



**Wyoming Library Association  
2022 Conference  
Vendor Prospectus**

**September 28 – 30, 2022  
Best Western at Platte River**

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



## Stronger Together

The Wyoming Library Association resumes our annual conference in person on September 28-30, 2022 at the Clarion Inn at Platte River in Casper. After two years of meeting virtually for the annual conference, we are looking forward to learning and growing face-to-face. Wyoming libraries have dealt with unique circumstances recently from pandemic response to the fight for intellectual freedom. This conference will focus on encouraging attendees in the important work done by libraries and librarians in trying times and provide tools and resources to equip staff to represent the needs of their entire communities. Reminding us that we are truly **Stronger Together**.

## Why WLA?

Join us this fall in Central Wyoming, where librarians and library staff from all over the state will come together for the first time in 3 years. Wyoming is a naturally socially-distanced state, with consistently low COVID positivity rates as compared to other states. Our libraries have been open to the public for the majority of the pandemic, and our communities—especially Casper, WY—are functioning “normally” and safely. 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 2022 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 WLA Conference and include your name.

### 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 2022 or 2023.

## Exhibit Space Fees

	<b>Early Bird Rate</b> April 1 - July 31, 2022	<b>General Rate</b> August 1 - 31, 2022
<b>6' x 3' skirted table</b>	\$325	\$375
<b>8' x 3' skirted table</b> (standard exhibit space)	\$350	\$400

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



## Preliminary Exhibit Activities & Schedule

<b>Wednesday September 28</b>	All day – Pre-conferences, no vendors or exhibit hall
<b>Thursday September 29</b>	7 AM – Exhibit set up 8:30 – 10 AM – Exhibit grand opening (conflict free time) 9 – 10 AM – Interest Group Meetings 10:15 – 10:45 AM – Exhibit experience (conflict free time) 11:30 AM – 1:30 PM – Lunch break 1:40 – 2:30 PM – Breakout sessions 2:30 – 3 PM – Vendor time 3:10 – 4 PM – Breakout sessions 4:10 – 5 PM – Breakout sessions 5 – 6 PM – All-conference reception <ul style="list-style-type: none"><li>• Reception activities will encourage attendee interaction with exhibitors</li></ul>
<b>Friday September 30</b>	8 AM – 12:30 PM – Exhibits open 8 – 8:50 AM – Exhibits 8 – 8:50 AM – Interest group meetings 9 – 9:50 AM – Breakout sessions 10 – 10:30 AM – Coffee and treats with vendors (conflict free time) 10:30 – 11:20 AM – Breakout sessions 11:30 AM – 12:20 PM – Breakout sessions 12:30 PM – Lunch



## Sponsorship Opportunities

<p><b>\$1000 Diamond Speaker Sponsor</b> 2 available</p>	<p><b>Name &amp; logo listed on conference materials:</b></p> <ul style="list-style-type: none"> <li>• Digital signage</li> <li>• Conference program</li> <li>• Website &amp; social media</li> <li>• Conference app</li> <li>• Printed materials</li> </ul> <p><b>Choice of one of the following options (1st come, 1st served):</b></p> <ul style="list-style-type: none"> <li>• Thursday Luncheon Speaker</li> <li>• Friday Luncheon Speaker</li> </ul> <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 2022 or 2023</p>
<p><b>\$750 Platinum Tech Sponsor</b> 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><b>Name &amp; logo listed on conference materials:</b></p> <ul style="list-style-type: none"> <li>• Digital signage</li> <li>• Conference program</li> <li>• Website &amp; social media</li> <li>• Conference app</li> <li>• Printed materials</li> </ul> <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 2022 or 2023</p>



<p><b>\$500 Gold Reception Sponsor</b> 2 available</p>	<p><b>Name &amp; logo listed on conference materials:</b></p> <ul style="list-style-type: none"> <li>• Digital signage</li> <li>• Conference program</li> <li>• Website &amp; social media</li> <li>• Conference app</li> <li>• Printed materials</li> </ul> <p>Name &amp; 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><b>\$250 Silver Award Sponsor</b> 3 available</p>	<p><b>Name &amp; logo listed on conference materials:</b></p> <ul style="list-style-type: none"> <li>• Digital signage</li> <li>• Website &amp; social media</li> <li>• Conference app</li> </ul> <p><b>Choice of one of the following options (1st come, 1st served):</b></p> <ul style="list-style-type: none"> <li>• Outstanding Librarian Award</li> <li>• Outstanding Library Award</li> <li>• Outstanding Hero</li> </ul> <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><b>\$100 Bronze Snack Sponsor</b> Unlimited</p>	<p><b>Name &amp; logo listed on conference materials:</b></p> <ul style="list-style-type: none"> <li>• Digital signage</li> <li>• Website &amp; social media</li> <li>• Conference app</li> </ul> <p>Name &amp; logo displayed on a sign at the snack table</p>



WYOMING  
LIBRARY  
ASSOCIATION

## Special Sponsorship Opportunities

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

## Pop-Up Banner Example





## Exhibit Hall



## Exhibit Cancellation Policy

- Cancellations received prior to August 1, 2022 will receive a full refund, less a \$30 processing fee.
- Cancellations received August 1-31, 2022 will receive a 50% refund.
- No cancellations accepted after August 31, 2022.
- Send an email request to [WLA@amigos.org](mailto:WLA@amigos.org) for all cancellations and questions.