

2025 SPONSORSHIP PROSPECTUS



OCTOBER 6-8 | KANSAS CITY, MO

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ORGANIZATION OVERVIEW

The Association for Library and Information Science Education (ALISE) is the global leader in education for the information professions. ALISE promotes innovative, high-quality education for the information professions internationally through engagement, advocacy and research.

ALISE is a non-profit organization that serves as the intellectual home of faculty, staff, and students in library and information science, and allied disciplines.

ABOUT THE 2025 ALISE CONFERENCE

The ALISE 2025 Annual Conference will be held October 6-8, 2025 in Kansas City, MO.

At this year's conference, we are celebrating 125 years of our collective as a LIS association. ALISE, as we know it today, was founded 110 years ago in 1915 as the Association of American Library Schools. In 1900, LIS educators made the first declaration to organize library school educators (Sullivan, 1986). We highly encourage you to participate at the 2025 Annual Conference to commemorate ALISE's history and heritage, and for you to be a part of its ongoing legacy. If it's been a while since you've been to ALISE, come back to the conference to enjoy the memories and (re)connections we are building. We can't wait to celebrate this milestone with you.

CELEBRATING 125 YEARS OF ALISE

We are celebrating 125 years of our collective as a LIS association. ALISE, as we know it today, was founded 110 years ago in 1915 as the Association of American Library Schools. In 1900, LIS educators made the first declaration to organize library school educators (Sullivan, 1986). We are going to incorporate ways to celebrate this milestone.

THE ALISE 2024–2025 CONFERENCE PLANNING COMMITTEE

Dr. Tony Dunbar
Dominican University

Dr. Amanda Folk
Ohio State University

Ms. Vanessa "Chacha" Centeno
Sacramento Public Library

Board Liaison: Vanessa Irvin, East Carolina University, ALISE 2024-2025 President

AUDIENCE PROFILE

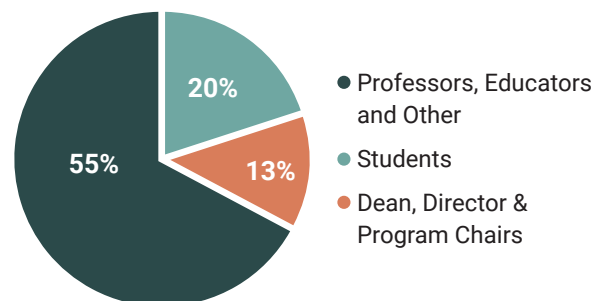
ALISE members are primarily university faculty, administrators, and students. They teach in a wide range of areas, from serving children in libraries to corporate database management. They need tools and services to support their teaching and research, as well as tools to streamline the academic workflow.

- ALISE has members from around the globe.
- Our members are well educated and tech savvy professional's 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.

AUDIENCE PROFILE CONT.

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



WHY PARTICIPATE

- **Be part of an exceptional marketing opportunity** at this premier annual gathering of library and information science professionals. Be a part of this exciting event!
- **Sponsor headline activities** such as networking receptions, poster sessions, sponsored breaks, and more
- **Exhibitor display opportunities to broaden exposure**
- Representatives are permitted and **encouraged to attend all sessions, meals, and social activities**
- **Recognition online and in print** before, during, and after the annual conference
- Sponsors will **be personally introduced and thanked at the conference**
- 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

Exhibitor Opportunities

STANDARD EXHIBITOR: \$2,000

- Exhibit Table
- 2 Full Conference Passes
- Access to Pre and Post Attendee List
- Brand Awareness and Recognition Leading up to the Conference. Exhibitor Logo and URL Placed on Website, Marketing Email and Mobile App
- Brand Awareness and Recognition at Conference. Exhibitor Logo and URL Placed on Printed and Digital Signage as Well as Acknowledgments in Welcoming Announcements
- 1 Promo item offered to Attendees at Friends of ALISE Table

FRIENDS OF ALISE: \$500

- Brand Awareness and Recognition Leading up to the Conference. Exhibitor Logo and URL Placed on Website, Marketing Email and Mobile App
- 1 Promo item offered to Attendees at Friends of ALISE Table

Conference and Award Sponsors

 **Mix and match opportunities to achieve these levels. Sponsorship Opportunities may be combined with your Exhibitor Opportunities to achieve those same Sponsorship Levels.**

PLATINUM SPONSORSHIPS: \$10,000+

- 4 Full Conference Passes
- Recognition (Sponsor Logo and URL) on Conference Website, Marketing Email and Mobile App
- Brand Awareness and Recognition Leading up to the Conference. Sponsor Logo and URL Placed on Website, Marketing Email and Mobile App
- Brand Awareness and Recognition at Conference. Sponsor Logo and URL Placed on Printed and Digital Signage as Well as Acknowledgments in Welcoming Announcements
- Opportunity to Sponsor a Breakout Session
- 1 Dedicated Social Media Post Pre Event
- Access to Pre and Post Attendee List
- 1 Promo item offered to Attendees at Friends of ALISE Table

GOLD SPONSORSHIPS: \$6,000–\$9,999

- 2 Full Conference Passes
- Recognition (Sponsor Logo and URL) on Conference Website, Marketing Email and Mobile App
- Brand Awareness and Recognition Leading up to the Conference. Sponsor Logo and URL Placed on Website, Marketing Email and Mobile App
- Brand Awareness and Recognition at Conference. Sponsor Logo and URL Placed on Printed and Digital Signage as Well as Acknowledgments in Welcoming Announcements
- Access to Pre and Post Attendee List
- 1 Promo item offered to Attendees at Friends of ALISE Table

SILVER SPONSORSHIPS: \$3,000–\$5,999

- 1 Full Conference Pass
- Recognition (Sponsor Logo and URL) on Conference Website, Marketing Email and Mobile App
- Brand Awareness and Recognition Leading up to the Conference. Sponsor Logo and URL Placed on Website, Marketing, Email and Mobile App
- Brand Awareness and Recognition at Conference. Sponsor Logo and URL Placed on Printed and Digital Signage as Well as Acknowledgments in Welcoming Announcements
- Access to Pre and Post Attendee List

BRONZE SPONSORSHIP: UNDER \$1,000–\$2,999

- Recognition (Sponsor name) on Conference Website, Marketing Email and Mobile App
- Brand Awareness and Recognition Leading up to the Conference. Sponsor Name Placed on Website, Marketing, Email and Mobile App
- Brand Awareness and Recognition at Conference. Sponsor Name Placed on Printed and Digital Signage as Well as Acknowledgments in Welcoming Announcements

2025 ALISE PROSPECTUS

CONFERENCE SPONSORSHIP	COST \$	SPECIAL OPPORTUNITY	DESCRIPTION
Awards Ceremony Dinner	\$10,000	Two minute introduction at Event	ALISE's newest opportunity as we transition our Award's Ceremony to a dinner. We look forward to offering this special evening event to all attendees and award recipients.
Works in Progress Poster Session and Reception	\$4,000	Two minute introduction at Event	This poster reception offers conference attendees at any stage of their career to share current research and research-in-progress through posters presented.
Opening Night Reception (Highlight First Timer Attendees and New Members)	\$12,000	Two minute introduction at Event	This social gathering offers everyone a time to reconnect with past attendees and meet first time attendees. A great opportunity to engage and foster connections within the ALISE community.
Plenary Presentation <i>ALREADY SOLD</i>	\$6,000	Two minute introduction at Event	
Lunch and Learn Presentation	\$7,500	Two minute introduction at Event	NEW! ALISE is excited to offer an engaging presentation during lunch on day 2 (Tuesday). Exact type of presentation is TBD.
Council of Deans, Directors & Chairs Breakfast and Meeting	\$3,000	Recognition at the podium by the co-chairs of the council of deans, directors and chairs	
Day 1 or Day 2 Coffee Break Sponsorship	\$2,500	Signage at coffee break for the duration of the day	
President's Forum (formally known as ALISE Academy)	\$1,500	Recognition at the podium by the co-chairs of the ALISE Academy	The ALISE Academy is a half-day interactive workshop that will take place on Monday, October 6, 2025. The focus of the ALISE Academy will align with the conference theme and focus on.
Doctoral Student Poster Session Reception Supporter (LIS programs only)	\$500		
Doctoral Student Poster Reception	\$2,000	Two minute introduction at Event	Doctoral students completing their dissertation work and recent graduates of doctoral programs are invited to share their dissertation research through the 2025 ALISE/Jean Tague-Sutcliffe Doctoral Student Poster Competition.

2025 ALISE PROSPECTUS

CONFERENCE SPONSORSHIP	COST \$	SPECIAL OPPORTUNITY	DESCRIPTION
Mobile App	\$2,000	Recognition in conference mobile app	This is an unparalleled opportunity for you to connect with attendees and push your brand throughout the entire life cycle of the conference. With this sponsorship your organization logo will be included in the conference mobile app banners.
Printed Agenda at a Glance	\$2,000	Logo recognition printed on agenda	
Wellness Session	\$1,500	Opportunity to offer a wellness session. The type of session will be decided once sponsorship is confirmed.	This sponsorship gives attendees an opportunity to participate in a wellness session during the conference. <i>Examples include but not limited to: Yoga class, meditation class or cooking class. Includes one wellness session registration for organization's representative.</i>
unCommons Lounge	\$1,500	Logo Recognition at unCommons Lounge	
SIG Sponsorship	\$2,500	Logo Recognition at SIG corner	The SIG corner is adjacent from the registration desk. A perfect location for SIGs to engage in meaningful conversations and recruit attendees to their specific special interest group. <i>For more information about these SIGs, visit: https://www.alise.org/special-interest-groups-sigs-.</i>
Session Sponsorship	\$500	Logo Recognition at Desired Breakout Session	
125 Anniversary T-Shirt Sponsor	\$2,500	Logo Recognition printed on T-Shirt	A highlight to this year's conference as we tribute to the 125 year anniversary! These t-shirts will be a memorable keepsake for attendees.
Lanyard Sponsor	\$1,500	Sponsor has two options; either the sponsor can provide ALISE the produced lanyards (subject to ALISE review and approval), or ALISE will design and produce with your logo and provide the invoice for production.	Every conference attendee receives a lanyard for their name badge. Your organization's logo and branding will be visible throughout the entire conference and beyond.

2025 ALISE PROSPECTUS

AWARD SPONSORSHIP	COST \$
ALISE AWARD	
Service to ALISE Award	\$1,500
ALISE Award for Professional Contribution to LIS	\$1,500
ALISE Excellence in Teaching Award	\$3,000
ALISE/Pratt-Severn Faculty Innovation Award	\$1,000
ALISE/Norman Horrocks Leadership Award	\$500
ALISE Community conn@CT Mini-Grants	\$750
ALISE / Connie Van Fleet Award for Research Excellence in Public Library Services to Adults	\$1,000
ALISE Annual Conference Awards	
ALISE Diversity Travel Award	\$750
ALISE/Jean Tague-Sutcliffe Doctoral Student Research Poster Competition <i>*Includes Co-presents Award</i>	\$200
ALISE/University of Washington Information School Youth Services Graduate Student Travel Award	\$750
ALISE Research Competitions	
ALISE/University of Washington Information School Youth Services Graduate Student Travel Award	\$5,000
ALISE/Bohdan S. Wynar Research Paper Competition	\$1,000
ALISE/ProQuest Methodology Paper Competition	\$500
ALISE/The Eugene Garfield Doctoral Dissertation Competition	\$1,000

Add-Ons

SPONSORSHIP	COST \$
Ancillary Meeting Request	
A meeting room at the venue to host a meeting over conference dates. <ul style="list-style-type: none"> Cost of audio-visual and food and beverage are at an additional cost. Marketing the event is the responsibility of the sponsor. Sponsor will have the ability to place your meeting in the mobile app. The timing of the event cannot conflict with other conference sessions. <p><i>Please note: Meeting Planner will provide you with instructions on usage of room and assign you the space based on availability.</i></p>	\$500
Social Media Post	\$250
Broadcast Email	\$500

Policies

EXHIBITORS AND ADVERTISERS

Sales and materials are due by **Friday, September 19, 2025**. All payments are due in full by **September 26, 2025**.

All cancellations must be submitted in writing and emailed to the ALISE office at office@alise.org. Cancellations of a sponsor, exhibitor and/or advertiser received on or before **11:59 p.m. on September 12, 2025** are subject to a \$200 fee. No refunds will be made for cancellations received after **September 12, 2025**.

SPONSORS

Sales and materials are due by **Friday, September 19, 2025**. All payments are due in full by **September 26, 2025**.

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.

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 2025 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.

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.