# ALISE 2020 ANNUAL CONFERENCE SPONSORSHIP/EXHIBITION/ ADVERTISEMENT PROSPECTUS
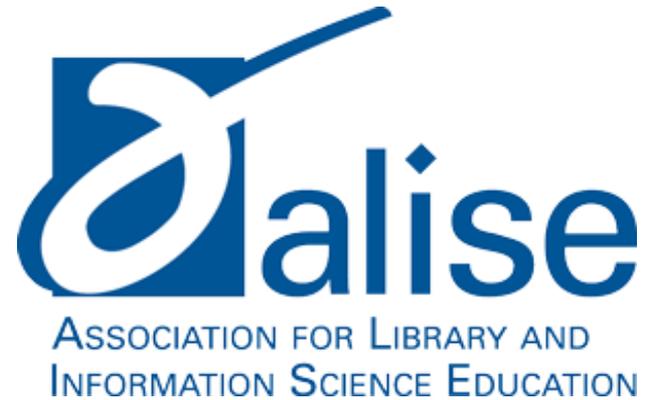
ABOUT ALISE

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 ALISE ANNUAL CONFERENCE

The ALISE 2020 Annual Conference will be held in a virtual format in mid-October 2020 (specific dates to be announced once schedule finalized). Library and information science (LIS) education continues to be transformed by technological advances, international trends, and expanded interconnectedness, both local and global. "Change" has become a buzzword but also a constant reality. Our social settings, educational environments, and workplaces are fluid and fast-paced. In an era shaped by the continuing evolution of the information landscape, ALISE '20 will focus on the challenges and opportunities these transformations present to LIS educators in terms of institutional narratives, sustainability, and the positioning of LIS as an increasingly interdisciplinary field.

CO-CHAIRS:

Keren Dali, University of Denver

Suliman Hawamdeh, University of North Texas

ABOUT THE CONFERENCE

Virtual Conference

AUDIENCE PROFILE:

ALISE members are primarily university faculty, administrators, and students. They teach in a wide range of areas, from serving children in libraries to corporate database management. They need tools and services to support their teaching and research, as well as tools to streamline the academic workflow.

- 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 https://ali.memberclicks.net/annual-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 2020 Conference theme of "Transforming LIS Education in an Interconnected World" will focus on interaction between our ALISE members and you, our sponsors. Be a part of this exciting event!

- Sponsor headline activities such as poster sessions, sponsored meetings, sponsored breakout sessions, and more
- Exhibitor opportunities to broaden exposure and engage in live discussions with attendees
- Representatives are permitted and encouraged to attend all sessions and social activities
- Recognition online and in print before, during, and after the annual conference
- Sponsors will be personally recognized and thanked at the event

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
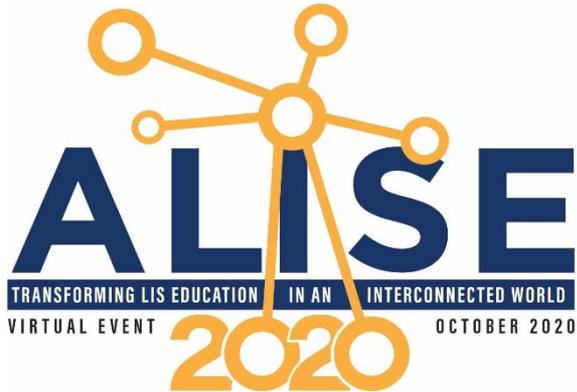
GREAT OPPORTUNITIES TO REACH YOUR TARGET AUDIENCE!

ALISE Attendees Cognate Areas

Education of Information Professionals	55%
Information Practices	55%
Sociocultural Perspectives	45%
Human-Computer Interaction & Design	15%
Data Management	10%
Data Science	10%

ALISE Attendees Demographics
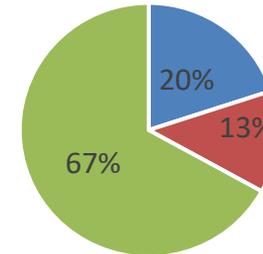
- ■ Students
- ■ Dean, Director & Program Chairs
- ■ Professors, Educators and Other

20%

13%

67%
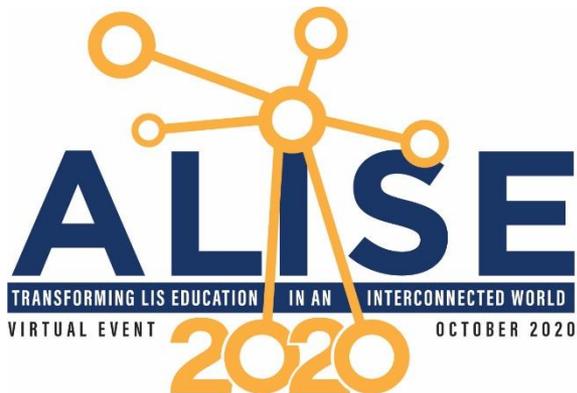
SELECTION OF PAST ALISE CONFERENCE SPONSORS AND EXHIBITORS

List highlights only a selection of our past sponsors and exhibitors.

American Library Association	Pratt Institute	University of Maryland
Bound to Stay Bound	ProQuest	University of Missouri
Catholic University of America	San Jose State University	University of North Carolina – Chapel Hill
Dominican University	Rowman & Littlefield	University of North Carolina - Greensboro
Drexel University	Rutgers University	University of North Texas
Emporia State University	Simmons University	University of Rhode Island
Florida State University	St. John's University	University of South Carolina
Freedom to Read Foundation	Syracuse University	University of Tennessee - Knoxville
Library Journal, LLC	University of Alabama	University of Washington
Kent State University	University Of Chicago Press	University of Wisconsin-Madison
Libraries Unlimited, Imprint of ABC-CLIO	University of Illinois at Urbana-Champaign	Wayne State University

EXHIBITOR OPTIONS
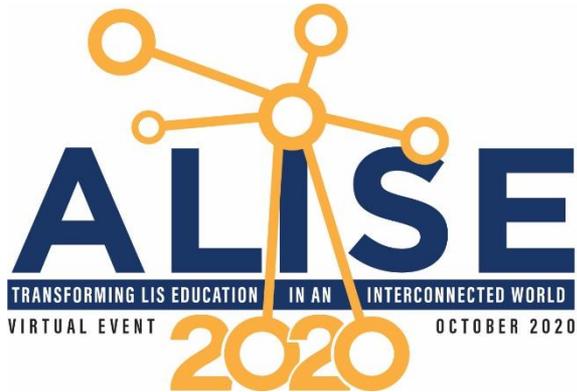
EXHIBITOR
$1,500

- Live engagement with attendee via the virtual event platform October 20-21, 2020
- Complimentary conference registrations and access to conference sessions and networking 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*
- Recognition on the conference website (organization logo and link)
- Recognition during virtual networking reception and Works in Progress Poster Session (organization logo on screen)
- Recognition in the conference program (organization logo)
- Recognition in the mobile event app/virtual event platform (organization logo and link)
- Recognition in the conference marketing emails (organization logo and link)
- Opportunity to provide one PDF flyer/handout or video in the mobile app/virtual event platform

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

FRIENDS OF ALISE TABLE
$300

This sponsorship includes:

- Opportunity to provide one PDF flyer/handout or video in the mobile app/virtual event platform
- Recognition on the conference website (organization name and link)

EVENT SPONSORSHIP OPTIONS

VIRTUAL NETWORKING & WORKS IN PROGRESS POSTER SESSION
(One Available)
$3,000

Connect with fellow attendees and poster presenters in a virtual networking event. Sponsorship of this reception includes:

- Provide one PDF flyer/handout or video in the mobile app/virtual event platform

- Recognition as session sponsor in mobile app/virtual event platform signage (organization logo)

- Recognition on the conference website (organization logo and link)

- Recognition in conference program (organization logo)

- Recognition on conference marketing emails (organization logo and link)
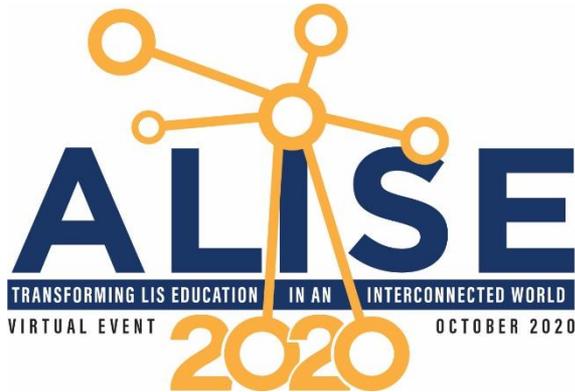
PLENARY PRESENTATION
(One Available)
$2,500

This plenary session is the cornerstone of the ALISE conference. The sponsorship includes:

- Provide one PDF flyer/handout or video in the mobile app/virtual event platform

- Recognition on plenary screen (organization logo)

- Recognition on the conference website (organization logo and link)

- Recognition in conference program (organization logo)

- Recognition as session sponsor in mobile app/virtual event platform (organization logo)

- Recognition on conference marketing emails (organization logo and link)

COUNCIL OF DEANS, DIRECTORS & CHAIRS MEETING

(One Available)
$2,500

The deans, director, and chairs from ALISE Institutional Member Schools meet during the conference to share mutual concerns. This sponsorship includes:

- Recognition during the meeting by the Council of Deans, Directors and Chairs Co-chairs

- Provide one PDF flyer/handout or video in the mobile app/virtual event platform

- Recognition on the conference website (organization logo and link)

- Recognition in conference program (organization logo)

- Recognition as the meeting sponsor in the mobile app/virtual event platform (organization logo)

- Recognition on conference marketing emails (organization logo and link)

VIRTUAL ALISE ACADEMY
(One Available)
$1,500

The Virtual ALISE Academy is a two-hour post-conference workshop. In 2020, the ALISE Academy will focus on the topic, "The Diversity Mindset: A Guiding Principle for Leadership in the Information Fields." This sponsorship includes:

- Recognition during the event by the presenters
- Recognition on the conference website (organization logo and link)
- Recognition in conference program (organization logo)
- Recognition as the event sponsor in the mobile app/virtual event platform (organization logo)
- Recognition on conference marketing emails (organization logo and link)
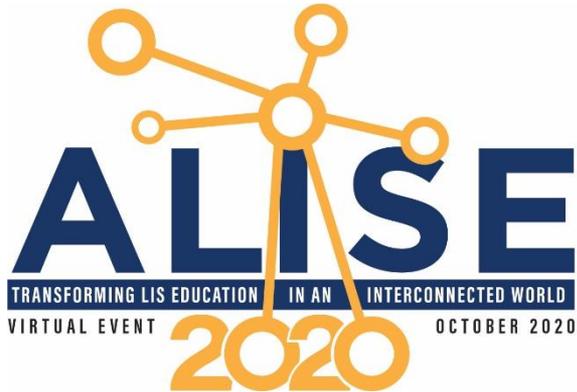
BREAKOUT SESSION SPONSORS
(Multiple Available)
$500 per session

The conference features dozens of breakout sessions spotlighting high quality research. Sponsoring a breakout sessions includes:

- Recognition as the breakout session sponsor in the mobile app/virtual event platform (organization logo)

- Provide one PDF flyer/handout or video in the mobile app/virtual event platform
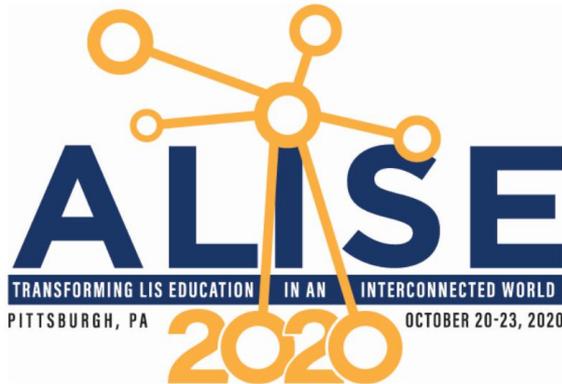
DOCTORAL STUDENT POSTER SESSION VIRTUAL NETWORKING RECEPTION SHOWCASE SPONSOR

(Multiple Available)
$1,250
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 multiple sponsors for this event.

- Recognition of students competing in the poster competition from your LIS program (logo on profile)
- Recognition on screen during the virtual networking reception (organization logo)
- Recognition on the conference website (organization logo and link)
- Recognition in conference program (organization logo)
- Recognition in mobile app/virtual event platform (organization logo)
- Recognition on conference marketing emails (organization logo and link)

SCHOOL REPRESENTATIVES' MEETING
(One Available)
$1,000

School Representatives from ALISE's Institutional Member Schools are invited to discuss their challenges and successes. Benefits of this sponsorship include:

- Two minutes during virtual meeting to welcome guests

- Exclusive email invitation sent to School Representatives (emails coordinated and sent by ALISE, list not provided to sponsor)

- Recognition on the conference website (organization logo and link)

- Recognition in conference program (organization logo)

- Recognition as the meeting sponsor in the mobile app/virtual event platform (organization logo)

- Recognition on conference marketing emails (organization logo and link)
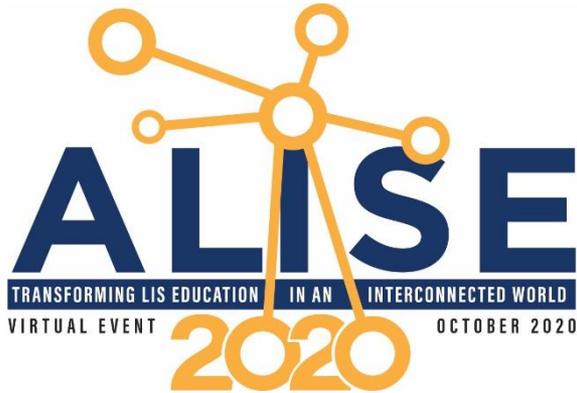
FIRST TIMER'S MEETING
(One Available)
$1,000

First time attendees to the conference are invited to register for an exclusive meeting to preview the conference program and invite them to make the most of their experience. The sponsor is invited to coordinate the content with the meeting host, ALISE's Director of Membership Services. Benefits of this sponsorship include:

- Two minutes during virtual meeting to welcome guests
- Two exclusive email blasts (emails coordinated and sent by ALISE, list not provided to sponsor):
    - Email invitation sent to first-time attendees
    - Email blast sent to first-time attendees post-conference
- Recognition on the conference website (organization logo and link)
- Recognition in conference program (organization logo)
- Recognition as the meeting sponsor in the mobile app/virtual event platform (organization logo)
- Recognition on conference marketing emails (organization logo and link)

VIRTUAL BREAKFAST WITH A VENDOR

(One Available)
$1,000

Enjoy a dedicated virtual meeting space with up to 150 conference attendees. Curate a guest list for your virtual breakfast meeting from high-profile LIS educators, administrators, and researchers. The sponsor provides customized [Starbucks](#) or [Uber Eats](#) e-gift cards to confirmed attendees to enjoy breakfast during the meeting (sponsor is responsible for all production costs). Sponsorship includes:

- Access to attendee list (email addresses) pre- and post-conference for two mailings*

- Recognition on the conference website (organization logo and link)

- Recognition in conference program (organization logo)

- Recognition as the meeting sponsor in the mobile app/virtual event platform (organization logo)

- Recognition on conference marketing emails (organization logo and link)

* For attendees who do not "opt-out" from receiving such solicitation.
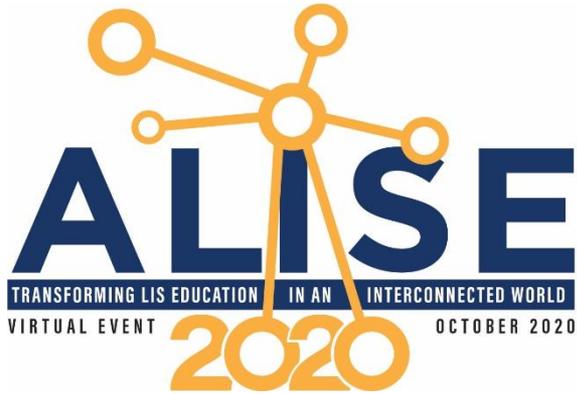
DOCTORAL STUDENT POSTER SESSION VIRTUAL NETWORKING RECEPTION SUPPORTER

$750

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 on screen during the virtual networking reception (organization name)

- Recognition in conference program (organization name)

- Recognition in mobile app/virtual event platform (organization name)

ITEM SPONSORSHIP OPTIONS
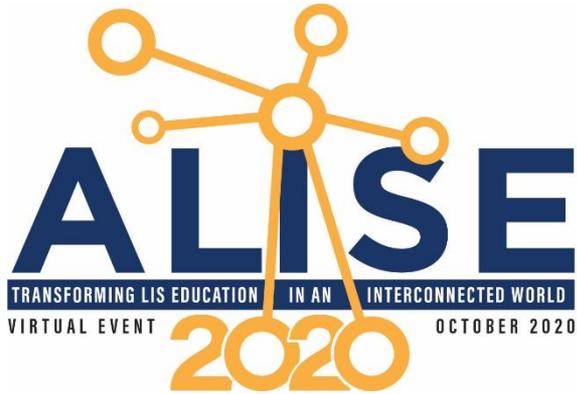
MOBILE APP/VIRTUAL EVENT PLATFORM SPONSORSHIP

(One Available)
$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 in the conference mobile app/virtual event platform banners. This exclusive sponsorship also includes:

- Recognition on the conference website (organization logo and link)
- Recognition in conference program (organization logo)
- Recognition in mobile app/virtual event platform (organization logo)
- Recognition on conference marketing emails (organization logo and link)

PRODUCT SPONSORSHIPS

- **Custom Door Hanger, $1,000 + cost of production and shipping to attendees**
New for 2020, take your brand from virtual to IRL by sponsoring a custom "Do Not Disturb" door hanger attendees can use during the virtual conference. The door hanger features your logo, along with the ALISE '20 branding (subject to ALISE review and approval). This is the item that keeps on giving while we all continue to WFH. Also includes sponsor visibility pre-event.

- **Custom Webcam Cover, $1,000 + cost of production and shipping to attendees**
New for 2020, take your brand from virtual to IRL by sponsoring a custom webcam cover. The webcam cover features your logo (subject to ALISE review and approval). This is the item that keeps on giving while we all continue to WFH and meet online. Also includes sponsor visibility pre-event.
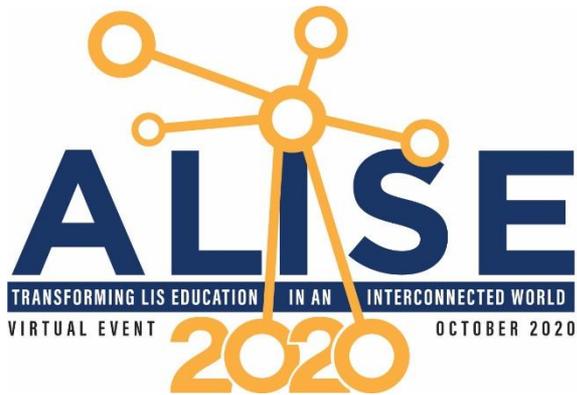
PRODUCT SPONSORSHIPS

- **Custom Touch Tool, $1,000 + cost of production and shipping to attendees**
  New for 2020, take your brand from virtual to IRL by sponsoring a custom touch tool. The tool features your logo and ALISE '20 branding (subject to ALISE review and approval). This is the item that keeps on giving post-conference. The tool is used to limit contact with high-touch surfaces such as door handles, elevator buttons, and card machines. Also includes sponsor visibility pre-event.

- **Create Your Own Product Sponsorship, $1,000 + cost of production and delivery/shipping to attendees**
  New for 2020, this is your opportunity to get creative with a virtual conference product sponsorship. Work with the ALISE staff to create your own sponsorship (subject to ALISE review and approval). Also includes sponsor visibility pre-event.

EXPERIENCE SPONSORSHIP OPTIONS
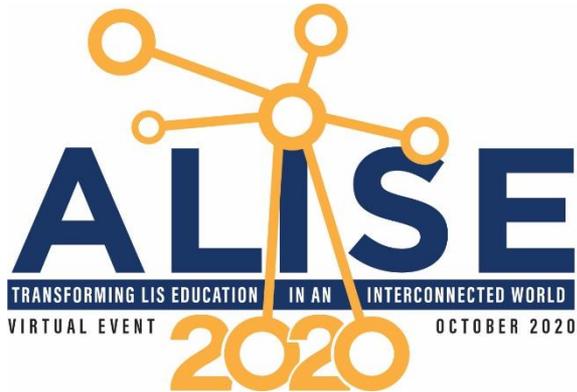
VIRTUAL UNCOMMONS

(One Available)
$1,000

The Virtual unCommons provides speed networking in a virtual format on a designated date/time in mid-October 2020. Benefits for this sponsorship include:

- Recognition on the conference website (organization logo and link)

- Recognition in conference program (organization logo)

- Recognition as networking session sponsor in mobile app/virtual event platform (organization logo)

- Recognition on conference marketing emails (organization logo and link)
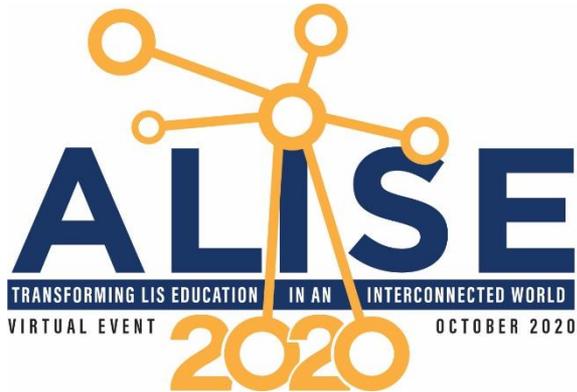
CUSTOM VIRTUAL CONFERENCE BACKGROUND
(One Available)
$2,000

New for 2020, this exclusive sponsorship gives your organization the opportunity to be featured on a virtual background throughout the conference. The virtual background will also include ALISE '20 branding. This sponsorship includes:

- Your organization's logo will be featured with the ALISE '20 branding on a virtual background used throughout the event and available to attendees to download

- Recognition on the conference website (organization logo and link)

- Recognition in the conference program (organization logo)

- Recognition in the mobile event app/virtual event platform (organization logo and link)

- Recognition in the conference marketing emails (organization logo and link)
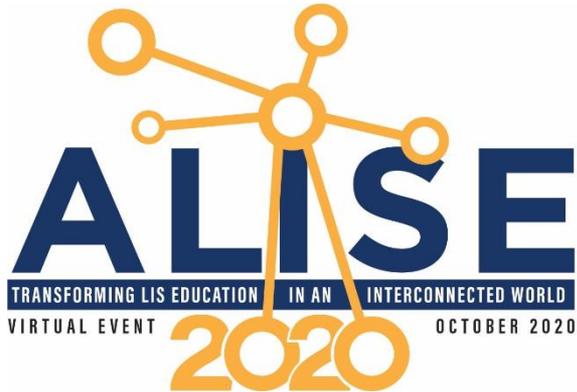
PLACEMENT CENTER
(Multiple Available)
$500

A vital part of our conference is the opportunity to bring together schools and potential faculty members through the ALISE Placement Center. We make available the resumes of students and job openings, along with virtual space and time to conduct interviews at the conference.

- Recognition on the conference website (organization name and link)
- Recognition in conference program (organization name)
- Recognition in mobile app/virtual event platform (organization name)

ADVERTISEMENT OPTIONS
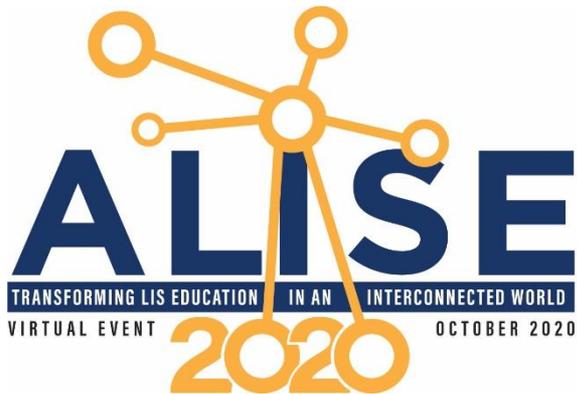
CONFERENCE PROGRAM ADVERTISING

Get your message out to the diverse ALISE audience. Your ALISE 2020 Annual Conference Program ad will reach between 300 to 400 attendees and their colleagues.

Conference Program Advertising Rates

- Color Rates

    Full-page Inside Cover (8"x 10.5"): $1,200 **SOLD**

    Full-page Inside Back Cover (8"x 10.5"): $1,200

    Full-page Outside Back Cover (8"x 10.5"): $1,200

    Inside Full-page (non-cover) (8"x 10.5"): $1,100

    Inside Half-page (non-cover) (8" x 5"): $800

    Inside Quarter-page (non-cover) (4" x 5"): $600

- Black & White Rates

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

    Inside Half-page (8" x 5"): $500

    Inside Quarter-page (4" x 5"): $300

Deadlines

Sales and artwork deadline: September 4, 2020

POLICIES

Exhibitors and Advertisers
Sales and materials are due by September 4, 2020. All payments are due in full by September 4, 2020.

Should an exhibitor and/or advertiser notify ALISE of their intent to repudiate the contract after acceptance, but prior to August 4, 2020, a refund of monies received, less a $200 cancellation fee per select opportunity, will be provided. No refunds will be made for cancellations received on or after September 4, 2020.

Sponsors
Sales and materials are due by September 4, 2020. All payments are due in full by September 4, 2020.

Due to the nature of sponsorships and the benefits received, cancellations are not accepted. No refunds will be provided and full payment is required.

POLICIES

General

The following terms apply to and are part of the contract between the Exhibitor/Sponsor/Advertiser ("Exhibitor/Sponsor/Advertiser") and the Association for Library and Information Science Education ("ALISE") for the ALISE 2020 Annual Conference ("Show"). ALISE shall have the right to terminate this contact without cause at any time upon written notice.

ALISE, its agents and employees will not be liable for failure to hold the Show as scheduled. If the Show is cancelled outright by ALISE, Exhibitor/Sponsor/Advertiser payments may be applied to a future Show or may be returned, less any actual expenses for which ALISE and its agents are responsible or which they incur in connection with the Show. If the Show is relocated, delayed, or converted to a virtual format by ALISE, all reasonable efforts will be made to accommodate exhibitors, sponsors, and advertisers in the revised location, dates, and/or format, solely at ALISE's discretion.

POLICIES

Security, Liability, and Insurance

1. Exhibitors/Sponsors/Advertisers agree to indemnify, protect, save and hold harmless ALISE and their agents, employees, contractors or representatives from and against any and all losses, damages, injuries, claims, demands and expenses, including legal expenses of whatsoever kind and nature, arising due to Exhibitor/Sponsor/Advertiser's participation in the Show.

2. Exhibitor/Sponsor/Advertiser understands ALISE and its agents and the Show venue maintain no insurance covering Exhibitor/Sponsor/Advertiser's property, and it is the sole responsibility of Exhibitor/Sponsor/Advertiser to obtain such insurance.

3. Exhibitors agrees to carry General Liability Insurance with a single limit of not less than one million dollars for its employees, agents, contractors, representatives and guests present at the Show in each of the following categories: (a) Broad Form General Liability, and (b) Automobile Liability. ALISE and its agents shall be named additional insured on a primary and non-contributory basis on Exhibitor's general liability policy with waiver of subrogation in favor of ALISE and its agents. Exhibitor shall submit a Certificate of Insurance evidencing such coverage to ALISE and its agents listing ALISE and its agents as certificate holder. In addition, Exhibitor agrees to provide Workers Compensation Insurance providing bene fits for the state in which the exhibit facility is located and Employers' Liability of one hundred thousand dollars per accident. An umbrella policy is satisfactory if it covers all these areas.

POLICIES

Security, Liability, and Insurance

4. ALISE and its agents, the Official General Contractors, the Facility Owner, their members, agents, representatives and/or employees will not be responsible for any injury, loss or damage that may occur to Exhibitor/Sponsor/Advertiser or its employees or property from any cause whatsoever before, during or after the Show.

5. Exhibitor agrees to maintain insurance that will fully protect, indemnify and hold harmless ALISE and its agents and the Facility Owner from any all claims of any nature whatsoever, including attorney fees, which may arise due to the actions or negligence of Exhibitor, its employees, members, contractors or representatives, including claims under the Worker's Compensation Act, and for personal injury or death, which may arise in connection with the installation, operation or dismantling of Exhibitor's display.

6. Damage to inadequately packed property is Exhibitor's own responsibility. Exhibitors are advised to add to their existing insurance a portal-to-portal rider protecting them against the damage or loss of their materials by fire, theft, accident, etc.