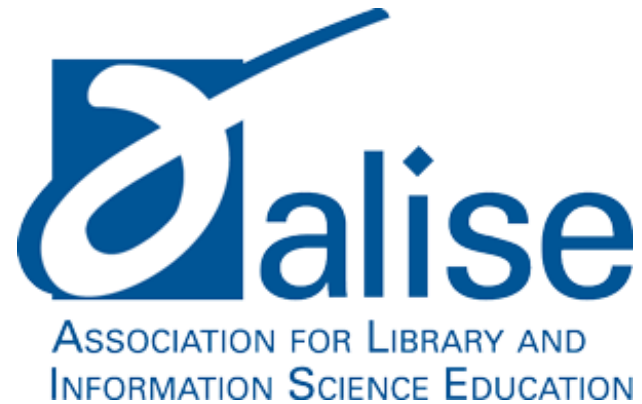




**ALISE 2021 ANNUAL CONFERENCE  
SPONSORSHIP, EXHIBITION,  
ADVERTISEMENT, AND  
AWARD SPONSORSHIP  
PROSPECTUS**



## **ABOUT ALISE**

ALISE (Association for Library and Information Science Education) is a non-profit organization that serves as the intellectual home of university faculty in graduate programs in library and information science in North America. Its mission is to promote innovation and excellence in research, teaching, and service for educators and scholars in Library and Information Science and cognate disciplines internationally through leadership, collaboration, advocacy, and dissemination of research.



## **ABOUT ALISE ANNUAL CONFERENCE**

The ALISE 2021 Annual Conference will be held virtually September 20-24, 2021. In the face of a multitude of health, economic, social, and environmental crises, there is an urgent need to cultivate deliberate resilience measures as we reimagine the educational landscape. Library and information science (LIS) educators must pivot quickly as we examine curricula that propel our students into leadership positions. We must also continue in advocacy roles within our institutions to maintain strategic leadership for sustainability of our programs.

The ALISE 2021 Annual Conference invites conference participants to share their ideas, initiatives, and research on teaching and learning, policy, and pedagogy that will help craft a resilient and sustainable future for LIS education and the information professions.

### **CO-CHAIRS:**

Dr. Sue Alman, San Jose State University

Dr. Kim Thompson, University of South Carolina



## ABOUT THE CONFERENCE

### *Virtual Conference*

#### **AUDIENCE PROFILE:**

ALISE members are primarily university faculty, administrators, and students. They teach in a wide range of areas, from serving children in libraries to corporate database management. They need tools and services to support their teaching and research, as well as tools to streamline the academic workflow.

- ALISE has members from around the globe.
- Our members are well-educated and tech-savvy professionals—leaders in the library and information science education profession.
- They rely on ALISE to keep up with professional trends, maintain professional contacts, and help make purchasing decisions.
- Our members not only make purchasing decisions for their own universities, but they touch every librarian that enters the work force, thus influencing their vendor knowledge.
- From deans to faculty, administrators to doctoral students, your message will reach select, qualified library and information science educators.
- 70% female, 30% male

Learn more at [www.alise-2021-conference](http://www.alise-2021-conference).

Complete the [online sponsor/exhibitor/advertiser application](#) today!



## OPPORTUNITIES

*Sponsorship, Exhibition and Marketing*

*Be part of an exceptional marketing opportunity at this premier annual gathering of library and information science professionals. The ALISE 2021 Conference theme of “Crafting a Resilient Future: Leadership, Education & Inspiration” will focus on interaction between our ALISE members and you, our sponsors. Be a part of this exciting event!*

- Sponsor headline activities such as poster sessions, sponsored meetings, and more
- Exhibitor opportunities to broaden exposure and engage in live discussions with attendees
- Representatives are permitted and encouraged to attend all sessions and social activities
- Recognition online and in the virtual event platform before, during, and after the annual conference
- Sponsors will be personally introduced and thanked at the event
- Appropriate opportunities are available for both organizations in attendance and those who wish to be represented without sending staff

### **BENEFITS**

- Build relationships by connecting with your best clients and meeting promising new prospects
- Showcase your information, programs, products, and services
- Garner goodwill amongst your target audience by supporting their personal growth and the advancement of their profession
- Gain profile and stand out from your competition
- Maximize your marketing dollars

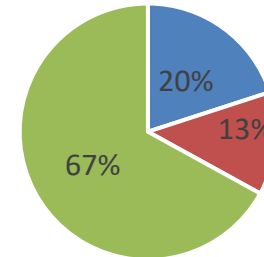


# GREAT OPPORTUNITIES TO REACH YOUR TARGET AUDIENCE!

## ALISE Attendees Cognate Areas

|  |     |
|--|-----|
| Education of Information Professionals | 55% |
| Information Practices                  | 55% |
| Sociocultural Perspectives             | 45% |
| Human-Computer Interaction & Design    | 15% |
| Data Management                        | 10% |
| Data Science                           | 10% |

## ALISE Attendees Demographics



- Students
- Dean, Director & Program Chairs
- Professors, Educators and Other



## SAMPLE OF PAST ALISE CONFERENCE SPONSORS AND EXHIBITORS

|  |  |  |
|--|--|--|
| American Library Association             | Pratt Institute                            | University of Maryland                     |
| Bound to Stay Bound                      | ProQuest                                   | University of Missouri                     |
| Catholic University of America           | Penn State University Press                | University of North Carolina – Chapel Hill |
| Dominican University                     | Rowman & Littlefield                       | University of North Carolina - Greensboro  |
| Drexel University                        | Rutgers University                         | University of North Texas                  |
| Emporia State University                 | Simmons University                         | University of Rhode Island                 |
| Florida State University                 | St. John's University                      | University of South Carolina               |
| Freedom to Read Foundation               | Syracuse University                        | University of Tennessee - Knoxville        |
| Library Journal, LLC                     | University of Alabama                      | University of Washington                   |
| Kent State University                    | University Of Chicago Press                | University of Wisconsin-Madison            |
| Libraries Unlimited, Imprint of ABC-CLIO | University of Illinois at Urbana-Champaign | Wayne State University                     |

List is only a partial list of past sponsors and exhibitors.



# VIRTUAL EXHIBITOR OPTIONS





## EXHIBITOR

\$1,500

- Live engagement with attendees via the virtual event platform
- Exhibit space within the virtual event platform.
  - Allows for live engagement with attendees
  - Opportunity to post an electronic promotional flyer/handouts and videos
- Complimentary conference registrations and access to conference sessions and networking events
- for two exhibitor representatives (\$300 for each additional representative)
- Access to attendee list including mailing and email addresses pre- and post-conference for two mailings\*
- Recognition on the conference website (organization logo and link)
- Recognition in the virtual event platform (organization logo)
- Recognition in the conference marketing emails (organization logo and link)

\* For attendees who do not “opt-out” from receiving such solicitation.

*Exhibitor kits for the conference will be emailed in summer 2021. This will include more information on how to access and navigate your virtual exhibit space within the virtual conference platform.*



## FRIENDS OF ALISE TABLE

\$300

This shared virtual exhibit table allows sponsors to share various material that promotes their activities. This sponsorship includes:

- Opportunity to post an electronic promotional flyer/handout in the virtual event platform
- Recognition on the conference website (organization name and link)
- Recognition in the virtual event platform (organization name)

*Exhibitor kits for the conference will be emailed in summer 2021. This will include more information on how to send your electronic promotional item.*



# **VIRTUAL EVENT SPONSORSHIP OPTIONS**



## OPENING RECEPTION & WORKS IN PROGRESS POSTER SESSION

*(One Available)*

*\$3,000*

**SOLD**

This popular reception provides poster authors the opportunity to obtain feedback on their work. Sponsorship of this reception includes:

- Provide one PDF flyer/handout or video in the virtual event Platform
- Recognition as Opening Reception & Works In Progress Poster Session sponsor in virtual event platform (organization logo)
- Recognition on the conference website (organization logo and link)
- Recognition on conference marketing emails (organization logo and link)

**SOLD**



## **AWARDS CEREMONY**

*(One Available)*

**\$3,000**

All conference registrants are invited to the virtual awards ceremony to celebrate the 2021 ALISE Awards winners. This sponsorship includes:

- Two minute speaking opportunity in the awards ceremony within the virtual event platform
- Recognition as Awards Ceremony sponsors in the virtual event platform (organization logo)
- Recognition on the conference website (organization logo and link)
- Recognition on conference marketing emails (organization logo and link)

**SOLD**



## **PLENARY PRESENTATION**

*(One Available)*

**\$2,500**

This plenary session is the cornerstone of the ALISE conference. The sponsorship includes:

- One minute to welcome attendees to the plenary presentation
- Provide one PDF flyer/handout or video in the virtual event platform
- Recognition as plenary presentation sponsor in the virtual event platform (organization logo)
- Recognition on the conference website (organization logo and link)
- Recognition on conference marketing emails (organization logo and link)

**SOLD**



## **COUNCIL OF DEANS, DIRECTORS & CHAIRS MEETING**

*(One Available)*

*\$2,500*

The deans, director, and chairs from ALISE Institutional Member Schools meet at the conference to share mutual concerns. This sponsorship includes:

- Recognition during the meeting by the co-chairs of the Council of Deans, Directors and Chairs
- Recognition as Council of Deans, Directors and Chairs Meeting sponsor in the virtual event platform (organization logo)
- Recognition on the conference website (organization logo and link)
- Recognition on conference marketing emails (organization logo and link)



## **ALISE ACADEMY**

*(One Available)*

**\$1,500**

This sponsorship includes:

- Recognition as the ALISE Academy sponsor in the virtual event platform (organization logo)
- Recognition on the conference website (organization logo and link)
- Recognition on conference marketing emails (organization logo and link)





## **DOCTORAL STUDENT POSTER SESSION RECEPTION SHOWCASE SPONSOR**

**\$1,250**

*Available to university and college LIS programs only*

Show your support of the dedicated doctoral students who have chosen library and information science as their career choice by being one of multiple sponsors for this event.

- Recognition of students competing in the poster competition from your LIS program (organizational logo associated with poster entry)
- Recognition as the Doctoral Student Poster Session Reception Showcase sponsor in virtual event platform (organization logo)
- Recognition on the conference website (organization logo and link)
- Recognition on conference marketing emails (organization logo and link)



## SCHOOL REPRESENTATIVES' MEETING

*(One Available)*  
*\$1,000*

**SOLD**

School Representatives from ALISE's Institutional Member Schools are invited to discuss their challenges and successes. Benefits of this sponsorship include:

- Two minute speaking opportunity to welcome attendees to the meeting
- Exclusive email invitation sent to School Representatives (emails coordinated and sent by ALISE, list not provided to sponsor)
- Recognition as the School Representatives' Meeting sponsor in the virtual event platform (organization logo)
- Recognition on the conference website (organization logo and link)
- Recognition on conference marketing emails (organization logo and link)

**SOLD**



## **FIRST TIMER'S MEETING**

*(One Available)*

**\$1,000**

First time attendees to the conference are invited to register for the meeting to preview the conference agenda (online) and invite them to make the most of their experience. The sponsor is invited to coordinate the content with the meeting host, ALISE's Director, Membership. Benefits of this sponsorship include:

- Two minute speaking opportunity to welcome attendees to the meeting
- Two exclusive email blasts (emails coordinated and sent by ALISE, list not provided to sponsor):
  - Email invitation sent to first-time attendees
  - Email blast sent to first-time attendees post-conference
- Recognition as the First Timer's Meeting sponsor in the virtual event platform (organization logo)
- Recognition on the conference website (organization logo and link)
- Recognition on conference marketing emails (organization logo and link)



## WELCOME NETWORKING SESSION

*(One Available)*

*\$1,000*

All attendees are invited to participate in our virtual welcome networking session. Benefits of this sponsorship include:

- Recognition as the Welcome Network Session Sponsor in the virtual event platform (organization logo)
- Recognition on the conference website (organization logo and link)
- Recognition on conference marketing emails (organization logo and link)



## **DOCTORAL STUDENT POSTER SESSION RECEPTION SUPPORTER**

**\$750**

*Available to university and college LIS programs only*

Show your support of the dedicated doctoral students who have chosen library and information science as their career choice by being one of several schools to sponsor this annual event.

- Recognition as Doctoral Student Poster Session Reception Supporter in virtual event platform (organization name)



# **VIRTUAL ITEM SPONSORSHIP OPTIONS**



## MOBILE APP/VIRTUAL EVENT PLATFORM SPONSORSHIP

*(One Available)*

*\$1,500*

**SOLD**

This is an unparalleled opportunity for you to connect with attendees and push your brand throughout the entire lifecycle of the conference. With this sponsorship your organization logo will be included in the conference mobile app/virtual event platform banners. This exclusive sponsorship also includes:

- Recognition as Mobile App/Virtual Event Platform Sponsor in virtual event platform (organization logo)
- Recognition on the conference website (organization logo and link)
- Recognition on conference marketing emails (organization logo and link)



# **VIRTUAL EXPERIENCE SPONSORSHIP OPTIONS**





## UNCOMMONS VIRTUAL LOUNGE

*(One Available)*

*\$1,000*

The unCommons virtual lounge is available for all attendees to use. This chatroom lives within the virtual event platform and will allow attendees to connect and engage with each other throughout the entire conference and beyond! Benefits for this sponsorship include:

- Recognition as unCommons Virtual Lounge Sponsor in virtual event platform (organization logo)
- Recognition on the conference website (organization logo and link)
- Recognition on conference marketing emails (organization logo and link)

**SOLD**



## **VIRTUAL WELLNESS SESSION**

*(One Available)*

*\$1,000*

New for 2021, if sponsored, attendees can register to participate in a virtual wellness session. This sponsorship includes:

- Recognition as the Wellness Session Sponsor in virtual event platform (organization logo)
- Recognition on the conference website (organization logo and link)
- Recognition on conference marketing emails (organization logo and link)
- Opportunity to provide wellness session participants with a digital marketing material (sponsor is responsible for distributing the digital marketing material)
- Includes one wellness session registration for organization's representative



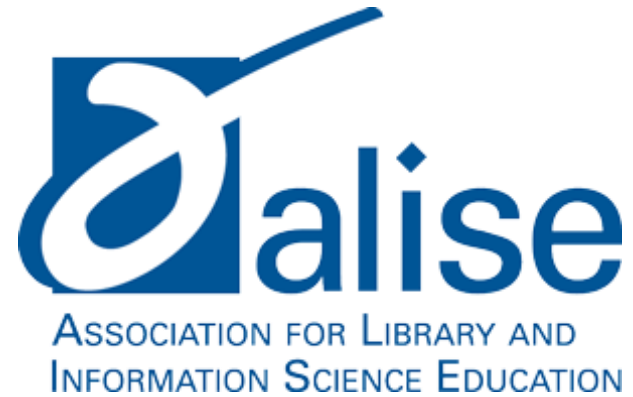
## PLACEMENT CENTER

*(Multiple sponsors)*

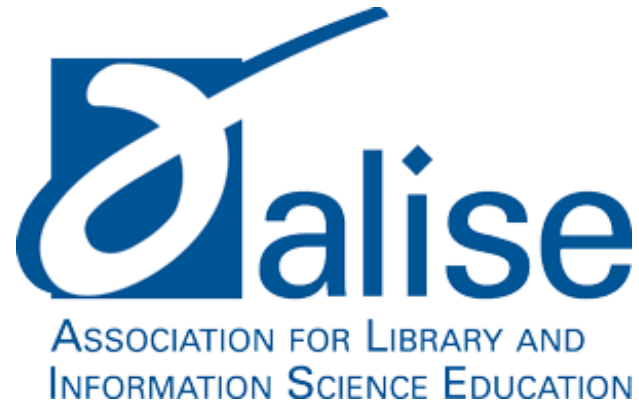
**\$500**

A vital part of our conference is the opportunity to bring together schools and potential faculty members through the ALISE Placement Center. We make available the resumes of students and job openings, along with space and time to conduct interviews at the conference.

- Recognition as Placement Center sponsor in virtual event platform (organization name)
- Recognition on the conference website (organization name and link)



# **AWARD SPONSORSHIP**

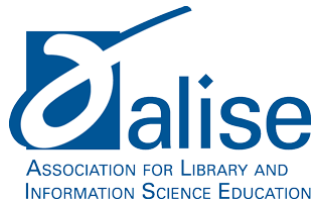


## **ALISE AWARDS**

ALISE provides seven awards annually:

- Service to ALISE Award
- ALISE Award for Professional Contribution
- ALISE Excellence in Teaching Award
- ALISE/Pratt-Severn Faculty Innovation Award
- ALISE/Norman Horrocks Leadership Award
- ALISE Community conn@CT Mini-Grants (multiple sponsorships available)
- ALISE/Connie Van Fleet Award for Research Excellence in Public Library Services to Adults

**SOLD**



## **SPONSORSHIP AVAILABLE: SERVICE TO ALISE AWARD**

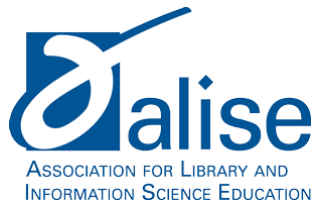
*(One Available)*

*\$1,500*

Awarded to an ALISE member for regular and sustained service to ALISE through the holding of various offices and positions within the organization or fulfilling specific responsibilities for the organizations.

The exclusive sponsorship includes:

- Recognition as the award sponsor (logo) in the virtual event platform
- Recognition as the award sponsor (logo) during the annual conference
- Recognition as the award sponsor (logo) in award winner announcement email and social media posts
- Recognition as the award sponsor (logo and link) on award website



## **SPONSORSHIP AVAILABLE: ALISE AWARD FOR PROFESSIONAL CONTRIBUTION TO LIS**

*(One Available)*

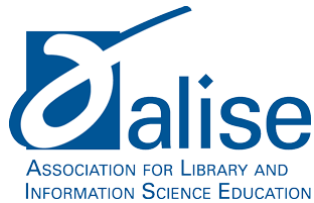
*\$1,500*

Awarded to an ALISE member for regular and sustained service that promotes and strengthens the broad areas of library and information science education through the holding of appropriate offices and positions within the profession.

The exclusive sponsorship includes:

- Recognition as the award sponsor (logo) in the virtual event platform
- Recognition as the award sponsor (logo) during the annual conference
- Recognition as the award sponsor (logo) in award winner announcement email and social media posts
- Recognition as the award sponsor (logo and link) on award website

**SOLD**



## **ALISE EXCELLENCE TEACHING AWARD**

*(One Available)*

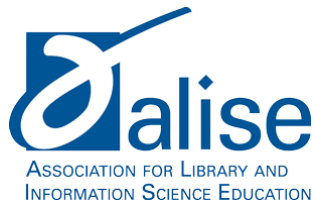
**\$3,000**

The ALISE Excellence in Teaching Award recognizes excellence in educating the next generation of library and information professionals.

The exclusive sponsorship includes:

- Recognition as the award sponsor (logo) in the virtual event platform
- Recognition as the award sponsor (logo) during the annual conference
- Recognition as the award sponsor (logo) in award winner announcement email and social media posts
- Recognition as the award sponsor (logo and link) on award website





## ALISE/PRATT-SEVERN FACULTY INNOVATION AWARD

*(One Available)*  
*\$1,000*

**SOLD**

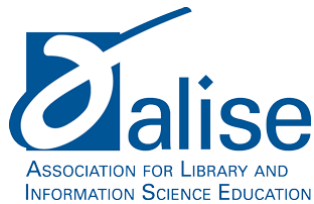
The ALISE/Pratt-Severn Faculty Innovation Award is designed to identify innovation by full-time faculty members, or a group of full-time faculty members, in incorporating evolving information technologies in the curricula of accredited master's degree program in library and information studies.

The Pratt Institute, School of Information is the exclusive sponsor of the award.

The exclusive sponsorship includes:

- Recognition as the award sponsor (logo) in the virtual event platform
- Recognition as the award sponsor (logo) during the annual conference
- Recognition as the award sponsor (logo) in award winner announcement email and social media posts
- Recognition as the award sponsor (logo and link) on award website





## **SPONSORSHIP AVAILABLE: ALISE/NORMAN HORROCKS LEADERSHIP AWARD**

**\$500**

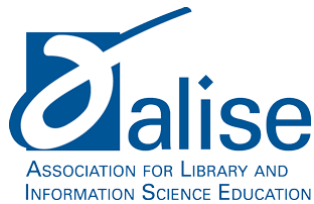
First awarded in 2009, the award recognizes a new ALISE member who has demonstrated outstanding leadership qualities in professional ALISE activities. This award addresses a number of concerns relevant to the Association, including:

- The need to attract new members and retain their membership as a lifelong commitment.
- The need to develop and recognize those new members with outstanding leadership qualities as future leaders of ALISE at the highest levels.
- The need to recognize newer members for service to the organization rather than limiting recognition to academic achievements.

Multiple sponsorships available.

The sponsorship includes:

- Recognition as the award sponsor (name) in the virtual event platform
- Recognition as the award sponsor (name and link) on award website



## **SPONSORSHIP AVAILABLE: ALISE COMMUNITY CONN@CT MINI-GRANTS**

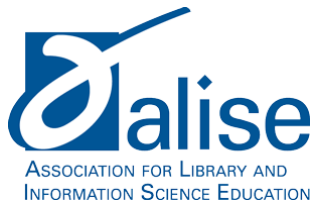
**\$750**

The ALISE Community conn@CT began as a space at the 2015 ALISE Conference and centennial celebration, for ALISE members to connect with social justice organizations and each other to create and innovate solutions to advance their mission. The need to attract new members and retain their membership as a lifelong commitment.

A competitive mini-grant program was designed to advance the ALISE Community conn@CT initiative. The ALISE Community conn@CT mini-grants (\$750) support ALISE members to address a library and information need of a social justice organization through community engagement (in a collaborative manner). Multiple sponsorships are available.

The sponsorship includes:

- Recognition as the award sponsor (name) in the virtual event platform
- Recognition as the award sponsor (name and link) on award website



## **SPONSORSHIP AVAILABLE: ALISE/CONNIE VAN FLEET AWARD FOR RESEARCH EXCELLENCE IN PUBLIC LIBRARY SERVICES TO ADULTS**

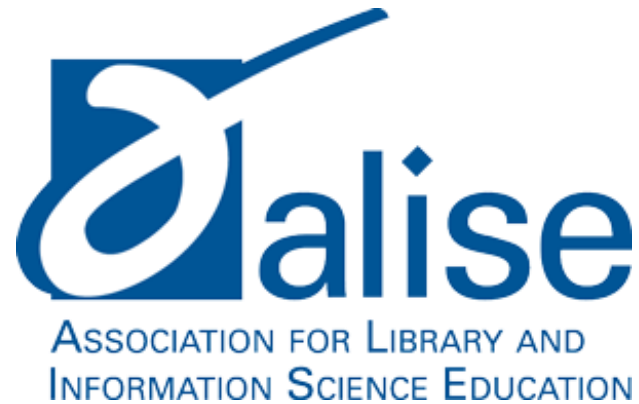
*\$1,000*

The award honors Connie Van Fleet, in recognition of her life's work. The award recognizes LIS research conducted by an individual or a research team concerning services to adults in public libraries.

Multiple sponsorships are available.

The sponsorship includes:

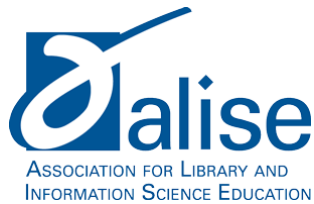
- Recognition as the award sponsor (logo) in the virtual event platform
- Recognition as the award sponsor (logo) during the annual conference
- Recognition as the award sponsor (logo) in award winner announcement email and social media posts
- Recognition as the award sponsor (logo and link) on award website



## **ALISE ANNUAL CONFERENCE AWARDS**

ALISE provides four awards for the annual conference:

- ALISE Diversity Travel Award to the ALISE Annual Conference
- ALISE /Jean Tague Sutcliffe Doctoral Student Research Poster Competition
- ALISE/University of Washington Information School Youth Services Graduate Student Travel Award
- Doctoral Students to ALISE Grant



## **SPONSORSHIP AVAILABLE: DIVERSITY TRAVEL AWARD FOR THE ALISE ANNUAL CONFERENCE**

**\$750**

This award aims to increase diversity in LIS education/research. It provides the opportunity to an individual who wishes to address issues of diversity through doctoral study or teaching as adjuncts to gain exposure to and network with LIS educators, scholars and students.

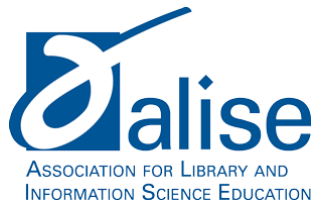
The winner will receive a complimentary registration to the conference and a one-year membership in ALISE. The award also provides a \$750 stipend\* for travel expenses to attend an in-person conference.

Multiple sponsorships are available.

The sponsorship includes:

- Recognition as the award sponsor (name) in the virtual event platform
- Recognition as the award sponsor (name and link) on award website

\*Stipend does not apply for virtual conferences.



# ALISE/JEAN TAGUE SUTCLIFFE DOCTORAL STUDENT RESEARCH POSTER COMPETITION

*(One Available)*

**\$200**

The competition was established in memory of Jean Tague Sutcliffe, professor and former dean of the Faculty of Information and Media Studies at the University of Western Ontario. Professor Sutcliffe's research on the measurement of information made significant contributions to the theoretical, methodological, and practical foundations of library and information science. The first-place winner receives a one-year student membership to ALISE and a \$200 cash prize.

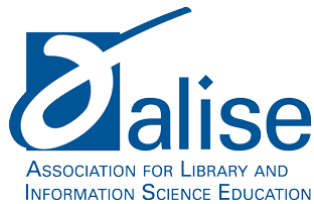
The University of Western Ontario is the exclusive sponsor of the award.

The exclusive sponsorship includes:

- Recognition as the award sponsor (logo) in the virtual event platform
- Recognition as the award sponsor (logo) during the annual conference
- Recognition as the award sponsor (logo) in award winner announcement email and social media posts
- Recognition as the award sponsor (logo and link) on award website



**SOLD**



# ALISE/UNIVERSITY OF WASHINGTON INFORMATION SCHOOL YOUTH SERVICES GRADUATE STUDENT TRAVEL AWARD

*(One Available)*  
**\$750**

**SOLD**

The ALISE/University of Washington Information School Youth Services Graduate Student Travel Award supports the costs associated with participation in the ALISE Annual Conference.

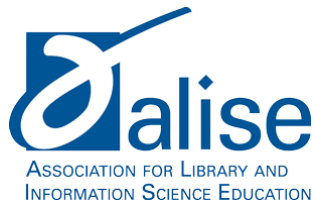
The University of Washington Information School is the exclusive sponsor of the award.

The exclusive sponsorship includes:

- Recognition as the award sponsor (logo) in the virtual event platform
- Recognition as the award sponsor (logo) during the annual conference
- Recognition as the award sponsor (logo) in award winner announcement email and social media posts
- Recognition as the award sponsor (logo and link) on award website

**Exclusive Sponsorship**





## **SPONSORSHIP AVAILABLE: DOCTORAL STUDENTS TO ALISE GRANT**

**\$500**

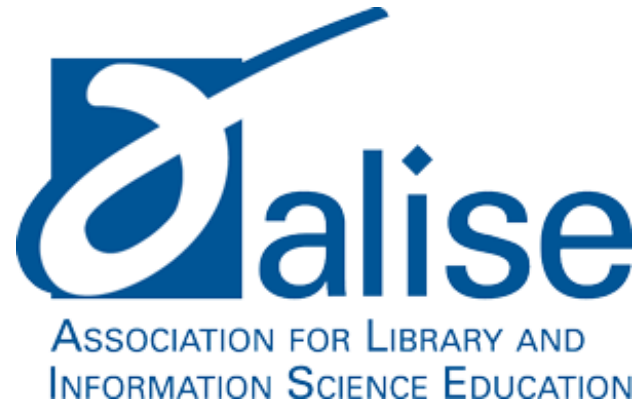
The grant supports the attendance of one or more promising LIS doctoral students at the ALISE Annual Conference. Through undertaking conference assignments and participating fully in conference programs, the winner will gain an understanding of how ALISE serves its members. One or two grants will be given at the discretion of ALISE. Multiple sponsorships are available.

The winner will receive a complimentary registration to the conference and a one-year student membership in ALISE. The award also provides a \$500\* stipend for travel expenses to attend an in-person conference.

The sponsorship includes:

- Recognition as the award sponsor (name) in the virtual event platform
- Recognition as the award sponsor (name and link) on award website

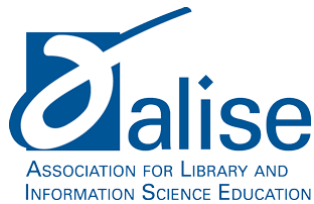
\*Stipend does not apply for virtual conferences.



## **ALISE RESEARCH COMPETITIONS**

ALISE conducts four research competitions annually:

- ALISE Research Grant Competition
- ALISE/Bohdan S. Wynar Research Paper Competition
- ALISE/ProQuest Methodology Paper Competition
- ALISE/Eugene Garfield Doctoral Dissertation Competition



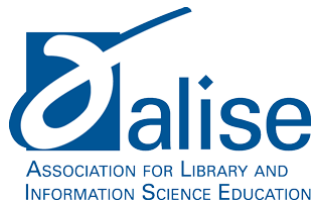
## **SPONSORSHIP AVAILABLE: ALISE RESEARCH GRANT COMPETITION**

*(One Available)*  
**\$5,000**

The Research Grant Competition awards a \$5,000 grant to support research broadly related to education for library and information science. The grant cannot be used to support a doctoral dissertation. The winner will present a preliminary and final report at the ALISE Annual Conference.

This exclusive sponsorship includes:

- Recognition as the award sponsor (logo) in the virtual event platform, plus recognition as the session sponsor for the report presentation
- Recognition as the award sponsor (logo) during the annual conference
- Recognition as the award sponsor (logo) in award winner announcement email and social media posts
- Recognition as the award sponsor (logo and link) on award website



## **SPONSORSHIP AVAILABLE: ALISE/BOHDAN S. WYNAR RESEARCH PAPER COMPETITION**

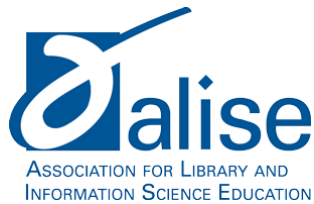
*\$1,000*

This award further stimulates the communication of research at the annual conference. Research papers concerning any aspect of library and information science are eligible but are not limited to regarding LIS education. Any research methodology is acceptable. The winner will present a summary of their paper at the conference.

Multiple sponsorships available.

The sponsorship includes:

- Recognition as the award sponsor (logo) in the virtual event platform, plus recognition as the session sponsor for the report presentation
- Recognition as the award sponsor (logo) during the annual conference
- Recognition as the award sponsor (logo) in award winner announcement email and social media posts
- Recognition as the award sponsor (logo and link) on award website



# ALISE/PROQUEST METHODOLOGY PAPER COMPETITION

*(One Available)*  
*\$500*

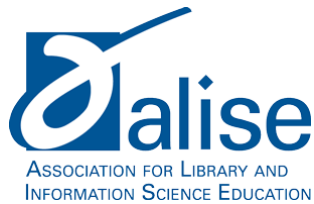
The purpose of the award is to stimulate communication on research methodologies at ALISE annual conferences. One winning paper will be selected.

ProQuest is the exclusive sponsor of the award.



The sponsorship includes:

- Recognition as the award sponsor (logo) in the virtual event platform
- Recognition as the award sponsor (logo) during the annual conference
- Recognition as the award sponsor (logo) in award winner announcement email and social media posts
- Recognition as the award sponsor (logo and link) on award website



# ALISE/EUGENE GARFIELD DOCTORAL DISSERTATION COMPETITION

*(One Available)*  
*\$1,000*

**SOLD**

The award recognizes dissertations that deal with substantive issues related to library and information science. Applicants may be from within or outside LIS programs. The winner will present a summary of their work at the ALISE annual conference.

The Eugene Garfield Foundation is the exclusive sponsor of the award.



The sponsorship includes:

- Recognition as the award sponsor (logo) in the virtual event platform, plus recognition as the session sponsor for the report presentation
- Recognition as the award sponsor (logo) during the annual conference
- Recognition as the award sponsor (logo) in award winner announcement email and social media posts
- Recognition as the award sponsor (logo and link) on award website



# ADVERTISEMENT OPTIONS



## VIRTUAL ADVERTISING

Get your message out to the diverse ALISE audience. Your ALISE 2021 Annual Conference Virtual ad will reach between 300 to 400 attendees within the virtual event platform.

### Virtual Advertising Rate

Virtual Full-page Advertisement (PDF: 8"x 10.5"): \$1,200

- Pre-scheduled push notification sent out through the virtual event platform to attendees to access full page advertisement.
- Advertisement can include custom URL links

### Deadlines

Sales and artwork deadline: August 6, 2021





## **POLICIES**

### **Exhibitors and Advertisers**

Sales and materials are due by August 6, 2021. All payments are due in full by August 6, 2021.

Should an exhibitor and/or advertiser notify ALISE of their intent to repudiate the contract after acceptance, but prior to July 2, 2021, a refund of monies received, less a \$200 cancellation fee per selected opportunity, will be provided. No refunds will be made for cancellations received on or after August 6, 2021.

### **Sponsors**

Sales and materials are due by August 6, 2021. All payments are due in full by August 6, 2021.

Exclusive sponsorships cannot be shared.

Due to the nature of sponsorships and the benefits received, cancellations are not accepted. No refunds will be provided and full payment is required.



## POLICIES

### General

The following terms apply to and are part of the contract between the Exhibitor/Sponsor/Advertiser (“Exhibitor/Sponsor/Advertiser”) and the Association for Library and Information Science Education (“ALISE”) for the ALISE 2021 Annual Conference (“Show”). ALISE shall have the right to terminate this contact without cause at any time upon written notice.

ALISE, its agents and employees will not be liable for failure to hold the Show as scheduled. If the Show is cancelled outright by ALISE, Exhibitor/Sponsor/Advertiser payments may be applied to a future Show or may be returned, less any actual expenses for which ALISE and its agents are responsible or which they incur in connection with the Show. If the Show is relocated, delayed, or converted to a virtual format by ALISE, all reasonable efforts will be made to accommodate exhibitors, sponsors, and advertisers in the revised location, dates, and/or format, solely at ALISE’s discretion.

### **Security, Liability, and Insurance**

1. Exhibitors/Sponsors/Advertisers agree to indemnify, protect, save and hold harmless ALISE and their agents, employees, contractors or representatives from and against any and all losses, damages, injuries, claims, demands and expenses, including legal expenses of whatsoever kind and nature, arising due to Exhibitor/Sponsor/Advertiser's participation in the Show.
2. Exhibitor/Sponsor/Advertiser understands ALISE and its agents and the Show venue maintain no insurance covering Exhibitor/Sponsor/Advertiser's property, and it is the sole responsibility of Exhibitor/Sponsor/Advertiser to obtain such insurance.
3. Exhibitors agrees to carry General Liability Insurance with a single limit of not less than one million dollars for its employees, agents, contractors, representatives and guests present at the Show in each of the following categories: (a) Broad Form General Liability, and (b) Automobile Liability. ALISE and its agents shall be named additional insured on a primary and non-contributory basis on Exhibitor's general liability policy with waiver of subrogation in favor of ALISE and its agents. Exhibitor shall submit a Certificate of Insurance evidencing such coverage to ALISE and its agents listing ALISE and its agents as certificate holder. In addition, Exhibitor agrees to provide Workers Compensation Insurance providing benefits for the state in which the exhibit facility is located and Employers' Liability of one hundred thousand dollars per accident. An umbrella policy is satisfactory if it covers all these areas.

*\*Insurance is not required for virtual conferences*



## POLICIES

### **Security, Liability, and Insurance**

4. ALISE and its agents, the Official General Contractors, the Facility Owner, their members, agents, representatives and/or employees will not be responsible for any injury, loss or damage that may occur to Exhibitor/Sponsor/Advertiser or its employees or property from any cause whatsoever before, during or after the Show.

5. Exhibitor agrees to maintain insurance that will fully protect, indemnify and hold harmless ALISE and its agents and the Facility Owner from any all claims of any nature whatsoever, including attorney fees, which may arise due to the actions or negligence of Exhibitor, its employees, members, contractors or representatives, including claims under the Worker's Compensation Act, and for personal injury or death, which may arise in connection with the installation, operation or dismantling of Exhibitor's display.

6. Damage to inadequately packed property is Exhibitor's own responsibility. Exhibitors are advised to add to their existing insurance a portal-to-portal rider protecting them against the damage or loss of their materials by fire, theft, accident, etc.

*\*Insurance is not required for virtual conferences*