



ATLA Annual Conference

June 12-15, 2019

Vancouver, British Columbia, Canada

2019 Exhibitor & Sponsor Prospectus

Key Dates

Dec 31	Super Early Bird Registration Deadline
Jan 31	Early Bird Registration Deadline
May 1	Standard Registration Deadline & Advertising and Promotional E-mail Deadline
May 6	Exhibitor & Sponsor information package sent
June 12-14	Exhibits open

Exhibitor Hall Hours

Wednesday, June 12
6pm-8pm – Opening Reception with the Exhibitors

Thursday, June 13
8am-4pm

Friday, June 14
8am-noon

Exhibits Package Includes

- Free conference registration and exhibit badges for **two** exhibit representatives
- One skirted table with two chairs
- Listings in the Annual Conference Program Book, *Summary of Proceedings*, and the ATLA Annual Report
- Discount on advertising in the Annual Conference Program Book
- Mailing list of Individual and Institutional Members for promotional purposes (in anticipation of the Annual Conference)
- Mailing list of conference registrants for follow-up purposes after the annual conference
- Continental breakfast for all attendees in Exhibit Hall on Thursday and Friday
- Option to upgrade exhibitor badge(s) for full conference access
- Participation in the Passport Program

Hotel Location

Sheraton Vancouver Wall Centre

1088 Burrard Street, Vancouver V6Z 2R9
Canada • +1 604-331-1000

Book in the conference hotel block for best rates!

Reserve your space: <http://bit.ly/2019Exhibits>

Exhibit Rates

Registration Type	Deadline	Affiliate Member (USD)	Non-Member (USD)
Super Early Bird	December 31	\$495	\$540
Early Bird	January 31	\$515	\$555
Standard	May 1	\$600	\$650
Late Registration	After May 1	\$750	\$800
Unstaffed Super Early Bird	December 31	\$330 + \$50 packing fee	\$380 + \$50 packing fee
Unstaffed Early Bird	January 31	\$350 + \$50 packing fee	\$400 + \$50 packing fee
Unstaffed Standard	May 1	\$400 + \$50 packing fee	\$450 + \$50 packing fee
Unstaffed Late Registration	After May 1	\$500 + \$50 packing fee	\$550 + \$50 packing fee

Two or more tables receive 10% discount on total table amount

86.4% of attendees visit the exhibit hall two or more times.

86.6% of attendees report that they make or have input on purchasing decisions for their library.

New Shipping Resource

To assist the exhibitors for our conference we will be contracting with Davidson and Sons, which is a Canadian Customs Broker. They will serve as our official customs broker for the 2019 ATLA Annual Conference. They will process the delivery of all shipping related to your participation in our conference. We will provide you with a registration number that will be listed in the Event Recognition Letter, which will be an immense help with customs, immigration, and warehouse services.

Contact Us

300 South Wacker Dr, Suite 2100
Chicago, IL 60606-6701

312-454-5100

Exhibits@atla.com

Conference Program Advertising

The perfect opportunity for you to communicate your sales message. This opportunity is available for both conference exhibitors and those unable to attend. An electronic version of the program book is available to all ATLA members.

Ad Size	Dimensions	Affiliate Member Exhibitor Rate / Non-exhibitor Rate	Non-member Exhibitor Rate / Non-exhibitor Rate
Half page vertical	3.625 x 10"	\$250 / \$325	\$275 / \$300
Half page horizontal	7.5 x 5"	\$250 / \$325	\$275 / \$300
Full page	7.5 x 10"	\$375 / \$450	\$400 / \$425
Inside front cover	7.5 x 10"	\$450 / \$550	\$475 / \$500
Inside back cover	7.5 x 10"	\$450 / \$550	\$475 / \$500

[Learn more about conference program advertising](#)

Additional Exposure

Web Link

Link your organization's web page from the 2019 ATLA Annual Conference SCHED site from the time payment is received through July 31, 2019. Cost: free for Affiliate Members (\$150 USD per link for non-members).

Tote Bag Inserts (Only Available for Exhibitors)

Make sure that all conference attendees see your promotional materials. Have them inserted in the conference tote bag for only \$100 USD per item for Affiliate Members (\$150 USD for non-members). Submit tracking information to exhibits@atla.com by Friday, June 7. We cannot guarantee they will be stuffed without tracking information.

Promotional E-mail

Promote your company and new products with an e-mail sent to all registrants who opt-in to receive e-mails. Cost: \$300 USD. Please e-mail exhibits@atla.com with your html copy by May 1.

Newsletter

The ATLA *Newsletter* is available online as well in monthly digest format.

Option A	1 Month Sponsorship on the ATLA <i>Newsletter</i> Site Only	\$350 / \$400 USD (non-member)
Option B	1 Month Sponsorship on ATLA Digest Only	\$250 / \$300 USD (non-member)
Option C	1 Month Sponsorship on ATLA <i>Newsletter</i> Site + Digest Sponsorship	\$550 / \$600 USD (non-member)

[Learn more about advertising in the ATLA Newsletter](#)

Questions?
E-mail exhibits@atla.com

Conference Sponsorship

Exhibitors and other interested parties can support the mission and goals of the Association through generous support of conference events. Available at five different levels, you'll find a sponsorship opportunity to match your marketing needs and budget. Each level offers many benefits.

In addition to the sponsorship levels outlined below, several exciting new sponsorship opportunities are available at the 2019 conference. See below for more details.

- **All-Conference Luncheon (\$5,000 USD)** - Sponsor one of two all-conference luncheons (Thursday or Saturday). In addition to being recognized as a Contributing Sponsor with all the associated benefits of that level, your organization will be recognized at the luncheon and a representative may make brief remarks before the luncheon plenary speaker.
- **Hosted Breakfast with Presentation (\$3,000 USD)** - Sponsor one of two breakfast events for conference attendees (Thursday or Friday 8am-8:45am) with a presentation. In addition to being recognized as a Sponsor with all the associated benefits of that level, ATLA will coordinate with you to make arrangements for breakfast, any audio/visual needs, and send an e-mail of HTML copy you provide to all registrants with event information in advance of the conference in order for your organization to collect RSVPs.
- **Promotional E-mail (\$300 USD)** - ATLA will send an e-mail of HTML copy you provide to all registrants who opt-in to receive e-mails prior to the event.

Best experience with the vendors in a decade. The ATLA conference reinforced relationships with others with whom we do business.

Benefits	Supporter \$500-1499	Sponsor \$1500-2999	Contributing Sponsor \$3000- 4999	Major Sponsor \$5000-9999	Conference Sponsor \$10,000 and above
2019 <i>Conference Program Book</i> listing	✓	✓	✓	✓	✓
2019 <i>Summary of Proceedings</i> listing	✓	✓	✓	✓	✓
2019 ATLA Annual Report listing	✓	✓	✓	✓	✓
Tote Bag Insert	✓	✓	✓	✓	✓
Sponsor Signage at conference hotel	✓	✓	✓	✓	✓
Monthly <i>ATLA Newsletter</i> sponsorship ad			1 month*	2 months*	3 months*
Web Link on SCHED			✓	✓	✓
One additional rental of ATLA mailing list			✓	✓	✓
				Complimentary exhibit table and all exhibitor benefits	Complimentary exhibit table and all exhibitor benefits

* To take advantage of the monthly sponsorship of the *ATLA Newsletter*, e-mail exhibits@atla.com with the following:

- JPG or PNG
- 300 px x 300 px
- hyperlink
- Preferred location: *ATLA Newsletter* Site or the *ATLA Newsletter Digest*
- Preferred month: February - June