



Illinois Library Association  
**2021 Annual Conference**  
October 12–14, 2021

2021 ILLINOIS LIBRARY ASSOCIATION ANNUAL CONFERENCE

# EXHIBITOR PROSPECTUS

EXHIBIT DATES: OCTOBER 12-14



Dear Exhibitors,

On behalf of the Illinois Library Association, I encourage you to join us and exhibit at the 2021 ILA Annual Conference, October 12-14, to be held virtually once again, this time on a new platform, Pheedloop.

2021's exciting theme—Breaking Down Barriers, Building Up Communities—will focus on what brings us together and how we can remove barriers to collaboration.

We are so appreciative of those of you who participated with us in 2020, when none of us knew what to expect from an all-virtual platform. We have learned from and built on the 2020 experience to develop improved opportunities for exhibitors, including one-on-one video chat and a live booth visit tracker, in addition to typical offerings such as registration for exhibit staff, inclusion on directory of exhibitors, and more.

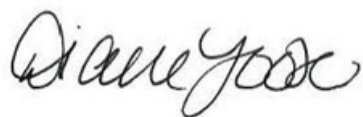
As the third-largest state library exposition in the nation and the largest in the Midwest, you will demonstrate your commitment to Illinois libraries, and connect with nearly a thousand potential and current customers. The 2021 ILA Annual Conference is the ideal environment to showcase your products and services.

We know there are countless opportunities to attend library conferences, and we appreciate your support. Without it, ILA could not provide the educational sessions, speakers, and presenters that advance the growth of Illinois library professionals, staff and trustees. More importantly, our library attendees appreciate your presence and the opportunity to meet with you!

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

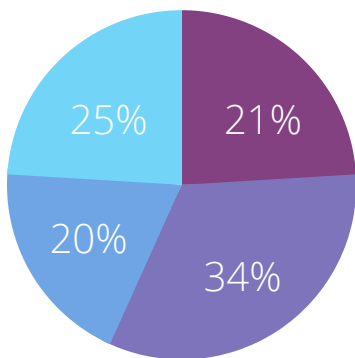
ILA thanks you for your consideration and looks forward to working with you in 2021!

Sincerely,

A handwritten signature in black ink that reads "Diane Foote". The signature is written in a cursive, flowing style.

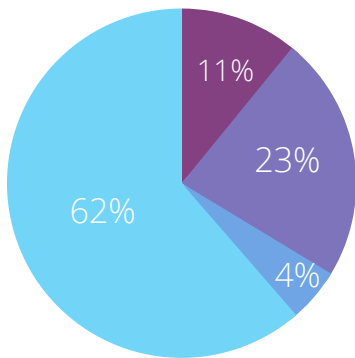
Diane Foote ILA Executive Director

# OUR ATTENDEES



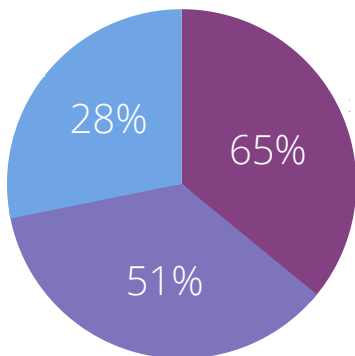
## How much does your library spend on new products annually?

- Less than \$10,000
- \$10,000 - \$50,000
- \$50,000 - \$100,000
- More than \$100,000



## What is your main purpose for visiting the exhibit hall?

- New products
- Visit current vendors
- Look for new technology
- See what's new



## Are you planning or considering any of the following?

- Renovation project
- Technology upgrades
- Construction project

# EXHIBIT & SPONSORSHIP LEVELS

SELECT THE LEVEL THAT BEST FITS YOUR NEEDS

[RESERVE NOW >](#)

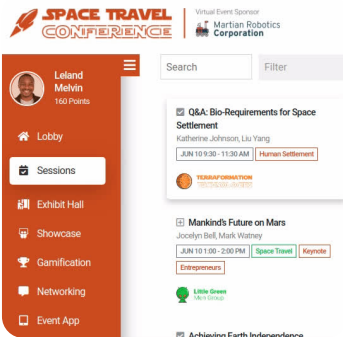
| BENEFITS  | BASIC<br>\$750 | ENHANCED<br>\$1,500 |
|---|----------------|---------------------|
| <b>Exhibitor Listing</b><br>Company information, video, logo, documents, and social media links   | ●              | ●                   |
| <b>Registrations</b><br>Full access to programming content, networking, and Exhibitor Dashboard with digital booth management   | 3              | 6                   |
| <b>Conference Recognition</b><br>Inclusion on directory of exhibitors<br>Company name and url on conference website   | ●              | ●                   |
| <b>Booth Chat</b><br>Text chat with "Presence Detector," lists attendees currently in booth, group and private<br>1:1 Video chat  | ●              | ●                   |
| <b>Booth Visitor Data</b><br>Live booth visit tracker (company & contact name, with opportunity to connect via the platform)<br>*Permission-based   | ●              | ●                   |
| <b>Lead Retrieval</b><br>Booth engagement data (company, contact name & details), with opportunity to connect via the platform or post show using attendee contact details<br>*Permission-based   |                | ●                   |
| <b>Live Video Booth</b><br>Host live booth demos of up to 25 attendees at any given time, supports both video and screen sharing  |                | ●                   |
| <b>Gamification Code</b><br>Booth participation is the ILA digital Passport to Prizes; code can be shared with attendees in static content, at the end of a video or booth demo, or provided live by booth staff on request<br><i>Includes option to donate a prize, with prize image, description, and exhibitor logo.</i> |                | ●                   |
| <b>Inclusion in a pre-conference e-mail to all registered attendees</b><br>Company logo and url   |                | ●                   |

# EXHIBIT ADD-ONS

## Attendee Lists (Pre or Post Show)

\$200(Non-Member) \$100(Member) each

Reach attendees directly with the list of those who have opted-in to exhibitor promotions. List includes name, institution, mailing address, and email address for one time use. If interested in [\*\*ILA Associate Membership\*\*](#), please email Tina Koleva at [tina@ila.org](mailto:tina@ila.org).



## Social Media Post \$500

*Limited Availability (limit 1 per company, limit 10 opportunities total)*

Take advantage of the prominently placed social media wall on the ILA virtual platform, and use ILA's social media reach to share your company's message. Promote your session, booth, giveaway, or general message via ILA's Facebook or Twitter, with amplified exposure on the social media wall.

## Branded Announcements (within platform) \$500

*Limited Availability (limit 1 per company, limit 6 opportunities total)*

Branded announcements are a highly interactive and flexible way for a company to promote their session, booth, giveaway, or general message directly to the attendee. Announcements show up in real-time in the virtual event portal itself if the attendee is currently and actively in the portal, or in the operating system's notifications tray if the attendee is not in the virtual event portal.

Learn more [here](#).

# SPONSORSHIP

## **Leadership Partner | \$5,000**

- Inclusion in a pre-conference e-mail to all ILA members and registered attendees
  - Pre- and post-complimentary mailing lists of conference attendees.
  - Priority booth selection for the 2022 ILA Annual Conference. Priority determined by sponsorship level along with number of years exhibiting and total booth footprint.
  - Inclusion in a pre-conference e-mail to all registered attendees **& more**
- 

## **Platinum Sponsorship | \$2,000+**

- Inclusion in a pre-conference e-mail to all ILA members and registered attendees.
  - Logo exposure in the conference lobby header sponsor carousel.
  - Logo exposure on conference website
  - One branded announcement in the conference lobby **& more**
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## **Gold Sponsorship | \$1,000 - \$1,999**

- Priority booth selection for the 2022 ILA Annual Conference. Priority determined by sponsorship level along with number of years exhibiting and total booth footprint.
  - Sponsorship of two conference session
  - Logo exposure before conference general sessions
  - Inclusion in directory of sponsors **& more**
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## **Silver Sponsorship | \$500 - \$999**

- Priority booth selection for the 2022 ILA Annual Conference. Priority determined by sponsorship level along with number of years exhibiting and total booth footprint.
- Sponsorship of one conference session
- Logo exposure in the conference lobby splash video
- Logo exposure on conference website **& more**

**[VIEW THE SPONSORSHIP LEVELS HERE](#)**

# NEW PLATFORM!

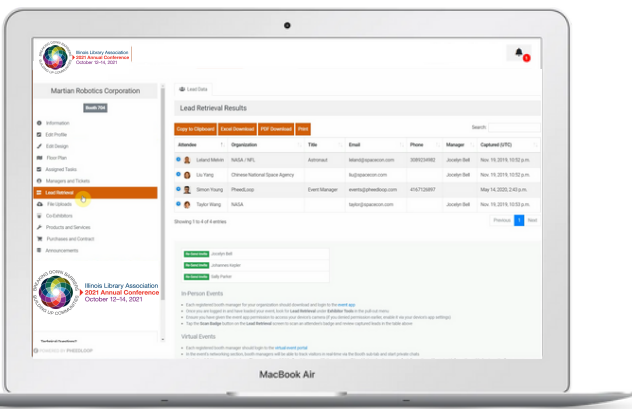


## Pheedloop Tutorial Video

- Watch how Pheedloop will maximize your exhibitor experience
- Check out how user-friendly the booth building process is
- Exhibitor portal breakdown starts at the 8:00 minute mark

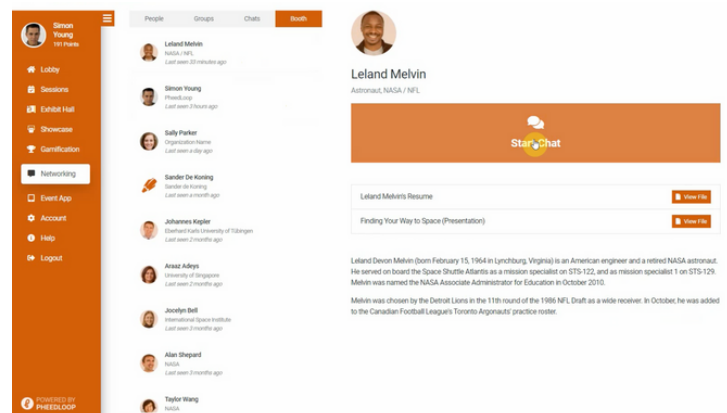
## Lead Retrieval

- Download your leads easily under the "Lead Retrieval" tab in the exhibitor portal
- Watch how at the 8:20 mark



## Chat Function

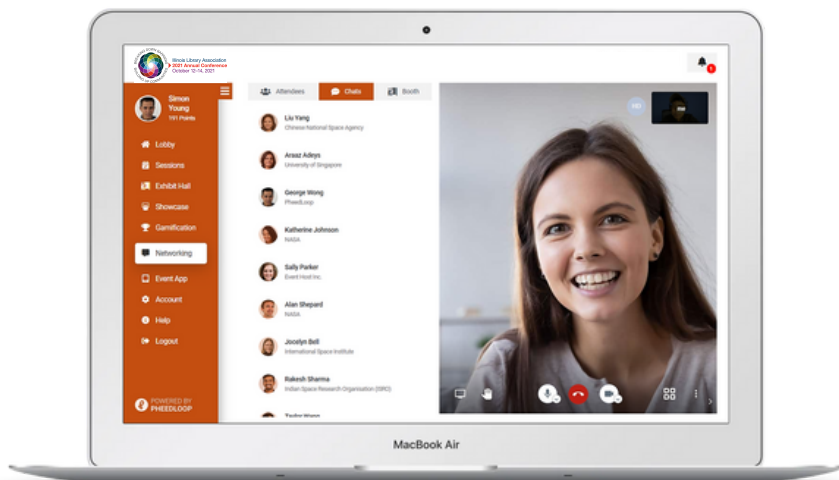
- Chat directly with attendees who visit your booth
- Watch how at the 12:20 mark



# JOIN US!

## JOIN US

The ILA 2021 Virtual Conference will exceed your expectations. Mark your calendar for ILA, October 12–14, 2021!



## CONTACT:

Scott Brewster  
ILA Exhibit Sales  
847-702-2742  
[scott@corcexpo.com](mailto:scott@corcexpo.com)

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As a first-time virtual exhibitor, we were pleased with the number of visitors to our booth. It was hard to know what to expect in these unprecedented times, but the booth set up was easy and the visuals were really nice.

- Nicole Zimmermann, Reaching Across Illinois Library System (RAILS)

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