



ALISE '19

Exploring Learning in a Global
Information Context

September 24-26, 2019 | Knoxville, TN

ALISE 2019 ANNUAL CONFERENCE SPONSORSHIP/EXHIBITION PROSPECTUS



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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.



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ABOUT THE CONFERENCE

*Knoxville Convention Center
701 Henley Street
Knoxville, TN, 37902*

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.org/2019-conference.

Complete the online sponsor/exhibitor/advertiser application today!



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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 2019 Conference theme of “Exploring Learning in a Global Information Context” will focus on interaction between our ALISE members and you, our sponsors. Be a part of this exciting event!

- Sponsor headline activities such as networking receptions, poster sessions, sponsored breakfasts, 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 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



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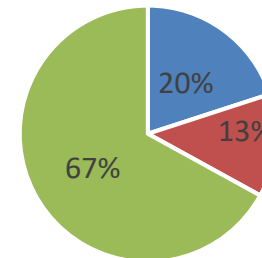
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GREAT OPPORTUNITIES TO REACH YOUR TARGET AUDIENCE!

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



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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 College	University of Rhode Island
Florida State University	St. John's University	University of South Carolina
Freedom to Read Foundation	Syracuse University	University of Tennessee
Library Journal, LLC	University of Alabama	University of Tennessee - Knoxville
Kent State University	University Of Chicago Press	University of Washington
Libraries Unlimited, Imprint of ABC-CLIO	University of Illinois at Urbana-Champaign	University of Wisconsin - Madison ⁶



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EXHIBITOR

\$1,500

- Three exhibit days, Tuesday through Thursday, September 24-26, 2019
- Skirted 6' table in Exhibition/Registration Hall, plus full access to conference sessions, receptions and 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*
- Organization name and link on conference website
- Organization logo on screens during Welcome Reception/Works in Progress Poster Session
- Organization name listed in conference program
- Organization listing in mobile event app
- Opportunity to provide one promotional item in attendee tote bags

** For attendees who do not "opt-out" from receiving such solicitation.*

Exhibitor kits for the conference will be emailed in the summer. This will include information on shipping materials, special requirements such as internet connectivity or electricity and other details.



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FRIENDS OF ALiSE TABLE

\$300

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

- Opportunity to provide a promotional item on shared table in exhibit area
- Organization name and link on conference website
- Organization name listed in conference program
- Organization name on screen during Welcome Reception/Works in Progress Poster Session
- Organization listing in mobile event app

Exhibitor kits for the conference will be emailed in summer 2019. This will include information on shipping materials.



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OPENING RECEPTION & WORKS IN PROGRESS POSTER SESSION *(One Available)* *\$2,750*

This popular reception provides doctoral students the opportunity to obtain feedback on their graduate work. Sponsorship of this reception includes:

- Recognition at the Opening Reception and Works in Progress Poster Session sponsor with your name and logo included in the conference program
- Logo and link on conference website
- Logo on event signage and on reception program
- Up to three slides included in the looped slide presentation at the Opening Reception



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PLENARY PRESENTATION

(One Available)

\$2,500

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

- Recognition as the Plenary Presentation sponsor with your name and logo included in the conference program
- Logo and link on conference website
- Logo on Plenary Presentation signage
- Two minutes at the podium to welcome guests to the plenary presentation



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DOCTORAL STUDENT POSTER SESSION RECEPTION SHOWCASE SPONSOR

\$1000

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. New for 2019 – two levels of support are available see (see page 21).

- Recognition as Showcase Sponsor with your name listed in the reception program and on Reception signage
- Poster Board signage for your students displaying posters
- Designated reception table for faculty and students to share
- School logo and link on conference website
- School logo listed in conference program
- School logo on screen during Doctoral Student Poster Session Reception
- School listing in mobile event app



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DOCTORAL STUDENT POSTER SESSION RECEPTION SUPPORTER

\$500

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. New for 2019 – two levels of support are available (see page 14).

- Recognition as one of the Reception Supporters with your name listed in the reception program
- School name and link on conference website
- School name listed in conference program
- School name on screen during Doctoral Student Poster Session Reception



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AWARDS LUNCHEON - SOLD

(One Available)

\$2,750

All conference registrants are invited to lunch to celebrate the 2019 ALISE Awards winners. This sponsorship includes:

- Recognition as the Awards Luncheon sponsor with your name and logo included in the conference program
- Logo and link on conference website
- Logo on Awards Luncheon signage and on the Awards program
- Two minutes at the podium to welcome guests to the luncheon



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COUNCIL OF DEANS, DIRECTORS & CHAIRS LUNCHEON

(One Available)

\$2,500

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

- Recognition as the Council of Deans, Directors & Chairs Luncheon sponsor with your name and logo included in the conference program
- Logo and link on conference website
- Logo on Luncheon signage
- Recognition at the podium by the co-chairs of the Council of Deans, Directors and Chairs



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BREAKFAST WITH A VENDOR

(One Available)

\$1,000

We provide the conference, you provide the breakfast. We will make the attendee list available so that you can send invitations to your breakfast. Invite/host as many conference attendees as you like, up to our room capacity of 150. We will coordinate with you and the venue, and you are responsible to pay the venue directly. We will also include information about you and your breakfast in the conference program and on the website.



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SCHOOL REPRESENTATIVES' BREAKFAST *(One Available)* *\$1,000*

School Representatives from the ALISE Institutional Members are invited to breakfast to discuss their concerns and to ALISE clarify expectations with their role. Benefits of this sponsorship include:

- Recognition as the School Representatives' Breakfast sponsor with your name and logo included in the conference program
- Logo and link on conference website
- Logo on School Representatives' Breakfast signage
- Two minutes at the podium to welcome guests to the breakfast and introduce the speaker



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FIRST TIMER'S BREAKFAST

(One Available)

\$1,000

First time attendees to the conference are invited to attend this breakfast to preview the conference program and invite them to make the most of their experience. Benefits of this sponsorship include:

- Recognition as the First Timer's Breakfast sponsor with your name and logo included in the conference program
- Logo and link on conference website
- Logo on First Timer's Breakfast signage
- Two minutes at the podium to welcome guests to the breakfast and introduce the speaker



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UNCOMMONS

(One Available)

\$1,000

The Uncommons is an impromptu workspace and lounge available to attendees to use on an ad hoc basis. Benefits for this sponsorship include:

- Recognition as the unCommons Lounge sponsor with your name and logo included in the conference program
- Logo and link on conference website
- Logo on unCommons signage



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MOBILE APP SPONSORSHIP - SOLD

(One Available)

\$1,500

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 on the banner of the conference mobile app and on special banners included in system-generated emails to conference attendees.

With the sale of this sponsorship, the ALiSE 2019 mobile app will be branded in conference colors and will include a special logo recognizing your organization as the mobile app sponsor. ALiSE's mobile app is a useful tool that 2018 conference attendees loved and used to create personalized schedules. Each day, the app automatically emails the attendee a copy of their chosen itinerary, and naturally, the participants have the app at the tip of their hands for easy reference.



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CHARGING STATION

(One Available)

\$500

New in 2019, the Charging Station will allow attendees to easily keep their mobile devices powered up. This sponsorship includes:

- Recognition as the mobile phone Charging Station sponsor with your name and logo included in the conference program
- Logo and link on conference website
- Logo on Charging Station



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PLACEMENT CENTER

\$500

A vital part of our conference is the opportunity to bring together schools and potential faculty members through the ALiSE Job 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 a Placement Center sponsor with your name included in the conference program and in the mobile app
- Sponsor name and link on conference website
- Sponsors name on Placement Center signage



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LOCAL HOST

(Unlimited Availability)

Send 5 or more LIS students to ALISE and be named a Local Host.

- Recognition as a Local Host sponsor with your name and logo included in the conference program
- Logo and link on conference website
- Logo displayed in conference presentation loop at various all-conference events



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PRODUCT SPONSORSHIPS

- **Lanyards, \$1,500 + cost of production**

We provide the conference, you provide the lanyards. We approve artwork and you order and ship the lanyards, then we distribute them to attendees. We will acknowledge your sponsorship in the conference program.

- **Tote Bags, \$1,500 + cost of production**

We provide the conference, you provide the bags. You can either send us your bags (subject to our review and approval), or we will work with you to have them produced and send you the bill. We will acknowledge your sponsorship in the conference program.

- **Tote Bag Items, \$200**

Do you have a brochure, flyer, tchotchke, or doodad you would like to get into the hands of our conference attendees? Send us your material and we will put them into the bags. One item/flyer per sponsorship.



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CONFERENCE PROGRAM ADVERTISING

Get your message out to the diverse ALISE audience. Your ALISE 2019 Annual Conference Program ad will reach approximately 400 attendees and their colleagues.

Conference Program Advertising Rates

- Color Rates

Full-page Inside Cover, Inside Back Cover, or Outside Back Cover (8"x 10.5"): \$1,200

Inside Full-page (non-cover) (8"x 10.5"): \$1,100

Inside Half-page (non-cover) (8" x 5"): \$800

Inside Quarter-page (non-cover) (4" x 5"): \$600

- Black & White Rates

Inside Full-page (8"x 10.5"): \$800

Inside Half-page (8" x 5"): \$500

Inside Quarter-page (4" x 5"): \$300

Deadlines

Space Reservation: July 19, 2019

Artwork closing date: August 17, 2019