



THE LEADING ADVOCATE FOR THE MARYLAND LIBRARY COMMUNITY
Margaret C. Carty, Executive Director

December 10, 2020

Greetings:

We are excited to announce our eleventh joint conference of the Maryland Library Association and Delaware Library Association scheduled for the week of May 3-7, 2021. We moved our conference online for 2020, and out of an abundance of caution, we will continue to offer a virtual format again this year.

We plan to build on the success of the 2020 conference to provide additional opportunities for sponsorships and dedicated time with attendees. Please see the attached list of sponsorships available. We hope you will consider this opportunity for further exposure to conference participants.

When you register you can expect to receive:

- **Listing of your firm in the Conference Brochure that will be posted on the MLA website**
- **Link from the MLA Conference page to your Company's website**
- **Vendor showcase presentation time of a 5-minute company video plus a virtual meeting room**
- **Two conference programs with your logo on the welcome slide and your 5-minute video played before the program begins**
- **The opportunity to introduce your video at the assigned programs**
- **Highlighting on MLA's Facebook and Twitter pages twice**
- **Signage before the program recognizing any sponsorship to which you make a commitment**
- **Opportunity to contribute promotional items or flyers to a tote bag that all registered people will receive mid-summer.**

Register before December 27th, and receive:

- **¼ page ad in the Conference Brochure that will be posted on the MLA website**

Instead of a vendor hall that we normally host, we will have a vendor showcase in a Zoom format. This worked out well this year—all of the vendors gathered for one hour, and each of the vendors took turns showing a 5-minute video presentation, then talking about their company or a particular product. After the presentations, all of the vendors were assigned to a meeting room by company name and the conference attendees were invited to drop into the meeting rooms for more details or to ask questions. We received great feedback from the vendors who participated this year.

We will play your video before two mutually agreed upon sessions as they begin, and we will offer you the opportunity to speak for a few minutes at the beginning of the session. We are recording almost all of our sessions (pending speaker agreements) and posting them to a folder that is available to all conference registrants, so your video will be played before the program recording begins every time someone accesses the session.

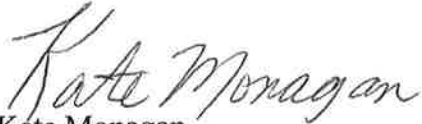
We will post information about your company on Facebook and Twitter during a general announcement about the vendor showcase and then again before your sponsored programs.

We continued our tradition of having a Pub Quiz and we will send you a Zoom link to this program if you are interested. We added a new social event this year: Game Night. We can send you a Zoom link to this program, too if you are interested.

If you are unable to attend in this format, you can still make your presence known by registering for the optional-Tote Bag Inserts; as a benefit, we will print your name and URL on our website along with the other vendors. If you registered last year and were unable to participate in the virtual format, we will include your flyer in this year's tote bag distribution.

If you have any questions, please contact me. We hope you can participate in May in another fantastic MLA/DLA Conference. We thank you for your support of the Maryland and Delaware Library Associations.

Sincerely,

A handwritten signature in cursive script that reads "Kate Monagan". The signature is written in black ink and is positioned above the printed name and title.

Kate Monagan
MLA Vendor Chair

**Maryland Library Association & Delaware Library Association's
Conference May 3-7, 2021
Vendor Registration**

Company Name: _____

Address: _____

Phone: _____ Company URL: _____

Contact Person: _____

Contact Email: _____

REGISTRATION (Make checks payable to Maryland Library Association)

Non-MLA member \$500 _____
Corporate MLA member \$400 _____

Registration includes: >Participation in the Vendor Showcase
>2 programs sponsored with company video
>Opportunity to speak at program you sponsor
>Opportunity for promotional materials to be included in tote bag distributed to attendees mid-summer
>¼ page ad: Please send camera ready copy (5"w X 3.75"h, jpg at 300dpi) to marie@reedgraphics.com by 12/27/20. Any ads received after 12/28 will be on the website only

Optional: INCREASED AD SIZE:
Full page (10.5"w X 8"h) \$125. _____
Half page (5"w X 8"h or 10.5"w X 3.75"h) \$100. _____
TOTE BAG INSERTS: \$300. _____

Sponsorship:
Event: _____ Amt: _____
(See attached MLA Vendor Sponsorship Opportunities)

Total Submitted: \$ _____

Return Vendor Form To:
MARYLAND LIBRARY ASSOCIATION
1401 HOLLINS STREET
BALTIMORE, MD 21223
Fax 410-947-5089
kmonagan@mdlib.org

Cancellation Policy: If you discover that you are unable to attend before 2/1/21, we will offer 100% registration refund. After this date, our brochure will be published on line so we will offer a 50% refund on your registration fees.

OVER

CREDIT CARD INFORMATION

Visa _____ Master Card _____ Discover _____ AMEX _____

Name on Card _____

Company _____

Credit Card Number _____

3 digits on reverse side: _ _ _ Expiration Date _____

Signature _____

Amount to be charged: \$ _____

**Maryland Library and Delaware Library
Association's
Joint Conference: May 3-7, 2021
Available Sponsorships**

PLATINUM: \$3,000. or more

Event:(1) Conference Tote Bags (\$8,000)

(2) Keynote Speaker (\$8,000)

(3) Keynote Speaker (\$3,000)

Benefits: 1 year Corporate or Institutional Membership. Full page ad in on-line brochure. Recognition slide before event and the opportunity to introduce your slide. Listing on the home page and vendor page of <https://www.mladlacon.com/>

GOLD: \$2,000. or more

Event:(1) Graphic Artist Design (\$2,500)

(2) Author Award (\$2,000)

Benefits: Half page ad in on-line brochure. Recognition slide before event and the opportunity to introduce your slide. Listing on the vendor page, and periodically on the home page of <https://www.mladlacon.com/>

BRONZE: \$200. or more

Event:(1) Pens (\$700.)

(2) Sched Mobile App (\$250.)

(3) WIX Subscription (\$200.)

Benefits: Listing on the vendor page of <https://www.mladlacon.com/>