



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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