

2020

WLA CONFERENCE
NOW ONLINE!

VISION

LOOKING TO THE FUTURE

SPONSORS & EXHIBITORS



2020 WLA Conference
October 5-10, 2020
Online



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Now Online!

The Washington Library Association has decided to hold our 2020 WLA Conference online. While we were looking forward to coming together in Spokane this October, the health and safety of our communities and the accessibility of the conference are our top priorities.

You can look forward to a schedule packed full of opportunities to connect with attendees at #WLA2020, including new opportunities for engagement and lead generation. Sponsor and exhibitor registration will open July 15. We invite you to participate by registering online at wla.org/2020-wla-sponsors-exhibitors.

The conference theme is *2020 Vision: Looking to the Future*. Libraries of all types are facing challenges as we head into the future. While we hold these challenges firmly in our field of focus, we simultaneously need to be scanning the horizon for new opportunities. There are oceans of possibilities surrounding inventive and important programs. New methods of reaching our constituents. Changes to our physical spaces. Changes in funding. Incorporating new technology. And so on. By reflecting on our collective past and remembering that libraries have always faced change head on, let's come together with 2020 vision to share our clearest and sharpest ideas for the future!

We greatly appreciate the support that you show our library communities through your participation in our conferences.

We hope to see you online!

2020 Conference Committee

PO Box 33808
Seattle, WA 98133
(206) 823-1138 | info@wla.org

EXHIBITOR OPPORTUNITIES

Register online: wla.org/2020-wla-sponsors-exhibitors

Registration deadline: August 31

Exhibit Hall Hours

The Exhibit Hall will be open October 5–10, from 9:00 am–3:00pm (Pacific Time). Each day there will be a dedicated hour of exhibits-only time, during which we encourage all exhibitors to live-stream, hold raffles, or otherwise actively engage with visitors. One-on-one meetings may be scheduled at any time during the conference.

Conference App

The conference will be held using [Whova](#), which will allow you to create custom virtual exhibitor pages, generate leads, host giveaways and raffles, schedule one-on-one meetings with attendees, and more.

Vendor Levels

Virtual Exhibit Space | \$200

- Your interactive, customizable booth allows *you* to add:
 - YouTube video
 - Link for live streaming
 - Company description
 - Contact information
- Participation in the WLA Passport Program
- Lead Generation
- Coupons, raffles & giveaways
- Live Chat
- 6 hours of dedicated exhibitor time during conference week

Bronze Sponsor | \$400

Standard Exhibitor space, plus:

- Recognition on WLA website with logo
- Listing in Sponsor Center

Silver Sponsor | \$600

Bronze Sponsorship benefits, plus:

- Banner ads in both mobile conference app & virtual platform

Gold Sponsor | \$800

Silver Sponsorship benefits, plus:

- One push notification via app
- Promotion on WLA social media as a featured sponsor

Platinum Sponsor | \$1,000 (only 6 available)

Gold Sponsorship benefits, plus:

- Conference Sessions Sponsor for a day – Logo in Zoom Waiting Room before each session
- Promotion in WLA Wednesday weekly e-newsletter as a featured sponsor
- 5 minutes at podium during an all-attendee event

BENEFITS	Standard	Bronze	Silver	Gold	Platinum
YouTube video	*	*	*	*	*
Link for live-streaming	*	*	*	*	*
Company description	*	*	*	*	*
Contact information	*	*	*	*	*
WLA passport program	*	*	*	*	*
Lead generation	*	*	*	*	*
Coupons & giveaways	*	*	*	*	*
Live chat	*	*	*	*	*
6 hours of exhibits time	*	*	*	*	*
Logo on WLA website		*	*	*	*
Listing in Sponsor Center		*	*	*	*
Banner ad			*	*	*
App push notification				*	*
Social media promotion				*	*
Session Sponsorship					*
Newsletter promotion					*
Podium time					*

Cancellation Policy

You are expected to pay this invoice unless cancellation is made on or before September 5, 2020. Cancellations made by September 5, 2020, will incur a \$100 administrative fee. After September 5, 2020, no cancellations will be accepted and no refunds will be offered.