



**Wyoming Library Association
2023 Conference
Vendor Prospectus**

October 4-6, 2023

Best Western Downtown

123 West E Street
Casper, WY, 82601
(307) 439-2074



WYOMING
LIBRARY
ASSOCIATION

Bound Together

The Wyoming Library Association's annual conference will take place October 4-6, 2023, at the Best Western Downtown Casper (formerly the Clarion Inn). Wyoming librarians have continued to face challenges in the past year, from employee turnover to ongoing intellectual freedom issues. We are, as librarians, **Bound Together**, and as we come together at annual conference, we share our knowledge, solutions, and empathy.

Why WLA?

Join us this fall in Central Wyoming, where librarians and library staff from all over the state will come together. Wyoming is a naturally socially-distanced state, with consistently low COVID positivity rates as compared to other states. Library patrons look to us for the same great services and collections as always, and conference attendees will be eager to bring back new ideas and inspiration for their libraries.

When choosing which conferences to support and attend this year, the 2023 Wyoming Library Association Annual Conference is a safe and smart choice.



Exhibit Spaces

- Exhibit spaces include:
 - A skirted table (your choice of table 8'x3' or 6'x3')
 - WiFi
 - Electrical access
- Booth materials may be mailed to the conference hotel 1 week prior to the conference. Please clearly indicate that packages are for the Wyoming Library Association Conference and include your name.
Please ship booth materials to: 123 W E St, Casper, WY 82601

Reserve your space early to guarantee the best rates and options

- Be prepared to share a few sentences about your company for WLA promotional purposes.
- A limited number of sponsors will also receive access to the WLA listserv for one targeted marketing/promotional in either 2023 or 2024.

Exhibit Space Fees

	Early Bird Rate April 1 - July 31, 2023	General Rate August 1 - 31, 2023
6' x 3' skirted table	\$325	\$375
8' x 3' skirted table (standard exhibit space)	\$350	\$400

Each extra table \$200 (maximum of 2 extra tables)



Preliminary Exhibit Activities & Schedule

Wednesday October 4	1- 4pm – Early conference track (no vendors or exhibit hall)	
Thursday October 5	7:30am	Vendor Set-Up
	8:00am	Registration Opens!
	8:00–9:00am	Interest Group Meetings
	9:00am–5:00pm	Vendor Hall Open
	9:30–10:20am	Breakout Sessions
	10:30–11:30am	Vendor Hall Grand Opening!
	11:30am–1:30pm	Kickoff Luncheon & Keynote Speaker
	1:30–2:50pm	Breakout Sessions
	3:00–3:45pm	Vendor Time
	4:00–4:50pm	Breakout Sessions
	5:30pm	Awards Reception
Friday October 6	8:00am–12:30pm	Vendor Hall Open
	8:00–9:00am	Vendor Time & Interest Group Meetings
	9:00–9:50am	Breakout Sessions
	10:00–10:30am	Coffee and Treats with Vendors
	10:30–11:20am	Breakout Sessions
	11:30–12:20pm	Breakout Sessions
	12:30pm	Author Luncheon



WHOVA (Conference App)

- In addition to what is offered at the in-person conference, exhibitors will also have exposure to conference attendees in our WLA Conference app: Whova
- Exhibitors will be able to interact with attendees before, during and after the conference. App will stay live for 3 months post conference.
- Exhibitors will have a virtual booth. Possibilities for your Whova booth can include
 - Links to your website
 - Downloadable information about your product
 - Access to online catalogs (book vendors)
 - Photos
 - Quick and easy access to your contact information
 - Quick and easy way to gather attendee's information
 - Offer any drawings both at the in-person booth and virtually
 - Question and answer options along with a chat area
- Collect and retrieve leads through QR scanning
- Engagement for attendees through the exhibitor passport contest:
 - Attendees scanning exhibitor's QR code
 - Using the app, attendees have to sign up for deals & offerings, comment on the exhibitor's page and like their page, etc.



Sponsorship Opportunities

<p>\$1000 Diamond Speaker Sponsor 2 available</p>	<p>Name & logo listed on conference materials:</p> <ul style="list-style-type: none">• Digital signage• Conference program• Website & social media• Whova promotions (Conference app)• Printed materials <p>Choice of one of the following options (1st come, 1st served):</p> <ul style="list-style-type: none">• Thursday Luncheon Speaker• Friday Luncheon Speaker <p>Introduce your chosen speaker on behalf of your company</p> <p>Verbal and visual acknowledgement of your support in bringing the speaker to the conference (during keynote intro)</p> <p>Pop-up banner with name and logo displayed at luncheon and in exhibit hall during conference*</p> <p>1 promotional email sent out via WLA listserv in 2023 or 2024</p>
<p>\$750 Platinum Tech Sponsor 1 Available</p>	<p>Sponsor our new Tech Center where attendees will come together to network, recharge, and play in our technology “petting zoo.”</p> <p>Name & logo listed on conference materials:</p> <ul style="list-style-type: none">• Digital signage• Conference program• Website & social media• Whova promotions (Conference app)• Printed materials <p>Pop-up banner with name and logo displayed in Tech Center throughout duration of conference*</p> <p>1 promotional email sent out via WLA listserv in 2023 or 2024</p>



<p>\$500 Gold Reception Sponsor 2 available</p>	<p>Name & logo listed on conference materials:</p> <ul style="list-style-type: none"> • Digital signage • Conference program • Website & social media • Whova promotions (Conference app) • Printed materials <p>Name & logo posted at the reception refreshment table</p> <p>Pop-up banner with name and logo displayed in exhibit hall during conference and in reception area during reception*</p> <p>Verbal recognition given during the reception</p>
<p>\$250 Silver Award Sponsor 3 available</p>	<p>Name & logo listed on conference materials:</p> <ul style="list-style-type: none"> • Digital signage • Website & social media • Whova promotions (Conference app) <p>Choice of one of the following options (1st come, 1st served):</p> <ul style="list-style-type: none"> • Outstanding Librarian Award • Outstanding Library Award • Outstanding Hero <p>Verbal and visual recognition during the award ceremony for your support of chosen award</p> <p>Opportunity to be on stage representing your company during award presentation</p>
<p>\$100 Bronze Snack Sponsor Unlimited</p>	<p>Name & logo listed on conference materials:</p> <ul style="list-style-type: none"> • Digital signage • Website & social media • Whova promotions (Conference app) <p>Name & logo displayed on a sign at the snack table</p>



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Special Sponsorship Opportunities

<p>Passport Sponsor</p> <p>Contribute a prize valued \$30 or more to be given at the conference</p>	<p>Name & logo listed on conference materials:</p> <ul style="list-style-type: none">• Digital signage• Website & social media• Whova promotions (Conference app) <p>Verbal recognition of your donation when the prize is awarded</p>
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* Must finalize sponsorship by July 31st in order to guarantee pop-up banner.

Pop-Up Banner Example





Exhibit Hall



Exhibit Cancellation Policy

- Cancellations received prior to August 1, 2023 will receive a full refund, less a \$30 processing fee.
- Cancellations received August 1-31, 2023 will receive a 50% refund.
- No cancellations accepted after August 31, 2023.
- Send an email request to WLA@amigos.org for all cancellations and questions.