



**ALISE 2016 ANNUAL
CONFERENCE
SPONSORSHIP/EXHIBITION
PROSPECTUS**



ABOUT ALISE

ALISE (Association for Library and Information Science Education) is a non-profit organization that serves as the intellectual home of university faculty in graduate programs in library and information science in North America. Its mission is to promote innovation and excellence in research, teaching, and service for educators and scholars in Library and Information Science and cognate disciplines internationally through leadership, collaboration, advocacy, and dissemination of research.



ABOUT THE CONFERENCE

VENUE :
BOSTON PARK PLAZA HOTEL
50 Park Plaza, Boston, MA 02116

AUDIENCE PROFILE:

- ALISE has members from around the globe.
- Our members are well-educated and tech-savvy professionals—leaders in the library and information science education profession.
- They rely on ALISE to keep up with professional trends, maintain professional contacts, and help make purchasing decisions.
- Our members not only make purchasing decisions for their own universities, but they touch every librarian that enters the work force, thus influencing their vendor knowledge.
- From deans to faculty, administrators to doctoral students, your message will reach select, qualified library and information science educators.
- 70% female, 30% male

Learn more at www.alise.org/2016-conference.

Complete the [online sponsor/exhibitor/advertiser application](#) today!



OPPORTUNITIES

Sponsorship, Exhibition and Marketing

Be part of an exceptional marketing opportunity at this premier annual gathering of library and information science professionals. The ALISE 2016 Conference theme of “Radical Change: Inclusion and Innovation” celebrates the far reaching impact of Eliza T. Dresang’s work. The conference logo symbolizes the metamorphosis of radical change and transformation. Your organization can be part of this exciting event!

- Sponsor headline activities such as networking receptions, keynote speakers, sponsored breakfasts, breaks and more!
- Exhibitor display opportunities to broaden exposure.
- Representatives are permitted and encouraged to attend all sessions, meals and social activities
- Recognition online and in print before, during and after the annual conference
- Sponsors will be personally introduced and thanked at the event
- Appropriate opportunities are available for both organizations in attendance and those who wish to be represented without sending staff

BENEFITS

- Build relationships by connecting with your best clients and meeting promising new prospects
- Showcase your information, programs, products and services
- Garner goodwill amongst your target audience by supporting their personal growth and the advancement of their profession
- Gain profile and stand out from your competition
- Maximize your marketing dollars

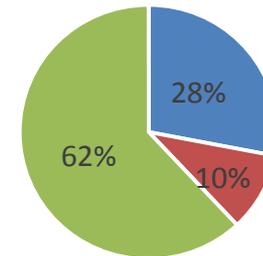


GREAT OPPORTUNITIES TO REACH YOUR TARGET AUDIENCE!

ALISE Conference Attendance

Year	City	Attendees
2015	Chicago, IL	430
2014	Philadelphia, PA	416
2013	Seattle, WA	389
2012	Dallas, TX	414

ALISE Attendees Demographics



- Students
- Dean, Director & Program Chairs
- Professors, Educators and Other



PAST ALISE CONFERENCE SPONSORS AND EXHIBITORS

American Library Association	OCLC	University of North Carolina – Chapel Hill
Bound to Stay Bound	ProQuest	University of North Carolina - Greensboro
Catholic University Of America	Rowman & Littlefield	University of North Texas
CJLS	Rutgers University	University of Rhode Island
Dominican University	Simmons College	University of South Carolina
Drexel University	St. John's University	University of Tennessee
Florida State University	Syracuse University	University of Tennessee - Knoxville
Freedom to Read Foundation	University of Alabama	University of Wisconsin - Milwaukee
Kent State University	University Of Chicago Press	Young Adult Library Services Association
Libraries Unlimited, Imprint of ABC-CLIO	University of Illinois at Urbana-Champaign	
Library Journal, LLC	University of Missouri	



EXHIBITOR AND SPONSORSHIP PACKAGES

We are pleased to discuss customized sponsorship and recognition opportunities that meet your individual needs. Please contact conference@alise.org for more information.

PASSPORT PROGRAM

New to ALISE! In order to maximize your investment and increase your exposure, we are dedicated to bringing our attendees to YOU. All attendees will have the opportunity to participate in the exhibition Passport Program. This will encourage one-on-one conversations and connections, as well as periodic giveaways that you can sponsor by providing a prize.

How does this Passport Program work?

The Passport Program creates incentive for conference attendees to visit YOUR exhibition table. All conference attendees receive a passport card listing all participating exhibitors' logos to be stamped/initialed by each exhibitor. Attendees with completed passport cards may enter into a prize giveaway.



EXHIBITOR

\$1,800 / \$2,000 (after 10/30/2015)

- Skirted 6' table in Exhibition/Registration Hall, plus full access to conference sessions, receptions and events for two exhibitor representatives (\$300 for each additional representative)
- Access to delegate list including mailing and email addresses pre- and post-conference for two mailings*
- Organization name and link on conference website
- Organization logo on screens during Welcome Reception/Works in Progress Poster Session
- Organization name listed in conference program
- Organization listing in mobile event app
- Opportunity to participate in the Passport Program
- Opportunity to provide one promotional item in attendee tote bags

** For delegates who do not "opt-out" from receiving such solicitation.*

Exhibitor kits for the conference will be emailed in November 2015. This will include information on shipping materials, special requirements such as internet connectivity or electricity and other details.



CONFERENCE SPONSOR - PLATINUM *(Limit One)* *\$7,500*

EXHIBITOR benefits, plus Exclusive Sponsorship including the following:

- Social media announcement when sponsorship is arranged
- Full-page, full color advertisement in conference program
- First choice of exhibit table in prime location
- Two (2) additional full-conference registrations, including all conference sessions, receptions and events
- Top billing on conference sponsorship signage
- Recognition in pre-conference emails and other communications
- Organization logo displayed on Sponsor page of conference program
- Recognition at conference general sessions and receptions
- Brief welcome address during opening Welcome Reception/Works in Progress Poster Session



GOLD SPONSORS

\$5,000

EXHIBITOR benefits, plus:

- Exclusive sponsorship of one of the following activities (first come, first served):
 - Awards Reception
 - unCommons Room and unConference Session
 - Keynote Address
 - Works in Progress Poster Session
- Half-page, full-color advertisement in conference program
- Organization logo displayed on Sponsor page of conference program
- Logo on screen and/or room signage at chosen sponsored event/activity
- Flier or other material available at chosen sponsored activity
- Sponsor introduction and acknowledgement by ALISE leadership at beginning of sponsored event
- Opportunity to give a brief welcome from the podium at beginning of sponsored event



SILVER SPONSORS

\$2,500

EXHIBITOR benefits, plus:

- Exclusive sponsorship of one of the following activities (first come, first served):
 - First-timers' Breakfast (75-100 attendees)
 - School Representatives' Breakfast (75-100 attendees)
 - One-day sponsorship of All-Conference Continental Breakfast (100 attendees per day)
 - ALISE Academy (50-75 attendees)
- Quarter-page advertisement in conference program
- Organization listed on Sponsor page of conference program
- Organization logo on signage for chosen sponsored activity



BRONZE SPONSORS

\$750

- Co-sponsorship of one of the following activities (first come, first served):
 - ~~President's Program (100-150 attendees)~~ **SOLD**
 - One morning or afternoon refreshment break (Wed, Thurs, Fri)
- Organization listed on Sponsor page of conference program
- Organization logo on signage for chosen sponsored activity

NOTE: Bronze Sponsorship does not include an Exhibitor Table and the benefits associated with being an exhibitor.



SPONSORSHIP ADD-ONS

Available to Exhibitors and Sponsors only

Each of the following add-ons are recognized in the program and on signage.

- Breakfast with a Vendor (Friday) | \$1,500 + cost of food and beverage service
- “Be Good to Me” sponsor | \$250+ cost of services
Pamper and rejuvenate conference attendees with the gift of a complimentary massage, manicure, smoothie bar or other special refreshments and treats as a “Be Good to Me” sponsor. Attendees can sign up for individual or group appointments depending on the service provided, providing an excellent opportunity to connect with your audience.
- Cell phone charging station | \$150 + cost of equipment rental
- Photo booth | \$200 + cost of equipment rental
- Wi-Fi Sponsor | \$500



STAND-ALONE SPONSORSHIP OPPORTUNITIES

In addition to the stand-alone sponsorship opportunities described below, we are pleased to discuss customized sponsorship and recognition packages that meet your individual needs. Please contact conference@alise.org for more information.



IN-KIND OPPORTUNITIES

Show your support for ALISE by providing high-profile conference amenities:

- ~~600 tote bags | \$1,000 + cost of production~~ **SOLD**
- ~~600 lanyards | \$500 + cost of production~~ **SOLD**
- 600 notebooks and pens | \$500 + cost of production
- ~~600 re-useable water bottles | \$500 + cost of production~~ **SOLD**
- 600 other branded gift items | \$500 + cost of production

All in-kind sponsors are recognized with logo and/or name in conference promotions, program and signage.

All items will include ALISE and sponsor logos; all artwork must be approved by ALISE.



FRIENDS OF ALISE TABLE

\$200 / \$300 (after 10/30/2015)

- Opportunity to provide a promotional item on shared table in Exhibit area
- Organization name and link on conference website
- Organization name listed in conference program
- Organization name on screen during Welcome Reception/Works in Progress Poster Session
- Organization listing in mobile event app

Exhibitor kits for the conference will be emailed in November 2015. This will include information on shipping materials.



DOCTORAL STUDENT POSTER SESSION RECEPTION

\$400 / \$500 (after 10/30/2015)

Available to university and college LIS programs only.

Show your support of the dedicated doctoral students who have chosen library and information science as their career choice by being one of several schools to sponsor this annual event.

- Recognition as one of the event sponsors with your name listed in the reception program and on event signage
- School name and link on conference website
- School name listed in conference program
- School name on screen during Doctoral Student Poster Reception
- School listing in mobile event app



~~MOBILE APP SPONSORSHIP~~ SOLD

\$1,500 / \$750 (for existing sponsors)

This is an unparalleled opportunity for you to connect with attendees and push your brand throughout the entire lifecycle of the conference. With this sponsorship your organization logo will be included on the banner of the conference mobile app and on special banners included in system-generated emails to conference attendees.

With the sale of this sponsorship, the ALISE 2016 mobile app will be branded in conference colors and will include a special logo recognizing your organization as the mobile app sponsor. ALISE's mobile app, running on the Sched platform, is a useful tool that 2015 conference attendees loved and used to create personalized schedules. Each day, the app automatically emails the attendee a copy of their chosen itinerary, and naturally, the participants have the app at the tip of their hands for easy reference.

Please view [last year's non-branded app](#) for a sample of how the app looks and works.



CONFERENCE PROGRAM ADVERTISING

Get your message out to the diverse ALISE audience. Your ALISE 2016 Annual Conference Program ad will reach approximately 500 attendees and their colleagues.

Conference Program Advertising Rates

- Color Rates
 - Full-Page Inside Cover, Inside Back Cover, Outside Back Cover: \$1,100
 - Inside Full-Page (non-cover): \$1,000
 - Inside Half-Page (non-cover): \$800
- Black and White Rates
 - Inside Full-Page (8"x 10.5"): \$800
 - Inside Half-Page (8' x 5"): \$600

Deadlines

Space Reservation: November 4, 2015

Artwork closing date: November 13, 2015