee for 10' x 10' space	\$160	\$160
5' x 10' Exhibit Space	\$830	\$855

Exhibit Specifications:

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

Exhibitor Benefits:

- o [TLA Online Buyers Guide](#) – available 24/7 for the entire year.
- o Conference mobile app listing including complimentary logo enhancement.
- o [Conference Program/Texas Library Journal](#) digital-only winter issue - mailed to over 9,000 TLA members and Texas libraries.
- o [Exhibits Directory/Texas Library Journal](#) spring issue – emailed to over 8,000.
- o Pocket Program - available online prior to conference and onsite.
- o [ExpInfo](#) 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.

[Check Out Exhibit Hall Map](#)

[Secure your Exhibit Space](#)

[Request More Info](#)

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

BRONZE \$2,500 - \$4,999 – benefits include:

Recognition in TLACast e-newsletter, Texas Library Journal, Conference Pocket Program, and Conference App.

Logo on banner in registration area.

TLA Sponsor carpet cling at booth.

Recognition on TLA website & basic listing in TLA Online Buyers Guide.

SILVER \$5,000 - \$7,499 – In addition to above, benefits include:

Recognition at TLA Annual Assembly.

Recognition at Opening and Closing Author Session.

Logo and verbal recognition on stage with front section seating at General Session II.

[Option to purchase Select Promotional Opportunities.](#)

GOLD \$7,500 - \$9,999 - In addition to above, benefits include:

Logo with link on the interactive online floor plan.

TLA Sponsor sign & photo with TLA President in booth.

Logo and verbal recognition on stage with front section seating at General Session I.

Logo in TLJ Spring issue Exhibits listing.

PLATINUM \$10,000 - \$14,999 - In addition to above, benefits include:

Representative seated on stage at General Session I.

List of conference attendees pre- and post-show.

1 hour free basic hall meeting space.

Sponsor Spotlight on TLA's social media.

DIAMOND \$15,000 - \$19,999 - In addition to above, benefits include:

Logo with link on the TLA main page. *(Five logos will alternate between all set to appear.)*

Opportunity to bring greetings at General Session II.

Logo in conference e-newsletter.

Additional Sponsor Spotlight on TLA's social media.

DOUBLE DIAMOND \$20,000 - \$29,999 - In addition to above, benefits include:

Opportunity to bring greetings at General Session I.

Two additional lists of your choice by September: membership or conference attendees.

Dedicated promotion in conference e-newsletter.

Private 10x10 meeting room in exhibit hall.

PRESIDENT'S CIRCLE \$30,000+ - In addition to above, benefits include:

Recognition on welcome letter at all conference hotels.

Exclusive recognition on all conference bus schedule signage at hotels and convention center.

Sponsor's ad on all digital displays at the convention center.

Complimentary 30-second marketing video on TLA's Facebook page.

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

The following are sponsorship opportunities available for the Annual Conference. Please contact TLA to confirm availability.

All-Conference Events

Exhibits Grand Opening

President's Party

General Session I

Advocacy Pre-Conference

General Session II

School Libraries Events and Programming

Texas Bluebonnet

Teacher Day @ TLA

Award Author Session

School Administrators

Texas Association of School

Conference

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

Evening with the Authors

Opening Author Session

Black Caucus Round Table

Closing Author Session

Author Session

On the Show Floor/ Special Program Areas

Exhibits Grand Opening

Recharge Lounge

Innovation Lab &

Hands on Lab

Maker Playground

Networking/ Leadership/ Educational

President's Suite

Hetherington Fun Run/Walk

2020 Program Team

Executive Board Dinner

Planning Retreat

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](#)



Contact Cindy Boyle, Manager,
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