



METROLINA LIBRARY ASSOCIATION 13TH ANNUAL CONFERENCE

JUNE • 6 • 2018
QUEENS UNIVERSITY
CHARLOTTE, NC

**EXHIBITOR
PROSPECTUS**

A CONFERENCE OF LIBRARY PROFESSIONALS

The Metrolina Library Association is hosting the 13th annual library conference Wednesday, June 6, 2018. Librarians, faculty, and staff join together for a day of sharing professional experiences and information ideas.



CONFERENCE LOCATION

Over 60% of attendees will influence purchases in 2018!

Queens University
1900 Selwyn Avenue
Charlotte, NC 28207
Breakfast & lunch provided to exhibitor representatives

AUDIENCE

53% Charlotte, North Carolina
19% South Carolina
14% Triad Area, North Carolina
5% Western North Carolina
4% Central North Carolina
4% Raleigh/Durham

TYPE OF LIBRARY

87% Academic
7% Public
3% Special
2% School
1% Museum



ATTENDEES BY JOB TITLE

- 26%** Reference/Instruction Librarian
- 10%** Library Manager/Head Librarian
- 9%** Collections/Acquisitions
- 9%** Systems/Online Librarian
- 9%** Circulation/Public Services
- 8%** Library Dean/Director
- 8%** Students/Fellows
- 7%** Subject Librarian
- 7%** Cataloging
- 3%** Faculty/Professor
- 2%** Archives/Special Collections
- 2%** Outreach



ATTENDING INSTITUTIONS TOTAL OPERATING EXPEDITURES

- 61%** Less than \$500,000
- 18%** \$500,000 - \$999,999
- 6%** \$1 Million - \$1,999,999
- 15%** \$2 Million - \$4,999,999



WHAT ATTENDEES LIKE TO SEE EXHIBITED

- 29%** Web Products
- 29%** Adult/Academic Books
- 21%** Computer Software
- 8%** Business Information
- 5%** Technology
- 4%** Furniture/Shelving
- 4%** Office Equipment

ATTENDEES INTEREST & PLAN TO BUY

Interest		Plan to Buy
32%	Books, Periodicals, Electronic Resources	31%
24%	Audio/Visual Equipment & Supplies	24%
22%	Equipment, Furniture & Supplies	25%
10%	Services, Consultants, & Wholesalers	10%
12%	Library Automation	10%

SPONSORSHIP LEVELS

Platinum \$1,000

Presentation opportunity to attendees (5 minutes at lunch)
Sponsorship announcement at keynote speaker address
Exhibit booth
Distribution of promo item
Logo/name on conference bag
Logo/name on conference website
Program full page ad

Gold \$500

Exhibit booth
Distribution of promo item
Logo/name on conference bag
Logo/name on conference website
Program full page ad

Bronze \$250

Logo/name on conference website
Program quarter page ad

Silver \$350

Logo/name on conference bag
Logo/name on conference website
Program half page ad

Program Sponsor Only

Business Card \$50
1/4 Page Ad \$100
1/2 Page Ad \$200

2018 DEADLINES

April 20, 2018 - Sponsorship Checks Due
May 1, 2018 - Sponsor Logos Due
May 15, 2018 - Sponsor Confirmation of Attendance Due
June 6, 2018 - MLA Conference

CONTACT US

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