



EXHIBITOR PROSPECTUS

EXHIBIT DATES: October 24-26, 2023



Dear Exhibitors,

We are excited to return to Springfield for the ILA Annual Conference after a three-year delay. As we all know, the 2020 conference was converted to ILA's first virtual conference that year. We are grateful to Springfield's convention center and hotels for honoring our contracts and moving the conference to 2023.

This year's theme, Connect, Cultivate, Collaborate, explores the connections between and beyond libraries. Every library in Illinois seeds connections to resources, cultivates stories, and collaborates with community and partners to grow. For this conference, we intentionally shed our silos that divide us and seek to discover the multitude of ways our collaborations make us stronger for our profession and our communities.

The ILA Annual Conference is the third-largest state conference in the nation and the largest in the Midwest. You will connect one-to-one with current and potential customers in an ideal environment to showcase your products and services.

We know there are many opportunities to attend library conferences and appreciate your support. Without our exhibitors, we would not be able to provide the educational sessions that advance libraries and growth of librarians, library workers, and trustees. The conference is built around our exhibitors, with multiple non-conflict times, including lunches and snack breaks.

Please take a few minutes to review all the options available to find those that best suit your organization's needs.

ILA thanks you for your consideration and looks forward to seeing you in Springfield.

Sincerely,

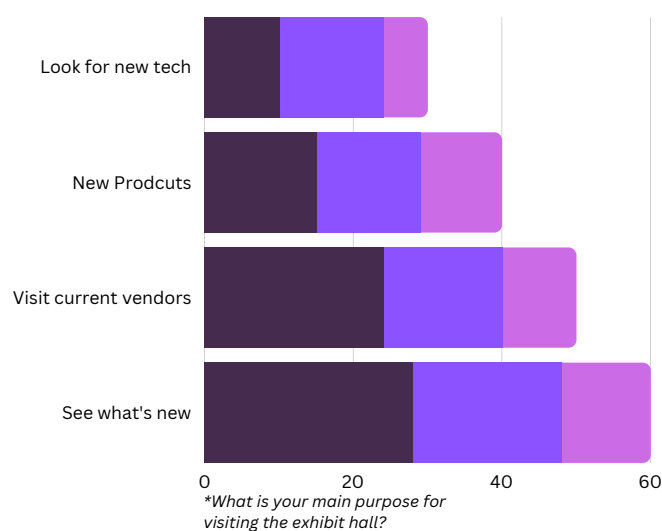
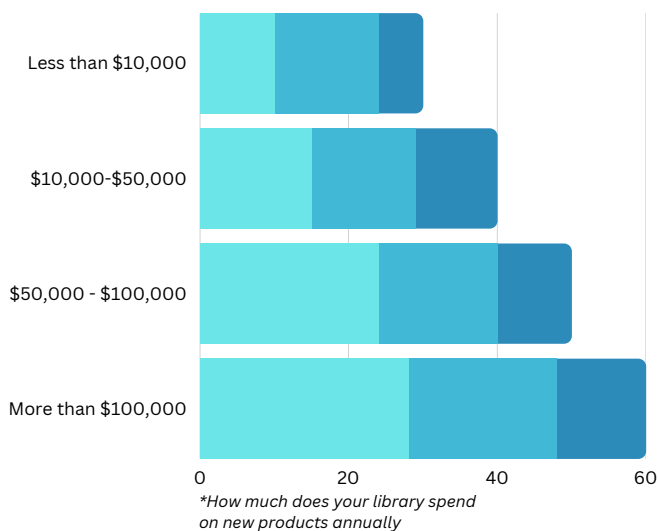
A handwritten signature in dark ink, reading "Cynthia M. Robinson". The signature is fluid and cursive, with the first name "Cynthia" being the most prominent part.

Cynthia M. Robinson
ILA Executive Director

MARKETING PROPOSAL

WHY EXHIBIT?

In 2023, we will convene in Springfield, Illinois, for the in-person ILA Annual Conference. This year's theme — Connect, Cultivate, Colloborate, focuses on what brings us together and how we can remove barriers to collaboration. Held at the BOS Convention Center, October 24-26, the conference is your best opportunity to reach libraries of all types across the state.



Illinois has one of the most extensive systems of libraries in the country; more than 3,800 libraries are located in the state. This year's conference will be the third-largest state library exposition in the nation — and the largest in the Midwest — representing librarians from the state's public, academic, school, and special libraries. It offers an unparalleled opportunity to reach decision-makers from across the state.

EXHIBITOR BENEFITS



NETWORK WITH ATTENDEES

- Ten hours of exhibit time with half of the show hours
 - Dedicated no-conflict time
 - Networking events on the show floor, including exhibits
 - Opening and closing lunch receptions & refreshment breaks
 - Access to exhibit hall programming
 - Access to conference sessions
-

BOOTH BREAKDOWN

- Exhibit space rental is \$17.00 per SqFt + Corner Charge
 - \$100 additional corner fee
 - Click [here](#) to see if you qualify for the ILA renewal pricing
 - 8' high back drape and 3' side drape
 - Company ID Sign
 - 6 complimentary exhibitor registrations badges
 - One Six-Foot table
 - Two-sided chairs
 - ILA [Associate Members](#) receive a 10% discount off the total booth fee
-

MARKETING OPPORTUNITIES

- Company listing in the online and onsite program guide
- Opportunity to purchase pre and post-show attendee lists
- Options to extend your reach beyond the booth with passport to prizes
- Sponsorship and advertising opportunities
- Full company listing on the pheedloop platform
- Early sign-up for ILA 2024 in Peoria
- Inclusion in the mobile app

EXHIBITOR SCHEDULE & BENEFITS



Installation Hours

Tuesday, October 24, 2023	9:00 AM - 5:00 PM
Wednesday, October 25, 2023	8:00 AM - 11:00 AM

Exposition Hours

Wednesday, October 25, 2023	12:00 PM - 5:00 PM
Thursday, October 26, 2023	9:00 AM - 2:00 PM

No - Conflict Hours

Wednesday, October 25th, 2023	
Exhibits Opening Buffet Lunch	12:00 PM -1:30 PM
Exhibits Afternoon Snack Break	4:00 PM - 5:00 PM
Thursday, October 26th, 2023	
Exhibits Morning Coffee Break	10:00 AM -11:00 AM
Exhibits Closing Buffet Lunch	12:00 PM - 1:30 PM

Dismantling

Thursday, October 26, 2023	2:00 PM - 6:00 PM
----------------------------	-------------------

Space Assignment

Exhibit space assignments will be made, whenever possible, in keeping with the preferences requested by the exhibitor, and based on the availability of a particular exhibit space. The final determination in all space assignments will be made by show-management in the best interest of the exposition.

Exhibitor Service Manual

Approximately sixty days prior to the show, all exhibitors will receive an Exhibitor Service Manual via email. It includes valuable information such as show rules, complete exhibit installation and removal information, a list of contractors, and order forms for various add-on services.

SPONSORSHIP, ADVERTISING & PASSPORT TO PRIZES

SPONSORSHIP OPPORTUNITIES

Reach beyond your exhibit booth and bring your company to the attention of the Illinois library community. Becoming an Illinois Library Association Annual Conference sponsor represents an extraordinary opportunity to complement your company's marketing plan while supporting Illinois libraries. Sponsorship from organizations like yours enables ILA to deliver high-quality professional development and networking to Illinois library workers and trustees.

Sponsorship is a high-impact, high-profile marketing technique, which drives influential professionals to your booth. Sponsorship creates awareness of your company's presence at the conference, builds your image, and generates traffic for your booth.

The Center for Exhibition Industry Research reports that **76%** of trade show attendees leave home already having decided which booths they plan to visit, yet less than **20%** of exhibitors conduct some form of pre-show promotion. Take advantage of the sponsorship opportunities that ILA offers to ensure you are on their must-visit list. If you want attendees to schedule a time to visit your booth at the ILA Annual Conference, start planning today!

Visit ila.org/sponsorship for more information

CONFERENCE ADVERTISING

The Conference Program is distributed to all conference attendees and referred to multiple times daily during the conference, providing information regarding programs, the map of the convention center, and more. For full details on advertising, please visit ila.org/exhibits.

PASSPORT TO PRIZES

The booth traffic-building promotion called Passport to Prizes is a fun way to attract and keep attendees on the exhibit floor. Each attendee will receive a passport. The attendee must stop by each participating exhibitor to receive a stamp on their passport. The attendee must complete the entire Passport in order to be eligible for the prize drawing that will be held on the final day of exhibits. Attendees must be present at the prize drawing to win. The Passport to Prize fee is \$350. For more information on the Passport to Prizes, contact the ILA Exhibits Team at ILA@corcexpo.com or [click here](#)

CONFERENCE HOTEL INFORMATION

*Room blocks have been reserved for Monday, October 23, to Thursday, October 26, 2023.
Reservations must be made by October 2, 2023.*

President Abraham Lincoln Springfield (A DoubleTree by Hilton)

Reservations: book [online](#) or call 217-544-8800 x1 and ask for the IL Library Association block or ILL.

701 East Adams St

Springfield, IL 62701

Parking is currently \$1 per hour up to seven hours and then it is \$7 per 24 hours.

Single/Double Rate	Triple Rate	Quad Rate
\$119	\$119	\$119

Wyndham Springfield City Centre

Reservations: 217-789-1530 ext.0 Mention "Illinois Library Association" or the group/block code is 10237027ILA

700 East Adams St

Springfield, IL 62701

Daily/overnight parking is \$10 per day, and is set up directly with our Front Desk at check in. Our garage is a covered garage, attached to the building.

Single/Double Rate	Triple Rate	Quad Rate
\$119	\$119	\$119

Floor Plan

ONLINE FLOOR PLAN



Join Us!

The ILA 2023 Annual Conference will exceed your expectations.
Mark your calendar for ILA, October 24–26, 2023!



Contact:

Scott Brewster
ILA Exhibit Sales
847-702-2742
scott@corcexpo.com

Carmen Guerrero
ILA Exhibit Manager
312-434-9031
cguerrero@corcexpo.com

Bianca Garcia
ILA Exhibit Coordinator
312-434-
bgarcia@corcexpo.com

Kristin Pekoll
ILA Sponsorship Manager
312-644-1896
kpekoll@ila.org

