



TLA District Meeting - Plan for Exhibitors & Sponsors

Page One

Steps to obtain potential exhibitors:

1. Plan to contact the exhibitors who exhibited at your previous year's meeting. These are your best leads as many will plan to exhibit.
2. To solicit new exhibitors, contact Casey Rice (caseyr@txla.org) for a current TLA exhibitor list to invite. Sort in zip code order and choose local companies or those within a few hours travel to your area.
3. You may also want to invite any vendors you do business with. Other officers will also have great leads.
4. Send email invitation to potential exhibitors/sponsors. See sample invitation on page two.

Establish price, benefits and registration:

Establish the following recommended price for a basic exhibit or sponsor opportunity. Once established, contact Christy Reynolds (christyr@txla.org) who will establish the registration for your exhibitors and provide you with the link to add to your email.

Exhibitor at \$100:

- One 6' table in high traffic area (*preferred some no-conflict time throughout meeting*)
- One representative registration which includes a meal ticket
- Recognition on district website.
- Recognition onsite - signage or printing (e.g. agenda)
- Verbal recognition at opening event.

Sponsor at \$250:

- One 6' table in high traffic area (premium spot)
- Two representative registrations which include a meal ticket for each
- Premium recognition on district website
- Premium recognition onsite - signage or printing (e.g. agenda)
- Verbal recognition and 1 minute speaking opportunity at opening event.
- District member list (*debating on this...we are considering no lists in near future...we send blast instead.*)

Establish a high-traffic location near registration, meetings rooms, and/or main session area.

Establish a schedule that offers attendees an opportunity to visit with the exhibitors. See schedule on page two of the sample email merge blast.

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Page Two

Email solicitation sample: Items in red are an example and need your input.

Hello <First name>,

You are invited to exhibit at the TLA District X meeting as we celebrate our theme: “Library in the Future”! *You can elaborate more...!*

Details are: (here is an example)

Day: *Friday, September 10, 2022*

Location: *City Main Library, Second level, City, Texas*

Exhibit Schedule:

8:00-8:30am	Move-in (Texas Foyer, level 2)
8:30am-noon	Exhibit (no-conflict 8:30-9:30am)
9:30-10:30am	Attend Opening General Session (optional)
Noon – 1:00pm	Attend Lunch
1:00 – 5:45pm	Exhibit
2:30 - 2:45pm	Exhibit no-conflict (All attendee break in Texas Foyer)
5:00-5:30pm	Exhibit no-conflict (All-attendee reception in Texas Foyer)
5:45-6:15pm	Move-out

Cost: *\$100*

Deadline to register: *September 1, 2022*

Included: *???* Update to include your benefits.

- 1 exhibit table - 6'-long, draped *Table?s...draped?*
- Your company listing on District blast and on-site handout
- Promotion on District social media
- Full registration to attend all District Meeting sessions
- One Complimentary District Meeting lunch ticket

Optional: electricity, internet, audio/visual, catering?? *You might leave this off. If electrical and internet are included, list them in bullet list.*

Please submit your exhibit reservation via the registration form [here](#). I will follow-up with more information in a few weeks.

We look forward to your participation at the TLA District X meeting in *city*.

Thank you!

First Last, TLA District X Chair (or Chair-Elect)