



# Sponsor Pledge Form



Complete the following information or attach a business card. Include payment information on the back.

## SPONSOR BENEFITS

Increase your company's visibility among approximately 1,100 MLA attendees. Check the desired sponsor items below and return the completed form to MLA. Sponsorships are awarded as pledges are received. If your selection is not available, MLA will contact you. Benefits are listed below.

Level is based on the total sponsorship amount. "X" indicates benefit provided.	Gold \$26,000+	Silver \$15,000+	Bronze \$4,000+
<b>Pre-Meeting Benefits</b>			
Listing as a sponsor on MLA's website	X	X	X
Priority allocation of exhibit space at MLA meetings (orders by September 15)	X	X	X
Logo on cover of <i>Preliminary Program</i> , pledge by November 1	X	X	
<b>On-Site Benefits</b>			
Special "Sponsor" ribbons to exhibit booth staff	X	X	X
Recognition in registration area	X	X	X
Sponsor icon by exhibitor listing in Online Program and Itinerary Planner	X	X	X
Special recognition in the <i>Official Program</i>	X	X	X
Recognition by MLA's president at general session	X	X	X
Your company's name posted at sponsored event	X	X	X
Wine at your exhibit booth during the Opening of the Hall of the Exhibits/Welcome Reception	X	X	X
Chocolate giveaways at your exhibit booth	X	X	X
Recognition of support displayed on a slide at each plenary session	X	X	X
Company logo included in mobile app exhibitor listing	X	X	X
Company banner included on the mobile app exhibitor page	X	X	X
Company link to website and social media outlets included in mobile app exhibitor listing	X	X	X
Logo on cover of <i>Official Program</i> , pledge by February 15	X	X	
Eligible for a Lunch and Learn or Sunrise Seminar slot	X		
Sponsor floor decal at exhibit booth	X		
1-minute noncommercial speech at the Sunday morning welcome at 9:00 a.m.	X		
<b>Post-Meeting Benefits</b>			
Recognition in the <i>JMLA</i> and MLA's electronic newsletter	X	X	
Recognition of your support published in MLA's social media outlets	X		

## SPONSOR OPPORTUNITIES

### Online Opportunities

- Combined Online Meeting Programming/Online Meeting Content Site:** Reach approximately 1,100 attendees on site and at home by sponsoring meeting content consisting of video and audio with electronic presentation for meeting sessions. Your logo and link will be on the landing page beginning 3 weeks before the meeting and extending 12 months after the meeting.  
With the Online Scheduler: Support MLA's cutting-edge schedule application. As attendees plan their meeting days, your company will be prominently recognized with a link viewed by approximately 1,100 attendees beginning 2 months before the meeting.  
Exclusive sponsorship: \$14,000
- WiFi Access at Convention Center:** Sponsor recognition includes your logo and link on WiFi landing page, and password up to 8 characters.  
Exclusive sponsorship: \$22,000
- Poster Sessions:** Your name displayed at the 4 on-site sessions, Sunday, Monday, and Tuesday. Online recognition begins 3 weeks before the meeting with your logo and link displayed on the poster portal. The portal remains active for 12 months post-meeting with over 10,000 hits.  
Exclusive sponsorship: \$5,000

MORE OPPORTUNITIES →

## Meals and Receptions

- Welcome Reception and Opening of Hall of Exhibits: Exclusive sponsorship:** \$11,000
- Networking Dinner:** Tuesday evening (6:30–10:00 p.m.) SPECTACULAR EVENT! Includes prominent recognition, signage, complimentary tickets for your sales people, 5-minute noncommercial speech by sponsor representatives  
Exclusive sponsorship: \$26,000
- New Member Breakfast: Exclusive sponsorship:** \$6,000
- International Visitors Reception:** 300 international members attend this networking event. Your name will be prominently displayed at the event.  
Exclusive sponsorship: \$4,000

## Additional Sponsorships

- Keynote Plenary Speaker Sunday** (John P. McGovern Award Lecturer):  
Exclusive sponsorship: \$26,000
- Plenary Session, Wednesday:** The speaker will have everyone's attention at this general session. Your company logo will be prominently displayed.  
Exclusive sponsorship: \$12,000
- Registration Area:** Includes signage in the main registration area and a logo on the main registration landing page.  
Exclusive sponsorship: \$12,000
- Relaxation Station:**  
Exclusive sponsorship: \$19,500
- Refillable Water Bottle:** Exclusive sponsorship: \$16,000
- MLA Member Resource Room and Placement Center:**  
Exclusive sponsorship: \$4,000
- Hospitality Booth:** Where everyone goes for local information on area attractions and restaurants. Sponsor name will be posted at the booth. Exclusive sponsorship: \$4,000
- Message Board:** Indispensable, highly visible, and used by all. Sponsor name will be posted in the area.  
Exclusive sponsorship: \$4,000
- Program at a Glance:** Your company listed on a handy one-page summary of the meeting program in the *Preliminary* and *Official Programs* and on MLANET.  
Exclusive sponsorship: \$4,000
- Restaurant Guide:** Registrants receive this popular guide prepared by local members who have taste-tested nearby restaurants. Your company name and logo will be printed on the cover.  
Exclusive sponsorship: \$4,000
- Refreshment Breaks:** Refreshment Breaks in Hall of Exhibits: Attendees enjoy beverages and snacks. Sponsor name will be posted at the breaks. Four opportunities:
  - Sunday afternoon:  
Exclusive sponsorship: \$4,000
  - Monday morning:  
Exclusive sponsorship: \$4,000
  - Monday afternoon:  
Exclusive sponsorship: \$4,000
  - Tuesday morning:  
Exclusive sponsorship: \$4,000
- Attendee Bag Sponsorship:**  
Exclusive sponsorship: \$20,000
- Official Hotel Room Key Card or Key Sleeve:**  
Exclusive sponsorship: \$18,500
- Lanyard Sponsorship:**  
Exclusive sponsorship: \$17,000
- Pen in Attendee Bags:**  
Exclusive sponsorship: \$11,000
- Lightning Talks:**  
Exclusive sponsorship: \$5,000
- "I am MLA" Online Video Sponsorship (3 months):** The "I am MLA" feature will spotlight MLA members and the work they do with a focus on the myriad of diverse communities, areas, backgrounds, perspectives, and differences in professional environments. Each month, these online video segments will feature a member who will share how MLA has supported their work and their views of the profession today. Recognition for the sponsor will include:
  - In-video branding: Sponsor's branding will be added to the video program so that their branding becomes part of the media files themselves. The sponsor's branding is always present whether the video programs are viewed on MLA's video-sharing website or downloaded to a mobile device. In-video branding includes the sponsor's logo "watermarked" in the corner of the video image. Recommended length: 7 seconds maximum.
  - Closing credit: Video closing credit carries sponsor's branding as a short video inserted after the video program. Recommended length: 7–15 seconds, up to 30 seconds accepted. Sponsorship: \$20,000

## Required Information

COMPANY

CONTACT

TELEPHONE (INCLUDE AREA CODE)

EMAIL

ADDRESS

CITY, STATE, ZIP

To reserve space, simply complete the order form and email to [sheth@mail.mlahq.org](mailto:sheth@mail.mlahq.org), or fax 703.506.3266.

**For assistance, contact Sabrina Sheth, [sheth@mail.mlahq.org](mailto:sheth@mail.mlahq.org).**

**MLA** MEDICAL LIBRARY ASSOCIATION

For other MLA marketing opportunities, visit [www.mlanet.org/marketing](http://www.mlanet.org/marketing)