



**ALISE 2017 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 :*  
*SHERATON ATLANTA HOTEL*  
*165 Courtland St. NE, Atlanta, GA 30303*

### 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/2017-conference](http://www.alise.org/2017-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 2017 Conference theme of “Community Engagement and Social Responsibility” will explore how LIS educators and researchers can develop curricula, programs, and research activities that enable active partnerships with communities and civil society to create and manage change. 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

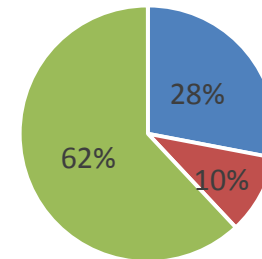


# GREAT OPPORTUNITIES TO REACH YOUR TARGET AUDIENCE!

## ALISE Conference Attendance

Year	City	Attendees
2016	Boston, MA	385
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 Washington
Kent State University	University Of Chicago Press	University of Wisconsin - Milwaukee
Libraries Unlimited, Imprint of ABC-CLIO	University of Illinois at Urbana-Champaign	Young Adult Library Services Association
Library Journal, LLC	University of Missouri	



## EXHIBITOR

*\$1,800*

- Two full exhibit days, Wednesday and Thursday, January 18 and 19, 2017
- 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 attendee 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 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 the fall. This will include information on shipping materials, special requirements such as internet connectivity or electricity and other details.*



## FRIENDS OF ALISE TABLE

*\$300*

- 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 2016. This will include information on shipping materials.*





**OPENING RECEPTION/WORKS  
IN PROGRESS POSTER  
SESSION** *(Sold)*  
*\$2,500*

- Recognition as the Opening Reception/Works in Progress Poster Session sponsor with your name and logo included in the conference program and in the mobile app
- Logo and link on conference website
- Logo on event signage and on reception program
- Up to three slides included in the looped slide presentation at the Opening Reception



**KEYNOTE SPEAKER** *(Sold)*  
*\$2,500*

- Recognition as the Keynote Speaker sponsor with your name and logo included in the conference program and in the mobile app
- Logo and link on conference website
- Logo on Keynote Speaker signage
- Two minutes at the podium to welcome guests to the keynote presentation



**AWARDS LUNCHEON** *(One Available)*  
*\$2,500*

- Recognition as the Awards Luncheon sponsor with your name and logo included in the conference program and in the mobile app
- Logo and link on conference website
- Logo on Awards Luncheon signage and on the Awards program
- Two minutes at the podium to welcome guests to the luncheon



## PRESIDENT'S PROGRAM

*\$500*

- Recognition as one of the event sponsors with your name listed on event signage
- Sponsor name and link on conference website
- Sponsor name listed in conference program
- Sponsor listing in mobile event app



## DOCTORAL STUDENT POSTER SESSION RECEPTION

*\$450*

*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 Session Reception
- School listing in mobile event app



## BREAKFAST WITH A VENDOR

*(One Available)*

*\$1,500*

We provide the conference, you provide the breakfast. We will make the attendee list available so that you can send invitations to your breakfast. Invite/host as many conference attendees as you like, up to our room capacity of 150. We will coordinate with you and the venue, and you are responsible to pay the venue directly. We will also include information about you and your breakfast in the conference program, on the website and in the mobile app.



## SCHOOL REPRESENTATIVES' BREAKFAST *(Sold)* *\$1,000*

- Recognition as the School Representatives' Breakfast sponsor with your name and logo included in the conference program and in the mobile app
- Logo and link on conference website
- Logo on School Representatives' Breakfast signage
- Two minutes at the podium to welcome guests to the breakfast and introduce the speaker



## FIRST TIMER'S BREAKFAST

*(Sold)*  
*\$1,000*

- Recognition as the First Timer's Breakfast sponsor with your name and logo included in the conference program and in the mobile app
- Logo and link on conference website
- Logo on First Timer's Breakfast signage
- Two minutes at the podium to welcome guests to the breakfast and introduce the speaker





**UNCOMMONS** *(One Available)*  
*\$1,000*

- Recognition as the unCommons sponsor with your name and logo included in the conference program and in the mobile app
- Logo and link on conference website
- Logo on unCommons signage



## PLACEMENT CENTER

*\$500*

- Recognition as a Placement Center sponsor with your name included in the conference program and in the mobile app
- Sponsor name and link on conference website
- Sponsors name on Placement Center signage



## PRODUCT SPONSORSHIPS

- **Lanyards, \$1,000 + cost of production**  
We provide the conference, you provide the lanyards. We approve artwork and you order and ship the lanyards, then we distribute them to attendees. We will acknowledge your sponsorship in the conference program.
- **Tote Bags, \$1,500 + cost of production (SOLD)**  
We provide the conference, you provide the bags. You can either send us your bags (subject to our review and approval), or we will work with you to have them produced and send you the bill. We will acknowledge your sponsorship in the conference program.
- **Tote Bag Items, \$500**  
Do you have a flyer, tchotchke, or doodad you would like to get into the hands of our conference attendees? Send us your material and we will put them into the bags. One item/flyer per sponsorship.



## MOBILE APP SPONSORSHIP

*(Sold)*  
*\$1,500*

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 2017 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 2016 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.



## CONFERENCE PROGRAM ADVERTISING

Get your message out to the diverse ALISE audience. Your ALISE 2017 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 & White Rates

Inside Full-Page (8"x 10.5"): \$800

Inside Half-Page (8" x 5"): \$600

### **Deadlines**

Space Reservation: November 4, 2016

Artwork closing date: November 14, 2016