



## Illinois Library Association

Founded in 1896, ILA, professional membership organization, is the third largest state library association and a chapter of the American Library Association. Nearly 2,000 personal and more than 500 institutional members, made up of public, academic, school, and special libraries, as well as librarians, library assistants, trustees, students, and library vendors belong to ILA, a 501(c)3 nonprofit educational and charitable organization.



## Return on Investment

To truly measure the value of your sponsorship and opportunity to reach decision makers across the state, consider the following:

- ILA's website includes all the information for registration, featured speakers, schedule, programs, hotels, exhibits and more. Visitors: **3000** views a month.
- ILA's annual conference in 2023 attracted over **800** attendees. Additional ILA events such as Reaching Forward, Reaching Forward South, Director's University, DU 2.0, Marketing Forum Mini-Conference, Trustee Workshops, and the Illinois Youth Services Institute connect another **1000** attendees.
- The 2023 annual conference newsletter was sent to all registrants and over **60%** opened the email.
- The ILA Reporter is produced and circulated with the purpose of enhancing and supporting the value of libraries, which provide free and equal access to information. **2500** physical copies are mailed to all Personal, Institutional, and Associate Members every quarter and the PDF is circulated widely.
- Every Thursday the news and information of the association is dispersed in the ILA Alert to email inboxes across the state, both members and subscribers. The open rate is over **30%** of the **3,800** subscribers.
- Library workers, users, and advocates stay connected to ILA and professional happenings on our social media channels.
  - **4,200** Facebook followers
  - **2,400** Twitter followers
  - **5,145** LinkedIn followers

Sponsorship of an Illinois Library Association event enhances the public perception of your brand, raises awareness of your services, and allows you to develop personal relationships with your users.

### All Sponsors Receive the Following:

- Sponsor recognition with your logo on the ILA conference webpage and program book
- Sponsor recognition with your logo on conference mobile app\*
- Sponsor recognition with your logo in a pre-conference email to registered attendees
- Sponsor recognition with logo in a pre-conference ILA Alert
- Sponsor recognition with logo in the June ILA Reporter preview edition\*
- Sponsor recognition and gratitude by emcee at opening session and displayed on pre-event slides
- Sponsor appreciation in a post conference email to attendees
- Sponsor recognition in a social media post on Facebook, LinkedIn, and Twitter
- Priority booth selection for the 2025 ILA Annual Conference\*
- Badge ribbons designating "Sponsor" status
- Sponsor recognition for your exhibit table, if applicable

*\* ILA Annual Conference Only*

Sponsor Benefit	Leadership Partner (\$5000+)	Platinum Sponsorship (\$2500–\$4999)	Gold Sponsorship (\$1500–2499)	Silver Sponsorship (\$750–1499)
Inclusion in Passport to Prizes (ILA Annual Conference Only)	✓	✓		
Complimentary mailing list of conference attendees	✓	✓		
Complimentary meeting room rental during conference, based on availability	✓	✓	✓	
Conference text and logo to share on social media that would be retweeted by ILA	✓	✓	✓	
Ad in conference program book	Full-page ad on inner cover	Full-page ad	Half-page ad	Quarter-page ad
Sponsorship of one conference event with logo exposure on signage, program book, and mobile app (*featured speaker)	Opening General Session* Awards Ceremony	President’s Program* Youth Author Breakfast* Exhibits Lunch	Exhibits Coffee Break Trustee Meal IACRL Lunch* DiversiTEA*	Refreshments Unconference

## Exclusive Annual Conference Opportunities

### Wi-Fi Sponsor

As the Wi-Fi Sponsor, you will be providing complimentary wireless internet access for meeting attendees in all meeting rooms and public spaces. Your company’s logo will be displayed on signage throughout the conference. Includes Platinum level benefits. **[\$3,000]**

### Conference Mobile App Sponsor

The conference mobile app is a valuable tool for attendees, providing quick access to the attendee list, agenda, floor plan, event listings and much more. It is referenced often, ensuring on-going visibility for sponsors. Includes Platinum level benefits. **[\$3,000]**

### Headshot Photo Studio Sponsor

A professional photographer will be on-site every day for dozens of appointments. As sponsor your logo will be outside the studio room all day and included in the online headshot signup page.. Includes Platinum level benefits. **[\$2,500]**

### Help Desk Sponsor

Company logo prominently displayed at the help desk Tuesday through Thursday. Includes Gold level benefits. **[\$2,000]**



### Exhibitor Opportunities

If you’re interested in 10 hours of exhibit time to network with attendees, including no-conflict times, and a dedicated booth space with table, visit [ila.org/exhibits](http://ila.org/exhibits).

### Contact ILA

Kristin Pekoll  
Conference and Continuing Education Manager  
[kpekoll@ila.org](mailto:kpekoll@ila.org)

### Upcoming Dates

Reaching Forward South: April 19, 2024  
Reaching Forward North: May 10, 2024  
ILA Annual Conference: October 8–10, 2024



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