



Exhibitor & Sponsor
Prospectus

LIBRARY RENAISSANCE
OUR QUEST FOR RENEWAL

TLA  **2025**

TEXAS LIBRARY ASSOCIATION

DALLAS ★ APRIL 1 - 4

Established in 1902, the Texas Library Association, the largest state library association in the country, produces the TLA Annual Conference, bringing together thousands of decision makers from academic, public, school, and special libraries from across Texas.

The TLA Annual Conference has a proven track record that brings the major Texas library market to you. Showcase your products and services and have face to face conversations with potential customers who make or influence purchasing decisions at their libraries.

With a representative from every area of the industry at the conference, with expenditure budgets ranging in excess of \$2.5 million per organization, and with a projected attendance of more than 5,000 professionals, can you afford not to exhibit at TLA?

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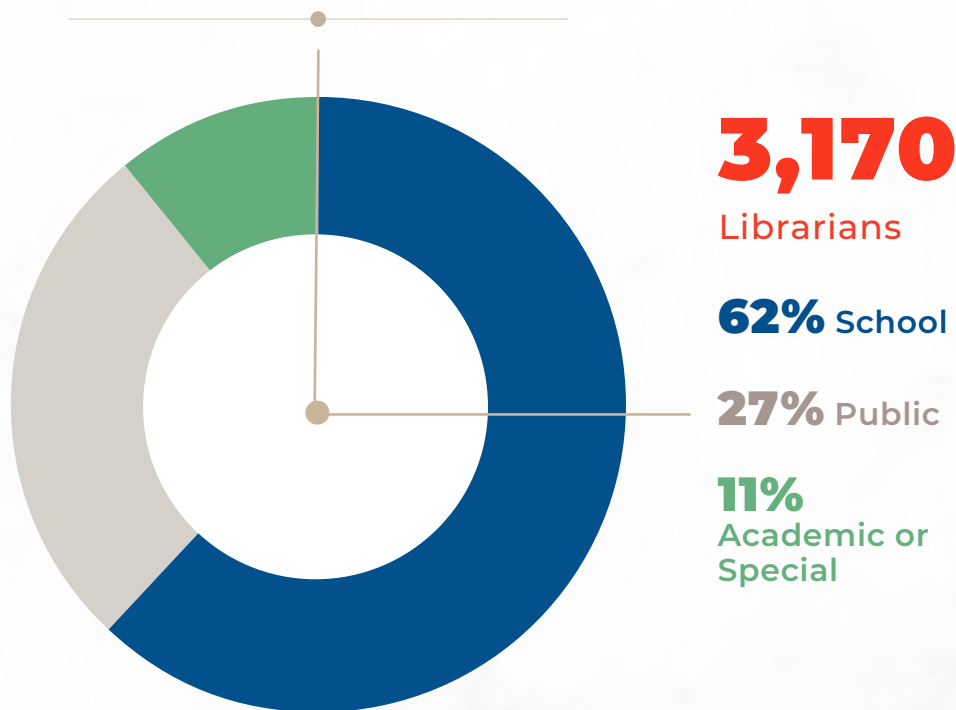
LIBRARY RENAISSANCE *Our Quest for Renewal*

Attendee Demographics

The TLA 2025 Annual Conference is expected to draw more than **5,000** library community members with expenditure budgets ranging in excess of **\$2.5 million** per organization.

Our attendees work in all facets of libraries, from school, public, academic or special. They attend TLA's Annual Conference to gain fresh perspectives to bring back to their libraries and new knowledge of cutting-edge ideas and technologies that will engage their patrons. They're looking for tools and opportunities to help better serve their communities. With numerous educational sessions and opportunities to meet and learn from experts, attendees look to TLA's Annual conference to provide them with the most up-to-date information for their industry.

TLA ATTENDANCE 2024



1,911 Authors, Exhibitors, & Others

5,081 Total Attendees

Why Exhibit?



WHY EXHIBIT?

ACCESS:

Over 5,000 representatives from every area of the industry.

EDUCATE:

Give hands-on access at your exhibit booth area to educate and interact with attendees.

DISCOVER:

Learn what library personnel are looking for to engage their communities and demonstrate how your company can help.

NETWORK:

Collaborate and network with industry professionals. Enhance existing relationships, and create new ones. Elevate your exposure in the largest library market.

TLA ATTENDEES ARE INTERESTED IN THESE TYPES OF COMPANIES

- Digital Preservation and Archiving Solutions
- E-Resources and Digital Content Providers
- Educational Software Providers
- Educational Programs and Continuing Education Providers
- Furniture and Library Design Firms
- Library Automation and Self-Service Solutions
- Library Consultants and Service Providers
- Library Supplies and Equipment
- Library Technology Providers
- Non-Profit Organizations and Foundations
- Publishers and Book Distributors
- Professional Associations and Organizations
- Technology and Media Solutions

Past Exhibitors

720 Design
 ABDO
 Abrams The Art of Books
 Adilam Inc.
 Adobe
 AE Touch Technologies
 African Safari Program
 ALA Editions and Publishing
 ALA Office of Intellectual Freedom
 Alexandria by Companion Corporation
 Amazon Business Solutions
 Amy Vogel
 Arcadia Publishing
 Arte Publico Press
 Astra Books for Young Readers
 Aurora Storage Products
 Authors and More
 Auto-Graphics, Inc.
 AWE Learning
 Baker & Taylor
 BattleQuestions.com
 Bayou City Press
 Beanstack/ZooBean, Inc.
 Bearport Publishing
 Beech Street Books
 Bellwether Media
 Benbrook Public Library
 Biblionix
 Bibliotheca
 Black Sands Entertainment
 Blackstone Library
 Bloomsbury / ABC-CLIO
 Bloomsbury Children's Books
 Blue Luster Diamonds
 Book Nook by Superior Text
 Book Repair Express
 Book Systems, Inc.
 Bookelicious
 Books Are Fun
 Bound To Stay Bound Books
 Brainfuse
 Braver Angels of Central Texas
 Bright White Paper Co.
 Britannica Education
 Broadcast Made Easy

Brodart Co.
 Brown Books Publishing Group
 BRW Architects
 Bywater Solutions LLC
 Candlewick Press
 Capstone
 Carpe Librum
 Cavendish Square / Greenhaven
 Center for Responsive Schools
 Charlesbridge
 Cherry Lake Publishing
 Children's Plus
 Child's Play
 Chronicle Books
 Claire Lynn Designs
 Clarivate
 ClassVR
 CoLibri System
 Consortium
 Cover One
 Crabtree Publishing Company
 CRAFT & HOBBY
 Cultural Surroundings
 Curipod AS
 DALLAS ISD
 Data Axle Reference Solutions
 Del Alma Publications, LLC
 Delaney Educational
 Demco/Upstart
 Demco's Book Doctor
 Dexterity / K-LOVE Books
 Diamond Book Distributors
 Disney Publishing Worldwide
 DK
 D-Tech International USA
 Dynamic Authors Group
 EBSCO Information Services
 Edible Education
 Eerdmans Books for Young Readers
 Enchanted Lion Books
 EnvisionWare
 FE Technologies
 Firefly Books
 Follett Content Solutions
 Foreword Reviews

Fox Chapel Publishing
 fun abunds
 FutureMakers
 Gale, part of Cengage Group
 Garrett Book Company
 Groundwood
 Gumdrop Books
 Hachette Book Group
 Half Price Books
 Hamilton Buhl
 hand2mind
 Hardrock Ink
 HarperCollins Children's Books
 Hiveclass
 Holiday House / Peachtree / Pixel+Ink
 Indeco
 Independent Publishers Group
 India For Everyone
 Infobase
 Ingram Content Group
 Innovative a part of Clarivate
 Insignia Software
 International Library Services
 Joan Murray Ministries (Org)
 Jump!
 Junior Library Guild/Media Source
 Kay Davis Associates
 Kids Discover
 Kodansha USA
 Komatsu Architecture
 Lark Signs
 Latinx Kidlit Book Festival
 Learn About Sharks
 Lectorum Publications, Inc
 Lerner Publishing Group
 Letter Lounge
 Library Comic
 Library Ideas, LLC
 Library Interiors of Texas
 Library Speakers Consortium
 LibraryPass & Comics Plus
 Lightbox Learning
 Literati
 Little Bee Books
 Little Free Library

Little, Brown Books for Young Readers
 Lyngsoe Systems Inc
 LYRASIS
 Mackin Educational Resources
 Macmillan Adult
 Macmillan Children's Publishing Group
 Mad Caves Studios
 Magazine Subscription Service Agency
 Mango Languages
 Media Flex - OPALS - CERF
 Merge
 Midwest Tape / hoopla Digital
 Miguel Briones Writes
 Mitinet Library Services
 National Museum of the Pacific War
 Newsbank, Inc.
 NIMCO
 North Star Editions
 Novel Effect
 NVisionUS
 OCLC
 Omega Furniture and Design Solutions
 Orangeboy
 Orca Book Publishers
 OverDrive
 Partners for Rural Impact
 Peace Corps
 Penguin Adult
 Penguin Random House - Grupo Editorial USA
 Penguin Young Readers
 Percussion Play
 Perma-Bound Books
 PGAL
 Playaway Products LLC
 Playgarden Prep
 Progressive Rising Phoenix Press, LLC
 Publisher Spotlight
 Publishers Group West
 Quarto Group, The
 Rainbow Books
 Random House Children's Books

Red Comet Press LLC
 Renee Hayes Books
 Reycraft Books
 Robotical Ltd.
 Romeo Music
 Rosen / PowerKids / Gareth Stevens / Enslow Publishers
 Salem Press
 San Jose State University - School of Information
 ScannX
 Schlager Group / Milestone Documents
 Scholastic
 School Library Journal/Library Journal/Media Source
 School Life
 Sebco Books
 SenSource, Inc.
 Sequoia Kids Media
 Shadow Mountain Publishing
 Shushbooth
 Simon & Schuster, Inc.
 SirsiDynix
 Society of Children's Book Writers & Illustrators-SCBWI
 Society of Children's Book Writers and Illustrators - Texas Chapters
 Sourcebooks, Inc.
 Southwest Solutions Group, Inc.
 Sphero Edu
 Springshare, LLC
 StackMap
 Steinberg Hart
 STEM in a Box® by TechTerra Education®
 Stop Falling Productions
 Swank K-12 Streaming
 Teach Big
 Teacher Core Educators
 TechOps Specialty Vehicles
 Texas Book Festival
 Texas Legal Services Center
 Texas SmartBuy/Texas Comptroller of Public Accounts

Texas Southern University Law Library
 Texas State Library and Archives Commission
 Texas Wildlife Association
 Texas Woman's University - SLIS
 TexQuest Support Center
 The Child's World, Inc.
 The Creative Company
 The Crowley Company
 The Library Supply
 The Magik Theatre
 The Penworthy Company, LLC
 TLA Black Caucus Round Table
 TLA CULD & TCAL
 TLA District 4
 TLA Small Community Libraries Round Table
 TLC/Tech Logic
 Tocker Foundation / Small Library Resource Center
 Today's Business Solutions
 Transparent Language, Inc.
 Two Rivers/ Ingram Academic
 Tyndale House Publishers
 U.S. Citizenship and Immigration Services
 Union Square & Company
 University of Texas Press
 UNT College of Information
 Vickie Kloeris
 Virco Inc.
 Vista Higher Learning / Santillana USA
 Viz Media
 Vunkology: The Science of Valuable Junk
 W. W. Norton & Company
 WB Manufacturing
 Weeva, Inc.
 WonderPax
 World Book, Inc.
 WT.Cox Information Services
 Xist Publishing

Exhibitor Dates and Times

Full conference schedule located here:

[TLA Conference Schedule](#)

- DAY 0 (Mon, March 31)** *Setup Day*
8:00 AM – 12:00 PM Targeted Move-in/Exhibit Registration Open
12:00 PM – 8:00 PM All Exhibitor Move-in/Exhibit Registration Open
- DAY 1 (Tues, April 1)** *First Day of Conference for Attendees*
8:00 AM – 12:00 PM Exhibitor Move-in
2:00 PM – 5:00 PM Exhibit Hall Opening & Welcome
- DAY 2 (Wed, April 2)**
10:00 AM – 5:00 PM Exhibits Open (Authors Area)
- DAY 3 (Thurs, April 3)**
9:00 AM – 3:00 PM Exhibits Open (Authors Area)
3:00 PM – 3:00 PM Exhibit Hall Closes
3:00 PM – 8:00 PM Exhibitor Move-out



Exhibitor Rules & Regulations

1. IAEE INDUSTRY EXHIBIT BOOTH STANDARDS

All booth arrangements shall conform in all respects to the dimensional and height requirements as set in IAEE standards. Exhibitors will not erect nor maintain a back-wall higher than 8' or side drapes higher than 42". Any portion of the exhibit extending above the booth equipment, or any open or unfinished sides of the exhibit must be draped, at Exhibitor's expense, so as not to appear objectionable. See the IAEE Display Rules established by the International Association for Exhibitions and Events and endorsed by the Texas Library Association.

2. EXHIBIT SPACE

The space rental includes a draped aluminum pipe background 8' in height with a standard 7" x 44" identification sign showing the company name and booth number. Additional furniture may be rented from the General Service Contractor at an extra charge via the Exhibitor Service Kit. Show Management will provide for sweeping and cleaning the aisles once daily, but Exhibitors must, at their own expense, keep their spaces arranged and their exhibits dusted and in good order at all times. All coverings of exhibits must be removed by the opening hour of the Show each day. TLA does not allow end cap booths (booths comprised of or encompassing a 10x20 space exposed to aisle on three sides). Sufficient area must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. In the sole opinion of Show Management, any exhibit that fails to conform to the Exhibitor Services Kit guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition.

3. SPACE ASSIGNMENTS

Booths will be assigned based on priority points first and then on a first-come, first-served basis. The Texas Library Association, hereinafter referred to as TLA, reserves the right to change location assignments at any time, as it may, in its sole discretion, deem necessary.

4. BOOTH PAYMENT TERMS

All exhibit booth reservations must be submitted with a signed contract and payment. Failure to make payment according to the timeline below may result in loss of booth assignment and charge of cancellation fees.

Booth reservations PRIOR to November 15, 2024 require a signed contract and 50% deposit due within 2 weeks of Exhibitor booth reservation. Final payment is due by January 15, 2025.

Booth reservations AFTER December 1, 2024, require a signed contract and 100% payment within 3 business days.

Booth reservations AFTER March 1, 2025 require a signed contract and 100% payment within 24 hours.

5. BOOTH CANCELLATION POLICY

Cancellation requests must be submitted in writing to the TLA Exhibits Manager. Any Exhibitor who cancels OR downsizes all or part of rented booth space will be subject to these financial terms:

Prior to November 15, 2024: LINEAR BOOTHS: Full refund, minus a \$500 administrative fee; ISLAND BOOTHS: 50% refund

After November 15, 2024: LINEAR BOOTHS: No refund; ISLAND BOOTHS: No refund

TLA reserves the right to enter into a further lease for the space involved after receipt of written cancellation.

6. EXHIBITOR LISTS

Deadline for inclusion in all Exhibitor Lists which include the Official TLA Annual Conference Program, the Exhibits Directory and the Exhibits listing in the Conference App is November 15, 2024.

Exhibitors who contract for space after that time and prior to February 28, 2025 will be included in the TLA Exhibits Directory and the Exhibits Listing in the Conference App.

Exhibitors contracting after February 28, 2025 deadline will be included in the Exhibits Listing in the Conference App.

7. SHOW HOURS

Show Management reserves the right to adjust the time for the installation of a booth prior to the show opening and for its removal after the conclusion of the show.

Installation must occur only during the installation times designated in the official exhibit schedule. All booths must be properly installed, fully operational and show-ready no later than noon on April 1 for the final inspection of the exhibit hall by Show Management.

All Exhibitors must staff their booths during the official show hours. No Exhibitor shall have the right prior to the closing of the Show to pack, remove articles, or leave their space early without the permission and approval in writing of TLA. In addition, no Exhibitor will be allowed to give away books until the final hour of the last day of the show. Exhibitors who break down early shall forfeit accrued seniority for the next two TLA Exhibitions and will be required to pay a \$300 fine.

If the official exhibit hall schedule changes, all Exhibitors will be notified. Exhibitors are expected to make travel arrangements in accordance with this schedule. If erection of any exhibit has not started by 11:00 AM on April 1, 2025, Show Management or their designee shall order the exhibit to be erected and the Exhibitor billed for all charges incurred. Each Exhibitor will complete arrangements for removal of his or her material from the Kay Bailey Hutchison Convention Center Dallas in accordance with the instructions provided in the Exhibitor Services Kit. All material must be packed and ready for shipment by 8:00 PM on April 3, 2025. Any material not called for by said time and date will be shipped at the Exhibitor's expense, by a carrier selected by the official drayage contractor. No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours.

8. ARRANGEMENT OF EXHIBITS

Any portion of an exhibit that obstructs the view, interferes with the privileges of other Exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the Exhibitor. Each Exhibitor is responsible

Exhibitor Rules & Regulations *cont.*

for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions within its booth. All demonstrators or other promotional activities must be confined to the limits of the exhibit space. Show Management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished backwalls, etc. at the Exhibitor's expense.

9. FAILURE TO OCCUPY SPACE

Space not occupied by 9:00 AM on April 1, 2025, will be forfeited by Exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

10. CONTRACTOR SERVICES

An official contractor will provide all services in the exhibit area. Complete information, instructions and schedule of prices regarding shipping, drayage, labor for installation and dismantling, electrical service, furniture, etc., will be included in the Exhibitor Services Kit to be forwarded electronically from the official contractor. An Exhibitors' Service Center will be maintained during applicable hours to facilitate services requested for additional needs of Exhibitors. Under no circumstances will the Texas Library Association or the Kay Bailey Hutchison Convention Center Dallas assume responsibility for loss or damage to goods consigned to the official contractor. Advance shipments of exhibit material must be made to the official contractor as specified in the Exhibitor Services Kit. Should any shipments not be made as specified in the manual, they will be removed by the official contractor and stored until the hall is ready to accept materials for the exhibition and all costs involved will be charged to exhibiting company. Exhibitors are responsible for all information provided in the Exhibitor Services Kit.

11. LABOR

Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, the Exhibitor must comply with these regulations. Information regarding specific regulations that are applicable may be obtained from the official contractor. Displays, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor at established rates. Labor order forms will be included in the Exhibitor Services Kit.

12. BADGE ADMISSION

Admission will be by badge only. Identification badges are not transferable. Exhibit spaces must be staffed at all times when exhibits are open.

13. CONVENTION CENTER POLICIES

All Exhibitors must abide by the Kay Bailey Hutchison Convention Center Dallas Operational Policies.

14. HANDOUT MATERIALS, GIVEAWAYS AND PRIZE DRAWINGS

Promotional giveaways and Exhibitor prize drawings will be permitted. All materials and prizes must have prior approval by Show Management. All hand-out materials are expected to be of a professional nature. Distribution of advertising material and souvenirs must be confined to the Exhibitor's booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. Selling of merchandise on the exhibit floor is strictly prohibited. Show Management reserves the right to disallow any material that it believes to be inappropriate.

15. LIGHTING AND SOUND POLICIES

Exhibitor agrees not to install any spot or flood light fixture so that the light coming from it will shine in other

exhibits or in the eyes of guests, or that is objectionable to other Exhibitors. Mechanical reproduction of sound or music relating to an exhibit must be kept at a sufficiently low volume so as not to project beyond the confines of the Exhibitor's booth. The rights and privileges of an Exhibitor shall not be infringed upon by another Exhibitor. The Association reserves the right to restrict exhibits that may be objectionable or to order the removal of all or any portion of an exhibit which in the judgment of TLA is detrimental to or detracts from the general order of the exhibits or the conference as a whole. This applies to all Exhibitors as well as to persons advertising or soliciting or anything of a similar nature.

16. FOOD AND BEVERAGE

Exhibitor distribution of food and beverages for consumption in the building is prohibited, except with written permission from Show Management. All requests must be submitted in writing. The Kay Bailey Hutchison Convention Center Dallas reserves the right to purchase, prepare and provide all food and beverage items.

17. NO SUBLETTING

No Exhibitor may assign, sublet, or apportion the whole or any part of the space allowed, nor exhibit therein, nor permit any other person or party to exhibit therein, any other goods, apparatus, etc., not manufactured or distributed by the Exhibitor in the regular course of business. If it is necessary to use the equipment of another manufacturer whose equipment should be displayed separately, no advertising of that equipment may be in evidence.

18. TEXAS COMPTROLLER

No Exhibitor who is not registered with the Texas Comptroller of Public Accounts shall sell merchandise in the exhibit area. Be sure to review the 'Quick Links' on the right-hand side of the

page. Contact the Comptroller's office at 800/252-5555 with questions.

19. CHILDREN POLICY

Due to the professional nature of this conference, children under the age of 18 are only permitted in the educational sessions and the Exhibit Hall while accompanied by an adult and are required to register with a youth badge; Children under the age of 18 are NEVER allowed in the exhibit hall during installation and dismantling of the exhibit booths.

20. CODE OF CONDUCT

TLA expects all participants to follow the TLA Code Of Conduct at all event venues and event-related social events.

21. NO SUITCASING

No firm or organization not assigned space in the exhibit area will be permitted to solicit business within the exhibit area, nor in any public spaces controlled by the Association during the course of this conference, unless such demonstration or solicitation is expressly approved by TLA as part of conference program activities.

22. HANDLING & STORAGE

Exhibitors shall not ship advance freight direct to the exposition site. TLA and the owners or managers of the facility where the exposition is to be held shall not accept or store display materials or empty crates. Exhibitors shall make their own arrangements for shipment, delivery, receipt and storage of such materials and empty crates. Such arrangements must be made through the Official Drayer, and Exhibitors shall provide the Official Drayer with copies of all bills of lading. All shipments and deliveries to the exhibition shall be prepaid.

23. SECURITY

TLA shall provide security service throughout the closed hours of installation, show and dismantling periods and exercise reasonable care for the protection of the Exhibitor's materials and display. Beyond this,

TLA, the exposition facility, or any officer or staff member will not be responsible for the safety and property of the Exhibitor, his agents, or employees, from theft, damage by fire, accident, or any other cause. No items may be removed from the exhibit area before the close of the exposition.

24. HOLD HARMLESS CLAUSE

The Exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Exhibitor's displays, equipment and other property brought upon the exposition premises and shall indemnify and hold harmless the exposition site and TLA, their agents, servants, and employees from any such losses, damages and claims.

25. GENERAL LIABILITY, SECURITY & INSURANCE

TLA makes no warranty, expressed or implied, that security measures will avert or prevent occurrences that may result in loss or damage. Each Exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and display at all times. TLA will not be liable for loss or damage to the property of Exhibitors or their representatives or employees from theft, fire, accident or other causes. TLA will not be liable for injury to Exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arising from, or be in any way connected with their use or occupation of display space, and Exhibitors will indemnify and hold TLA harmless against such claim. The Exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The Exhibitor will abide by and observe all laws, rules, regulations and ordinances of any government authority and of the contracted facility. The Exhibitor will pay and hold TLA, its Board, members, staff, representatives, and the Kay Bailey Hutchinson Convention Center Dallas harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Kay Bailey Hutchinson Convention Center Dallas or property adjacent thereto occasioned by any act, neglect, or wrongdoing of the Exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the Exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect TLA, Kay Bailey Hutchinson Convention Center Dallas against any and all such claims or demands.

Each Exhibitor shall be responsible for securing and maintaining the following insurance coverages at the Exhibitor's expense:

(a) Workman's compensation insurance coverage for Exhibitor's employees which shall be in compliance with the laws of the State of Texas;

(b) Commercial general liability insurance with policy limits of \$1,000,000 for combined single limit coverage to include: comprehensive form, premises/operations, contractual, broad form property damage and products/completed operations, providing for terms of coverage to be effective from March 31, 2025 – April 3, 2025 which shall include Exhibitor's move in and move out. Such insurance shall cover any and all damage or injury to any and all persons arising out of such person's attendance at the Exhibitor's exhibit during the term of the TLA Annual Conference

(c) Other insurance: Each Exhibitor acknowledges that it is responsible for obtaining any additional insurance coverage solely at its own expense, in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection.

26. FIRE, SAFETY, AND HEALTH

The Exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays and the Exhibitor must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

Weapons of any type, functional or non-functional, such as firearms, swords, etc. are strictly prohibited at the Event. Exhibitors are forbidden from carrying weapons of any kind, including concealed or displayed firearms or knives, onto the premises of the TLA 2025 Annual Conference. Show Management reserves the right, in its sole discretion, without refund, to deactivate and/or revoke the credentials of any Exhibitor who violates this policy.

27. CANCELLATION OF EXPOSITION

If an emergency arises prior to the opening day or during the event, which prevents TLA from holding the exposition for any reason beyond TLA's control (such as, but not limited to damage to building, riots, strikes breached

by exposition location, terrorism, or the threat of terrorism, disease or epidemic, acts of government or acts of God), then TLA has the right to cancel the exposition or any part thereof, with no further liability to the Exhibitor other than a refund of exhibit fees less a proportionate share of the exposition cost incurred. If for any reason, TLA determines that the location of the exhibition should be changed, no refund will be made, but shall assign to the Exhibitor, in lieu of the original space, such other space as TLA deems appropriate and the Exhibitor agrees to use such space under applicable rules and regulations. TLA shall not be financially liable or otherwise obligated to the Exhibitor in the event the exhibition is canceled, postponed, or relocated, except as provided herein.

28. TERM OF AGREEMENT

If any term or provision of this agreement or the application thereof to any person or circumstances shall, to any extent be invalid or unenforceable, the remainder of this agreement or the application of such term or provision to persons or circumstances other than those as to which it is held invalid or unenforceable, shall not be affected thereby and each term and provision of this agreement shall be valid and enforceable to the fullest extent permitted by law. It is hereby agreed that this writing constitutes the entire agreement between the parties and the same may not be changed, limited, enlarged upon, or terminated, other than by written agreement between the parties, except as otherwise expressly provided for herein.

29. INTERPRETATION OF THESE RULES

The interpretation of these rules by TLA is final and controlling. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of TLA. TLA shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments when made are brought to the notice of Exhibitors. Each Exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence. If the Exhibitor violates any rule, regulation, or requirement hereof, TLA may, at its option, terminate this contract and may remove Exhibitor and Exhibitor's property from the exhibit area, at Exhibitor's expense. In such an event TLA shall retain all fees paid or required to be paid by Exhibitor and shall recover all reasonable costs incurred by TLA in the enforcement of these rules, regulations, and requirements.

The TLA Annual Conference is the event of the year. Each year, 5,000+ attendees and vendors are treated to national speakers, authors, continuing education, and more.

TLA offers sponsors a wide range of opportunities to support the association's mission and its members.

Sponsorship Opportunities

SPONSOR THE TLA ANNUAL CONFERENCE

Reach beyond your exhibit booth with marketing exposure that only a sponsorship will offer you. TLA offers many sponsorship opportunities which include the Annual Conference, Signature Leadership Events, and Membership Outreach.

All sponsors of the most recent past year have First Right of Refusal for the upcoming year. To learn more about the sponsorship opportunities, please contact Maureen Hennessey at Tlaexpo@discoversb.com

Conference Sponsorship Opportunities: *Events*

General Session I, II or III

Exclusive @ \$7,500 each

Our largest events, each General Session features a dynamic, high-level speaker that will inspire and energize the 2,000-2,500 attendees. These sessions are more than just talks—they are celebrations of excellence and achievement! At General Session I, we honor the best in the field with prestigious awards like the Distinguished Service, Librarian of the Year, Lifetime Achievement, and Wayne Williams Project of the Year. General Session II showcases creative brilliance with the Branding Iron Best in Show Award, Jeanette and Jim Larson Mystery Grant, and various sponsored awards, grants, and stipends. General Session III wraps up the excitement with the Sam J. Whitten Award for Intellectual Freedom, along with the much-anticipated Disaster Relief Raffle and conference attendee prizes.

Don't miss out on these unforgettable moments that highlight the very best of our profession!

Dates and times are:

- General Session I: Wednesday, April 2, 8:15am-9:45am
- General Session II: Thursday, April 3, 3:30pm-4:30pm
- General Session III: Friday, April 4, 11:00am-12:00pm

Benefits:

- Recognition on TLA conference website.
- Logo displayed at General Session.
- Verbal recognition at General Session.
- Opportunity to provide a 90 second video to be shown at General Session. Videos in excess of 90 seconds will not be accepted.



Be part of one of the most prestigious children's choice literary awards in the nation—the Texas Bluebonnet Award (TBA). This premier event showcases the winning TBA author, celebrating creativity and the power of young readers' voices. By supporting this inspiring session, you position your brand at the heart of a beloved literary tradition and empower students to read for enjoyment and understanding and to share their thoughts with others.

PLATINUM: 1 Sponsor @ \$15,000

- Logo at TBA Speed Dating, Student Reception, and TBA Award Author Session
- One minute speaking opportunity at TBA Award Author Session.
- 20 tickets to TBA Award Author Session at reserved tables
- Additional tickets for open seating can be purchased at ticket price on a first come, first served basis.
- Opportunity to provide a gift to all TBA Award Author Session attendees. Prior approval of gift is required, must be submitted by February 14. Examples include: book copies, posters, tote bags.
- Logo on TBA webpage.
- Recognition on TBA Award Author Session program.
- Verbal recognition at TBA Award Author Session.
- Exclusive sponsor of TBA Readers Theater promoted on TBA webpage.

GOLD: 2 Sponsors @ \$10,000

- Logo displayed at event.
- 10 tickets to TBA Award Author Session at reserved table.
- Additional tickets for open seating can be purchased at ticket price on a first come, first served basis.
- Opportunity to provide a gift to all TBA Award Author Session attendees. Prior approval of gift is required, must be submitted by February 14. Examples include: book copies, posters, tote bags.
- Logo on TBA webpage.
- Logo at TBA Speed Dating, Student Reception, and TBA Award Author Session.
- Recognition on TBA Award Author Session program.
- Verbal recognition at TBA Award Author Session.

Travel Stipend Exclusive: \$7,000

Host 10 children from across Texas, and their chaperones, who attend the TBA Author Session at the TLA Conference. These students are a key part of the TBA session, introducing the winning author and sharing their experiences in participating in the TBA program.

Benefits:

- Logo displayed at event.
- Verbal recognition at event.
- Tickets & VIP seating for four representatives at event.
- One-minute speaking opportunity at student reception.
- Logo on TBA main page.
- Photo with participating TBA children on social media.

Conference Sponsorship Opportunities: *Events*

Texas Bluebonnet Award Author Session *cont.*

SILVER: 3 Sponsors @ \$5,000

- Logo displayed at event
- 5 tickets to TBA Award Author Session at reserved table.
- Additional tickets for open seating can be purchased at ticket price on a first come, first served basis.
- Opportunity to provide a gift to all TBA Award Author Session attendees. Prior approval of gift is required, must be submitted by February 14. Examples include: book copies, posters, tote bags.
- Logo on TBA webpage.
- Logo at TBA Speed Dating, Student Reception, and TBA Award Author Session.
- Recognition on event program.
- Verbal recognition at TBA Award Author Session.

TABLE SPONSOR: 7 Sponsors @ \$2,500 *(formerly Tabletop Donor)*

- Logo displayed at event.
- Opportunity to provide a gift to all TBA Award Author Session attendees. Prior approval of gift is required, must be submitted by February 14. Examples include: book copies, posters, tote bags.
- 3 tickets to TBA Award Author Session at reserved table.
- Additional tickets for open seating can be purchased at ticket price on a first come, first served basis.
- Verbal recognition at TBA Award Author Session.

Opening Author & Award Session

Exclusive: \$4,000

Be part of a time-honored tradition at TLA by sponsoring the Opening Author Session, a unique ticketed event that draws an engaged group of 150 attendees. This session features a panel of popular, bestselling authors who share their insights, stories, and experiences, making it a must-attend event for literature enthusiasts. Celebrate literary success and kick off the conference with a dynamic and impactful event!

Benefits:

- Recognition on event website.
- Logo displayed at event.
- Verbal recognition at event.
- Two tickets to event.
- One minute speaking opportunity at event.

Conference Sponsorship Opportunities: *Events*

Teacher Day @ TLA Conference

Co-sponsors: 3 @ \$2,000

Teacher Day @ TLA is a unique opportunity to engage with up to 200 classroom teachers and librarians who will explore the value of collaboration between teachers and librarians. This special event offers sponsors a prime opportunity to reach an audience eager to enhance their professional partnerships with librarians.

Benefits:

- Logo displayed at event.
- Verbal recognition at event.
- Logo on event webpage.
- Promo on blast to event attendees.
- Opportunity to provide gifts in event attendee bag.
- One ticket to event.

Black Caucus Round Table Author Session

Tiered Sponsor Levels

A special ticketed event that has spanned almost two decades, this session features a popular author. Wednesday, April 2, 10:00am- 12:15pm.

Benefits at \$3,500:

- Two tickets to BCRT session.
- One-minute speaking opportunity at BCRT session.
- Recognition on BCRT website.
- Logo displayed at BCRT session.

Benefits at \$2,000:

- One ticket to BCRT session.
- Verbal recognition at BCRT session.
- Recognition on BCRT website.
- Logo displayed at BCRT session.

Networking Breakfast

Exclusive: \$3,000

Help kick off day 3 of conference by connecting with library directors and those who hold leadership positions during this informal breakfast networking event.

Benefits:

- Recognition on event website.
- Logo displayed at event.
- Verbal recognition at event.
- One minute speaking opportunity at event.



Conference Sponsorship Opportunities: *Attendee Experiences*

Attendee Badge & Lanyards

Exclusive: \$15,000

Become the Official Badge and Lanyard Sponsor at TLA's largest events—the TLA Annual Conference and the TLA Officer Training & Workshop. This sponsorship ensures your brand is front and center, seen by thousands of attendees every day as they wear your branded lanyards. You will have continuous, high-impact visibility as attendees network, attend sessions, and explore the exhibit hall. Sponsor will provide lanyard.

Benefits:

- All attendees will wear the sponsor's lanyard.
- Logo displayed on conference attendee badge.
- Logo displayed on signage at Attendee Registration.
- Logo visible on all attendees in all TLA Conference and Officer Training photos posted in publications and on TLA social media.
- Opportunity to provide swag in Registration Area.

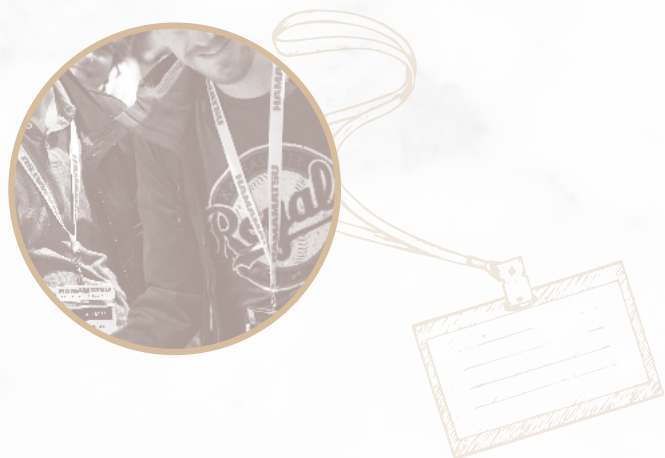


Exhibit Hall Grand Opening

Tiered Sponsor Levels

Sponsor one of the most popular events at the conference, drawing over 2,500 enthusiastic attendees. This exclusive event spotlights your brand during no-conflict time with exhibitors and ensures uninterrupted engagement with the audience. This is the perfect opportunity to make your mark and elevate your visibility in a setting designed for maximum impact.

Benefits at \$7,500:

- Recognition in TLA Conference promotional email blast.
- Recognition on TLA's Facebook, Instagram & Twitter accounts.
- Logo displayed at Exhibits Grand Opening event.
- Sponsor will provide napkins on refreshment tables and cash bars.

Benefits at \$2,500:

- Recognition in TLA Conference promotional email blast.
- Recognition on TLA's Facebook, Instagram & Twitter accounts.
- Logo displayed at Exhibits Grand Opening event.

Conference Sponsorship Opportunities: *Attendee Experiences*

Authors Area Signing

Exclusive: \$7,500

Traditionally one of the busiest places at the TLA conference, thousands of attendees will frequent the **Authors Area** in the Exhibit Hall and plan their conference time around author visits to get signatures and meet their favorites.

Benefits:

- Logo displayed on TLA microsite author signing page.
- Recognition in TLA Conference promotional email blast.
- Opportunity to provide links to sponsor's website promoting author from author page on microsite & conference app.
- Logo displayed at Authors Area and Authors Area holding area.
- Promotion via TLA social media pre- and post-conference.
- Opportunity to provide sponsor swag at Authors Area.



Combined Authors Area Signing & Author Interview Stage Sponsorship

As the **Authors Area Signing & Author Interview Stage** are located in close proximity, we offer the option to sponsor both for a discounted price of **\$9,000**. All listed benefits apply. Reach out to learn more.



Exhibit Hall Park Benches & Water Stations

Exclusive: \$7,500

Provide attendees with a place to rest and reflect at 14 park benches and multiple water stations, strategically placed in high-traffic areas throughout the exhibit hall. With every pause and sip, your brand will be in the spotlight, making a lasting impression on attendees during their busy show days.

Benefits:

- Sponsor's ad signs displayed on all Exhibit Hall Park Benches & Water Stations.
- Opportunity to provide promotional information at Exhibit Hall Park Benches.



Author Interview Stage

Exclusive: \$2,000

Take advantage of this exciting new sponsorship opportunity of a fun TLA classic, **The Van Show Author Interviews**. Van, the furry blue puppet from Austin Public Library, will interview prominent authors throughout the show and record the interviews to upload to Youtube and the Austin Public Library web page. The Author Interview stage will be adjacent to the Hall Café, the Authors Area, and the TLA Bookstore. Seating for attendees to listen into the laughs and learn more about their favorite authors will be provided.

Benefits:

- Logo displayed and opportunity to provide company links on TLA microsite and conference app interview schedule.
- Logo displayed on interview stage signage.
- Recognition in TLA Conference promotional email blast.



Conference Sponsorship Opportunities: *Attendee Experiences*

Conference Transportation Sponsor

Exclusive: \$5,000

Make a lasting impression as the Transportation Sponsor, ensuring your brand is front and center each day of the event. Attendees will associate your company with convenience and care as they travel between selected hotels and the convention center. This is a brand-new opportunity to showcase your support while gaining extensive visibility.

Benefits:

- Logo on all transportation information emails.
- Logo on map pages of the conference app and conference microsite.
- Onsite signage and participating hotels and at the Convention Center.

Member Attendee Grand Prize

Exclusive: \$2,500

Sponsor the exciting announcement where three winning TLA member attendees will be awarded a cash prize of \$500 each. Winners will be announced at the General Session III. Prizes to be mailed by TLA if a member is not present at GS III.

Benefit:

- Logo displayed in high traffic area.
- Recognition on Conference Promotional Blast of Winners names.
- Recognition in Conference Wrap-up issue of *Texas Library Journal*.

The Lawn

Exclusive \$5,000

Attendees can enjoy a break, engage in individual or group activities, recharge their devices, take a selfie, and enjoy time with their colleagues in a relaxing atmosphere in a high traffic common area.

Benefits:

- Opportunity to provide games, activations, structures, furniture, and/or signage.
- Logo displayed at The Lawn.
- Logo and Recognition on The Lawn webpage on the conference microsite.



Selfie Wall

Exclusive \$2,000

Place your brand at the center of attendee interactions, creating a memorable and shareable experience that amplifies your visibility across social media. It's a fun and engaging way to connect with attendees while ensuring your brand is showcased in a high traffic common area during the event and in countless photos shared during and after the event.

Benefit:

- Logo displayed on a sign next to the selfie wall.



*If you are interested in sponsoring **BOTH** the Lawn and the Selfie wall, the cost is discounted to **\$6,000**.*

Conference Sponsorship Opportunities: *Attendee Experiences*

Ribbon Bar

Exclusive \$2,500

Create your fun ribbon for attendees! The attendee's first stop is conference registration, where TLA's custom Ribbon Bar is located. Your support of the Ribbon Bar will put your name and logo front and center in the registration area for all attendees to see! As a sponsor, you will also create a fun ribbon for attendees to select that can contain your company's logo.



Benefits include:

- Your company name and logo on the Ribbon Bar located in the registration area.
- Option to create a fun ribbon for attendees with your company logo.

Portrait Studio

\$3,000 per day (2 days) or
\$5,000 Exclusive for both days

Make attendees smile by offering professional headshots as the Portrait Studio sponsor. Attendees will receive an electronic copy of their headshot with a customized message from your company inviting them to visit your website.

Sponsorship will take place in the sponsor's exhibit booth with any furniture/décor elements to be covered by the sponsor. TLA will provide the photographer at designated times to be determined in conjunction with TLA staff.

Benefits include:

- The Portrait Studio sponsor will receive recognition on onsite signage.
- Logo on KBYG Email and text messaging from TLA reminding attendees to visit the booth.
- Will have the option to have one company representative on-site to distribute marketing materials to attendees who visit the booth.



NEW
FOR 2025

Conference Sponsorship Opportunities: *Attendee Experiences*

Exhibitor Showcases

These 50-minute sessions in the Exhibit Hall offer an unparalleled chance to have face to face time with attendees. Demonstrate your products, present an educational program, host a lunch reception, or cocktail meet and greet—the ideas are endless when you reserve one of our Exhibitor Showcase spaces. Showcases are available for booking during Exhibit Hall open hours.

For more information, contact:
Jaime Bare at jaimeb@txla.org.

Included in all Showcase reservations:

- 8 ft high pipe and drape perimeter.
- Electricity (bring your own extension cords).
- Listing in both the online and app versions of the conference program (unless you prefer an invitation-only event) with a rich text description that can accommodate links, images, registration info for ticketed events, and more.
- Inclusion in schedule of all Showcase programs listed on sign outside of the showcase.
- One app push notification prior to your session time.



Choose from the following:

EXHIBITOR SHOWCASE 1 **Cost: \$900**

TIME: 50 minutes starting at top of each hour. The remaining 10 minutes of each hour are for set-up/breakdown. Discount available for second consecutive hour.

Provided:

- 8'-high perimeter pipe & drape.
- Tables rounds to accommodate 100.
- 8'x8' stage, electricity, wifi, mic, screen, and projector with stand.

Optional:

- Catering: Order through the service kit.
- Wifi available for purchase, pricing available upon request.

EXHIBITOR SHOWCASE 2 **Cost: \$400**

TIME: 50 minutes starting at top of each hour. The remaining 10 minutes of each hour are for set-up/breakdown. Discount available for second consecutive hour.

Included:

- 8'-high perimeter pipe & drape.
- Tables rounds to accommodate 50.
- Electricity.

Optional for purchase:

- A/V & catering: Order through the service kit or bring your own screen and AV.
- Wifi available for purchase, pricing available upon request.

Conference App & Information Center

Co-sponsor:
4 @ \$5,000

The conference app is the best source for the most up-to-date program content during the TLA Conference. The recent TLA 2024 Conference app metrics are: 2,762 distinct participants, 4,216 custom page views, 498,860 banner ad impressions, 1,457 banner clicks. In addition to using the conference app, attendees frequently visit the Information Center located in the high traffic registration area.

Benefits:

- One rotating ad with live link on Conference App dashboard.
- Sponsor's logo at Information Center & attendee help desks.
- Two push notifications on conference app during TLA Conference.
- Recognition and logo on Conference microsite.
- Recognition in Conference Email Blast.
- Opportunity to provide promotional information at Information Center.

Game App Sponsor

\$3,000

Highly visible mission for \$750 (20 available)

Get in on the fun with attendees and sponsor the Game App! Drive traffic to your booth with Passport to Prizes! Each attendee can download the game app. TLA provides prizes during a random drawing of all completed passports (scheduled to take place in the TLA Booth at the exhibition close on Thursday, April 3rd).

Benefits include:

- Targeted recognition in emails.
- Signage about the game app.

Rotating Banner Ad \$1,750 each—5 available

Display your custom advertising on a 950 x 380 px banner on the bottom of the conference app home page.

Push Notifications \$500 per push notification—only 2 available per day

Push notifications deliver value to your customers and prospects, right on their conference app home screens, maximum of two available per day. They are a proven, proactive way to drive engagement and brand awareness. Use the 150 character push notifications as an opportunity to get attendees to your booth, a special event or offer, or alert attendees to your company promotions and giveaways.



Conference Sponsorship Opportunities: *Onsite Advertising*

Lobby Signage \$1,500 for both sides
 \$850 for a single side—

Limited availability, must be purchased by February 23

Promote Your Brand with a Texas Sized Standing Sign!

At 3' x 7', this is truly a Texas sized sign! Standing signs will be located in our high-traffic main lobby. Price is \$850 for a single side (reverse side may contain TLA signage); discount for both sides at \$1500. For your design planning, the dimensions of the standing sign are 38 1/8" wide by 87" tall.

FOR MORE INFORMATION, CONTACT:
 Jaime Bare at jaimeb@txla.org.



**Onsite Branding at
 Kay Bailey Hutchinson
 Convention Center**

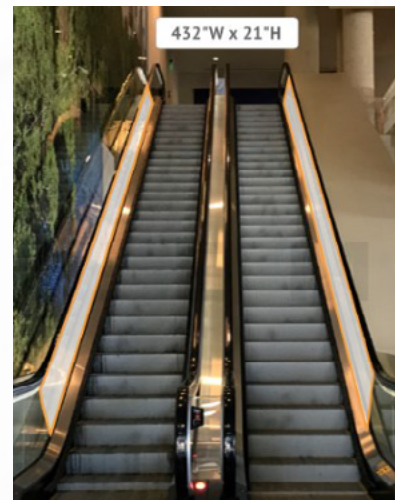
The Kay Bailey Hutchison Convention Center Dallas (KBHCCD) offers both buyout and a la carte pricing for our sponsorship signage locations.

- **Banner: Lobby D** **\$6,200—Exclusive**
 Capture TLA attendees' attention with your message in this highly visible location.
- **Escalator Clings:** **\$3,600 for 2 panels—Exclusive**
 These clings are located on escalators that attendees will use throughout the conference.
- **Window Clings:** **\$3,000 each—18 available**
 These clings are in the highly visible location in Lobby D where TLA Registration, The Lawn and Posters are located.

BANNER: LOBBY D



ESCALATOR CLINGS



WINDOW CLINGS



Conference Sponsorship Opportunities: *Breakout Sessions*

Reading List Conference Sessions:

All are exclusive sponsorships for 1-hour sessions

Benefits:

- Logo displayed at session.
- Logo on reading list webpage.
- Verbal recognition at session.
- One-minute speaking opportunity at session.

Topaz Reading List & TLA Conference Session

\$2,000

Recommended nonfiction reading list gems for all ages. Projected attendance of 200.

2x2 Reading List Conference Session

\$2,000

This reading list highlights books to encourage voluntary reading for children aged two to grade two.

Lone Star Reading List Conference Session

\$1,000

A reading list developed by public and school librarians to encourage students in grades 6, 7, and 8 to explore a variety of current books; a Young Adult Round Table (YART) project.

TAYSHAS Reading List Conference Session

\$1,000

The goal of the TAYSHAS reading list is to motivate young adults in grades 9–12 to become lifelong readers and to participate in the community of readers in Texas.

Tejas Star List Conference Session

\$1,000

A recommended reading list to encourage children ages 5–12 to explore multicultural books and to discover the cognitive and economic benefits of bilingualism and multilingualism.

Breakout Session to Your Target Audience

\$850

Review the list of sessions on the TLA Conference microsite to choose a relevant session. Microsite opens in late November 2024.

Benefits:

- Logo displayed at session.
- Logo on session webpage.
- Verbal recognition at session.
- One-minute speaking opportunity at session.

Conference Sponsorship Opportunities: *Special Social Events*

Texas Association of School Librarians **Co-sponsor: 2 @ \$2,000**

Join TASL for a fun gathering to wind down, celebrate and network with fellow TASL members. The Social will include recognition of officers, scholarship recipients, members of the year and sponsors. Light appetizers as well as beer and wine will be provided.. Attendees will include librarians from Texas schools, Pre-K through 12th grade, as well as library leadership from across state. Date and Time TBD.

Benefits:

- Logo on TASL webpage.
- Promotion on TLA Engage.
- Logo displayed at event.
- Verbal recognition at event.
- One minute speaking opportunity at event.
- Opportunity to provide swag at event.



College & University Library Division Social **Co-sponsor: 2 @ \$2,000**

Join CULD for a fun gathering to wind down, celebrate and network with fellow CULD members. The Social will include recognition of members scholarship recipients, members of the year and sponsors. Light appetizers as well as beer and wine will be provided. Attendees will include librarians from Texas community colleges and public and private university libraries as well as library leadership from across the state. Date and Time TBD.

Benefits:

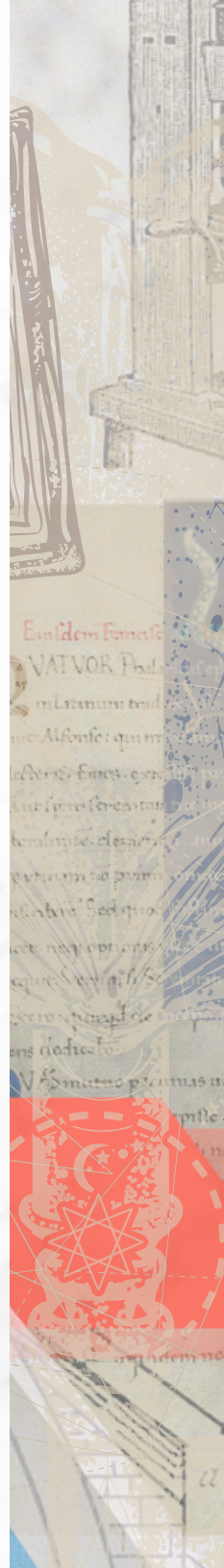
- Logo on CULD webpage.
- Promotion on TLA Engage.
- Cross-recognition in TCAL membership listserv.
- Logo displayed at event.
- Verbal recognition at event.
- One-minute speaking opportunity at event.
- Opportunity to provide swag at event.

Information Technology Round Table Social **Co-sponsor: 2 @ \$2,000**

Members and prospective members attend to engage with the 2025 ITRT members through an informal social event. Attendees will have the opportunity to network with their peers in support of enhancing the use of technologies in libraries throughout Texas. Date, Time, and Location TBD.

Benefits:

- Logo on ITRT webpage.
- Logo displayed at event.
- Promotion on TLA Engage.
- Verbal recognition at event.
- Recognition on event promotional blast (pre and post).
- Opportunity to provide promotional information at event.
- One-minute speaking opportunity at event.



Conference Sponsorship Opportunities: *Special Social Events*

Special Libraries Division Social

Co-sponsor: 2 @ \$1,000

Members and prospective members attend to engage with the 2025 Special Library Division members through an informal social event. Attendees will have the chance to network with their peers who work in Special libraries of all types across Texas. Date, Time, and Location TBD.

Benefits:

- Logo on event webpage.
- Logo displayed at event.
- Verbal recognition at event.
- Recognition on event promotional blast (pre- and post-event).
- Opportunity to provide promotional information at event.
- One minute speaking opportunity at event.



Public Library Division and Small Community Libraries Round Table Social

Tiered Sponsor Levels

The PLD and SCLRT social events held on Wednesday, April 2nd from 6:00pm – 9:00pm are not to be missed, and this year they've been combined so it is easier to connect with members from both groups.

Benefits at \$5,000:

- Logo on the PLD and SCLRT webpages.
- Logo displayed at the event.
- One-minute speaking opportunity.
- Opportunity to provide promotional information at event.

Benefits at \$2,500:

- Logo on the PLD and SCLRT webpages.
- Logo displayed at the event.
- Opportunity to provide promotional information at event.





Non-Conference Sponsorship Opportunities: *Leadership Events*

Stay in touch with TLA members year-round and keep your support and connection at the forefront of Texas library decision makers.



TALL Texans Leadership Institute Co-sponsor: 2 @ \$5,000

Approximately 50 attendees participate in November each year.

By sponsoring the TALL Texans Leadership Institute, you are investing in the future of libraries by empowering standout professionals to become innovative leaders focused on community needs. This partnership aligns your brand with excellence and positions you as a key supporter of transformative change in libraries across Texas.

Benefits:

- Logo on event webpage.
- Logo displayed at event.
- Verbal acknowledgement at event.
- Opportunity to provide promotional information at event.
- One minute speaking opportunity at event.
- Recognition on event's promotional marketing.
- Promotion eBlast to event attendees.

Launch Leadership Conference Co-sponsor: 3 @ \$2,500

Approximately 80 attendees participate in July in Austin each year.

Sponsoring TLA's Launch Leadership program connects your brand with rising library professionals who are poised to become innovative leaders in the library community. This is a unique opportunity to build relationships with the next generation of librarians as they grow in their careers and make a lasting impact.

Benefits are:

- Logo on event webpage.
- Logo displayed at event.
- Verbal acknowledgement at event.
- Opportunity to provide promotional information at event.
- One minute speaking opportunity at event.
- Recognition on event's promotional marketing .
- Promotion eBlast to event attendees.

If you are interested in sponsoring **BOTH** the TALL Texans Leadership Institute and the Launch Leadership Conference, discounts may apply. Reach out to Casey Rice at caseyr@txla.org to learn more.



Non-Conference Sponsorship Opportunities: *Leadership Events*

Officer Governance Training & Workshop

Tiered Sponsor Levels

The TLA Officer Governance Training & Workshop is a 3-day gathering of 150 TLA leaders and officers in Austin in July. These leaders from across the state meet to to guide the work of the association, as well as learn and network with their colleagues.

In addition to recognition and participation at the event, sponsors will receive year-round recognition in officer planning communication.



Premium Level Benefits at \$2,500:

- Logo on event webpage.
- Recognition on TLA's social media.
- Exhibit table at event.
- Logo displayed at one coffee break.
- List of TLA officers/Program Committee for one promotional eBlast. List order processes will apply.
- Logo displayed at All-Officer event.
- One-minute speaking opportunity at All-Officer event.
- Recognition on all Officer Planning email blasts year round.
- Recognition at monthly Officer Office Hours meeting.

Enhanced Level Benefits at \$1,500:

- Logo on event webpage.
- Recognition on TLA's social media.
- Exhibit table at event.
- Logo displayed at one coffee break.
- List of TLA officers/Program Committee for one promotional eBlast. List order processes will apply.
- Logo displayed at All-Officer Reception.
- One-minute speaking opportunity at Reception.

Basic Level Benefits at \$750:

- Logo on event webpage.
- Recognition on TLA's social media.
- Exhibit table at event.
- Logo displayed at one coffee break.
- List of TLA officers/Program Committee for one promotional eBlast. List order processes will apply.



Non-Conference Sponsorship Opportunities: *Leadership Events*

Executive Board Meetings in April, July & October

Exclusive. Each meeting: \$3,000

As Exclusive Sponsor of the TLA Executive Board meetings at TLA Annual Conference in April, the TLA Officer Training & Workshop in July, and the TLA Executive Board Retreat in October, you are invited to enjoy dinner with the board members and highlight your company's work in Texas.

Benefits:

- Meet and greet with TLA board members.
- Opportunity for a few remarks (2-3 minutes).
- Event recognition signage and a power point slide during the meeting over 2 days.
- Opportunity for a 'welcome gift' for each board member (cost is responsibility of the vendor).
- Thank you in an upcoming TLA publication with photos.
- One social media post recognizing the sponsor.

TLA Reception at ALA Annual– June 2025

Tiered sponsor levels

Receive great promotion and recognition by networking with Texas librarians in key leadership roles before, during, and after this special reception at the ALA Annual Conference in June in Philadelphia. The expected attendance is 200 librarians. Date and Time TBD.

Benefits at \$6,500:

- Logo displayed at event.
- Verbal recognition at event.
- Post event sponsor thank you from TLA to reception attendees.
- Photo spread in fall issue of *Texas Library Journal* following ALA Annual.
- One social media post recognizing the sponsor.
- 2-minute speaking opportunity.
- Tabletop exhibit during reception.

Benefits at \$3,500:

- Logo displayed at event.
- Verbal recognition at event.
- Post event sponsor thank you from TLA to reception attendees.
- Photo spread in fall issue of *Texas Library Journal* following ALA Annual.
- One social media post recognizing the sponsor.





Non-Conference Sponsorship Opportunities: *TLA Online and On-Demand Education Year Round*

TLA Fall

District Meetings

Tiered Sponsor Levels

Enhance your connections with members across the state at our Fall District Meetings. By sponsoring, you can reconnect with familiar faces establish new connections with those whom you have not yet met.

50 or More Expected Attendees

Pioneer Sponsorship at \$500:

- One 6' table in high traffic area (premium spot)
- One representative registration, which includes a meal (breakfast or lunch depending on event schedule).
- Premium recognition on district website
- Premium recognition onsite – signage or printing (e.g., agenda)
- Verbal recognition and 1-minute speaking opportunity at opening event.
- District member list. (List rules apply)
- Opportunity to provide a door prize. **Please contact Casey Rice if you plan to provide.*

Innovator Sponsorship at \$300:

- One 6' table in high traffic area (premium spot)
- One representative registration, which includes a meal (breakfast or lunch depending on event schedule).
- Premium recognition on district website
- Premium recognition onsite – signage or printing (e.g., agenda)
- Verbal recognition and 1-minute speaking opportunity at opening event.
- District member list. (List rules apply)
- Opportunity to provide a door prize. **Please contact Casey Rice if you plan to provide.*

Up to 50 Expected Attendees

Trailblazer Sponsorship at \$250:

- One 6' table in high traffic area (preferred some no-conflict time throughout meeting)
- One representative registration, which includes a meal (breakfast or lunch depending on event schedule).
- Recognition on district's website.
- Recognition onsite – signage or printing (e.g., agenda)
- Verbal recognition at opening event.
- Opportunity to provide a door prize. **Please contact Casey Rice if you plan to provide.*

Explorer Sponsorship at \$150:

- One 6' table in high traffic area (preferred some no-conflict time throughout meeting)
- One representative registration, which includes a meal (breakfast or lunch depending on event schedule).
- Recognition on district's website.
- Recognition onsite – signage or printing (e.g., agenda).
- Verbal recognition at opening event.
- Opportunity to provide a door prize. **Please contact Casey Rice if you plan to provide.*

If you are interested in sponsoring these opportunities, reach out to Casey Rice at caseyr@txla.org to learn more.



Non-Conference Sponsorship Opportunities: *TLA Online and On-Demand Education Year Round*

Tour of Texas Sponsor at all 10 District Meetings at \$2,500:

- One 6' table in high traffic area (premium spot).
- One representative registration, which includes a meal (breakfast or lunch depending on event schedule).
- Premium recognition on each district webpage and general District Meeting webpage.
- Premium recognition onsite – signage or printing (e.g., agenda).
- Verbal recognition and 1-minute speaking opportunity at each Districts opening event.
- District member list. *(List rules apply)*
- Opportunity to provide a door prize. *Please contact Casey Rice if you plan to provide.
- Promoted in the *Texas Library Journal* and at TLA 2025 as a Tour of Texas Sponsor.
- Three social media recognitions during the months District Meetings take place.

Free Member Webinars 4 @ \$2,500 for each quarter (Spring, Summer, Fall, Winter)

Be part of TLA's highly anticipated monthly Free Member Webinars, by sponsoring four 1-hour webinars on timely topics which take place each month. These webinars commonly have 100+ attendees live and dozens more view the recordings monthly.

Benefits:

- Recognition on TLA's Free Member Webinars webpage.
- Logo displayed at each Free Member Webinar.
- Verbal recognition at each Free Member Webinar.
- One-minute video opportunity at each Free Member Webinar.

If you are interested in sponsoring these opportunities, reach out to Casey Rice at caseyr@txla.org to learn more.

LIBRARY RENAISSANCE
OUR QUEST FOR RENEWAL

TLA★ **2025**

TEXAS LIBRARY ASSOCIATION

DALLAS ★ APRIL 1 – 4

Have a great idea of a way you would like to connect with TLA attendees?

Please reach out, we are
willing to work with you on
innovative and compelling
new opportunities.

Contact Information

TLA SPONSORSHIP MANAGER

301-979-9524

Tlaexpo@discoverSB.com or caseyr@txla.org

<https://txla.org/get-involved/sponsorship/become-a-sponsor/>