MEDICAL LIBRARY
ASSOCIATION

MLA Industry Sponsorships

Effective October 1, 2019

MLA offers flexible options for industry partners to enhance their presence at the annual meeting, brand and advertise throughout the year, show their appreciation for health information professionals, and engage with librarians to advance the profession.

Contact Sabrina Sheth, +1 703-442-2079 for assistance in developing your marketing approach to MLA members, and for actual bookings.

1.   Annual Meeting (MLA '20) Opportunities

MLA's premier event draws more than 1,400 participants including medical librarians and other health information professionals, international attendees, and exhibitors. MLA '20 offers a variety of opportunities for attending educational sessions, seeing the latest products in the Exhibit Hall, and networking with colleagues.

The meeting is a 4-day interdisciplinary educational experience, with a 2 ½ day commercial exhibition that attracts exhibitors from around the world.

More than 3,000 health information specialists and 400 institutions rely on MLA to keep up with industry trends, maintain professional contacts, and make purchasing decisions. From universities to hospitals to government agencies, your message will reach select, qualified readers. Of those, 35% attend the meeting.

1.1. MLA '20 – Time and Place

MLA 2020, 120th Annual Meeting (May 15-19)
Oregon Convention Center, Portland, OR

Useful links
- Website MLA '20 homepage:
  https://www.mlanet.org/mla20
- Hotel and travel information: https://www.mlanet.org/p/cm/ld/fid=1622
- Meeting schedule-at-a-glance (subject to change): https://www.mlanet.org/d/do/15382
- Preliminary Program example (PDF, MLA '19): https://www.mlanet.org/d/do/13745
- Official Program example (PDF, MLA '19): https://www.mlanet.org/d/do/14538

Exhibit hours (2020 meeting)
- Saturday May 16 (5-7:30pm): Welcome Reception and Opening of the Hall of Exhibits
- Sunday May 17 (10:30am-5pm)
- Monday May 18 (9am-5pm)

1.2. MLA '20 – Exhibit at the meeting

Booth sizes and pricing are:
- 10' x 10' Booth: $4,000
- 10' x 10' Corner Booth: $4,200

Useful links:
- Exhibit at the meeting
  (https://s23.a2zinc.net/clients/MCIUSA/MLA2020/Public/MainHall.aspx?ID=1358&sortMenu=101000)
- Interactive floorplan
  (https://s23.a2zinc.net/clients/MCIUSA/MLA2020/Public/EventMap.aspx?ID=1375&sortMenu=102001)

MLA '19

95% of meeting attendees spent an average of about 4 hours per attendee in the Hall of Exhibits

More than 53% of attendees rely of MLA's Hall of exhibits to bring them up to date on opportunities and developments in services and products

42% of attendees found new products they could immediately apply in their professional setting and 35% of attendees found new companies to do business with

82% of attendees have a role in purchasing products exhibited at MLA's annual meeting

1.3. MLA '20 – Sponsorship Levels

Increase your exhibitor visibility and show your appreciation to health information professionals by becoming a Sponsor. Sponsorship is achieved at different levels by cumulating sponsorship opportunities specifically related to the annual meeting, excluding exhibiting space rental (see lists below). Exhibitors receive additional benefits commensurate with their sponsorship level.

	Platinum	Gold	Silver	Bronze
Cumulative sponsorship spending (excludes exhibits)	$45,000+	$30,000+	$15,000+	$5,000+
Pre-Meeting Benefits				
Listing as sponsor on MLA's website	X	X	X	X
Logo on cover of Preliminary program (order by Oct 14th)	X	X	X	
On-Site Benefits				
Special "Sponsor" ribbons to exhibit booth staff	X	X	X	X
Recognition in registration area	X	X	X	X
Sponsor icon by exhibitor listing in Online Program/ Itinerary Planner and meeting App	X	X	X	X
Special recognition in the *Official Program*	X	X	X	X
Company Logo included mobile app exhibitor page	X	X	X	X
Recognition by MLA's president at the opening session	X	X	X	X
Sponsor floor decal at exhibit booth	X	X	X	X
Noncommercial speech at the Sunday welcome session	2mn	1mn		
Logo on cover of Official Program	X	X		
Post-Meeting Benefits				
Recognition in the MLAConnect newsletter	X	X	X	
Recognition of your support published in MLA's social media outlets	X	X	X	

1.4. MLA '20 – Branding

Make a lasting impression. The MLA '20 branding opportunities provide a platform that will help you supercharge your brand awareness and positively influence your brand image. Reach your company's objectives by connecting with your audience. We are happy to help you devise a plan to make this happen.

Wi-Fi - $22,000 (exclusive) - SOLD		
Description	*Recognition*	*Production Requirements*
Sponsor Wi-Fi access throughout the meeting space, excluding the exhibit floor	- Logo and link on Wi-Fi custom splash page - Password up to 8 characters - Preliminary Program sponsor page (Silver minimum) - Official Program sponsor page (Silver minimum) - Wi-Fi instructions/password provided on attendee badges	- By 3/31/2020, provide Wi-Fi password - By 11/4/2019 provide logo for Preliminary Program - By 3/31/2020 provide logo for splash screen and Official Program - Logo specs: 300 dpi vector (EPS or AI file ONLY)

Welcome Reception - $20,000 (exclusive)

Description	Recognition	Production Requirements
Sponsor two receptions on Saturday May 15: - 4-4:55pm – MLA leaders and international attendee pre-reception - 5-7:30pm – Welcome Reception and Opening of the Hall of Exhibits	- Preliminary Program sponsor page - Official Program sponsor page - Mention in App push notification to attendees onsite - Representatives at pre-reception - Special mention at ribbon-cutting	

Water Station - $16,000 (exclusive)

Description	Recognition	Production Requirements
Add your logo to drinking water service for meeting attendees.	- Branded water bottles - Recognition throughout exhibit hall, hallways of convention center, and registration	Sponsor artwork due: single color logo 300 dpi vector (EPS or AI file only) due by 3/15/20

Attendee Bag - $15,000 (exclusive)

Description	Recognition	Production Requirements
Add your logo to the free meeting tote bag each attendee receives.	- Logo on the meeting tote bag	- Sponsor artwork: Full color 300dpi vector (EPS or AI only) due 3/15/20 - Imprint area: 6" x 6"; 1-sided

Combined Online Meeting Website and App - $14,000 (exclusive)

Description	Recognition	Production Requirements
Reach appr. 1,100 attendees on site and at home through the online program planner and its companion app.	Online Meeting Planner Website - Logo and link on all pages beginning in March 2020 to 12 months after meeting - App - Logo on App opening splash screen, - App home page sticky banner that links to your specified URL; - App top banner on schedule page that links to your specified URL; - company PDF brochure in virtual App conference bag; - starts 3 weeks before meeting and continues 12 months after meeting	- Provide full color 300 dpi vector logo (EPS or AI) and preferred website link by 1/15/2020 (for website listings, App splash screen) - Provide App banner versions (specs below) by 3/31/2020 - Provide company virtual PDF brochure by 3/31/2020 App banner specs: - App home page sticky banner: 2000px wide x 175px to 400 px tall - App schedule banner: 4 versions required for responsiveness on multiple devices: 2048px wide x 180px tall; 1536px wide x 180px tall; 1920px wide x 152px tall;

	- One pop-up push notification to App users recognizing your sponsorship	1080px wide x 152px tall. Please test for readability on small screens.

Registration Area - $12,000 (exclusive)

Description	Recognition	Production Requirements
Sponsor meeting online and onsite meeting registration.	- Signage in the main registration area - Logo on the main registration landing page (opens in January 2020) - Official Program	- Provide full color 300 dpi vector logo (EPS or AI only) by 10/14/19 for mention in Preliminary Program and design for registration website; by 3/15/20 for OP

Hotel Key Card - $10,000 (exclusive)

Description	Recognition	Production Requirements
Have your logo on every hotel key card at the official MLA Hotels	- Logo on key card at all the meeting hotels (Hilton Portland Downtown, Courtyard Portland Convention Center, Crowne Plaza Downtown Convention Center, Doubletree by Hilton Hotel Portland) - Recognition in Official Program	- Full graphic specs available upon commitment. - Provide artwork by 4/4/20
	-	

Lanyards - $8,000 (exclusive)

Description	Recognition	Production Requirements
Place your logo on the lanyards holding the badges provided to attendees when they register.	- Logo on lanyards - Official Program	- One-color 300 dpi logo/artwork in vector (EPS or AI) format by 3/15/20 - Imprint area: 3/4" W x 36" L; 2-sided; wrap around

Schedule at a Glance - $4,000 (exclusive)

Description	Recognition	Conditions
Your company listed on a handy two-page summary of the meeting program, in both print and electronic formats.	- Preliminary program - Official Program - MLANET meeting site	- Sponsor commitment and artwork due: 10/14/19 - Provide full color 300 dpi vector logo (EPS or AI) and preferred website link by 10/14/19

Restaurant Guide - $3,500 (exclusive)		
Description	*Recognition*	*Conditions*
Your company listed on this popular guide prepared by local members who have taste-tested nearby restaurants.	- Name and logo printed on cover of restaurant guide - Guide included in attendee meeting bags - Guide downloadable from meeting website and App	- Sponsor commitment and artwork due: 3/15/20 - B&W logo, vector format (EPS or AI); 300 dpi

1.5. MLA '20 – Librarian Appreciation

Get in front of hundreds of prospects as an MLA '20 market leader. These opportunities allow you to get to know attendees, build connections, strengthen customer loyalty and generate new revenue. These opportunities appeal to attendees and can shape buying attitudes and help generate a positive reaction.

Attendee Travel Grants - $10,000 minimum		
Description	*Recognition*	*Conditions*
The MLA Travel Grants provide financial support enabling members to attend the association's annual meeting. The grants foster firsthand engagement and offer many opportunities for attendees to build a professional network, learn about the latest research, and participate in discussions about issues affecting the profession. MLA administers 23 grants. Recipients will be reimbursed up to $1,000 in actual travel and conference related expenses after the meeting. (MLA passes through 80% of the sponsored amount).	- Travel grant application and call for application - Preliminary program - Official Program - MLANET meeting site - Photo opportunity with grant recipients at your booth	

New Member/First-Timer Program & Breakfast (exclusive) - $7,500 - SOLD		
Description	*Recognition*	*Conditions*
Drive awareness and loyalty of your brand through widespread visibility as you welcome MLA's newest members and first-time meeting attendees. A buffet breakfast will be available for attendees who will learn about the resources and opportunities for education, networking, navigating the exhibit hall floor and making the best use of their time.	- Logo on signage - Official Program recognition - Recognition in online meeting program and App schedule	

MLA Caucus Gatherings - $5,000 (3 available)

Description	Recognition	Conditions
New for MLA'20 – Support one of three gatherings of MLA member communities (caucuses), including refreshments and snacks: - Sunday: 5-6:30pm, - Monday: 5-6:30pm - Tuesday: 11:30am-1pm 75% of MLA members participate in caucuses.	- One sponsor per MLA Caucus gathering - MLANET meeting site - Official Program - Signage related to MLA Caucus Gatherings - Recognition on online meeting site and in meeting App - Mention in App push to attendees onsite	Provide full color 300 dpi vector logo (EPS or AI) by 2/1/20 for Official Program, signage, online meeting website & App

Early Morning Coffee/Tea - $5,000 (3 available)

Description	Recognition	Conditions
New for MLA '20 – Sponsor one of three early morning breaks that welcome attendees into early morning meetings and the 9:00 AM plenary sessions: - Sunday: 7:00 AM – 9:00 AM - Monday: 7:00 AM – 9:00 AM - Tuesday: 7:00 AM – 9:00 AM	- One sponsor per break - Official Program - Signage related to break - Online meeting site and App - Mention in App push	- Sponsor artwork due: 10/14/19 - Provide full color 300 dpi vector logo (EPS or AI) by 2/1/20 for Official Program, signage, online meeting website & App

Health & Wellness Activities - $5,000 (multiple available)

Description	Recognition	Conditions
New for MLA '20 - Sponsor the multitude of activities* related to health and wellness, such as: - Outdoor activity of your choice, e.g. River Walk on Sunday morning 6:30-7:30 a.m. - Yoga or alternate fitness/exercise program on X day - Quiet/relaxation room (multiple meeting days) - Game/puzzle/card room (multiple meeting days) *list subject to change (suggestions welcome)	- MLANET main meeting website - Official Program - Signage related to the activities - Sponsorship mention in Online Planner & Itinerary Builder site and meeting App - Mentions in App push for activity	- Provide full color 300 dpi vector logo (EPS or AI) by 10/14/19 for MLANET website; by 2/1/20 for Official Program, signage, online meeting planner & itinerary builder website & App

1.6. MLA '20 – Traffic Enhancers

MLA '20 show attendance represents a considerable investment for your business. And because the Hall of Exhibits wraps up after just two-and-a-half days, it means that the window of opportunity to capitalize on the number of leads walking the floor is incredibly short. For this reason, you simply can't rely solely on signage to draw in the crowds – in order to make the most of your attendance, target your approach with these traffic enhancers.

Relaxation Station - $10,000 (exclusive)

Description	Recognition	Conditions
You know the meeting attendees are looking for some relaxing therapy after sitting in sessions all day. Enhance their well-being by providing this popular service that they will really appreciate; and **drive traffic to your booth** at the same time!	- Local, Licensed, Professional Massage Therapists wearing your sponsor's logo apparel provide a refreshing upper body massage on professional massage chairs. - You provide access requirements (e.g., attendees stop by your booth to get ticket) - App push of offering each day available	- Commitment by 3/31/20 - Provide access requirements to RS by 3/31/20

Weekly *MLAConnect* E-Newsletter Message Ahead of the Meeting - $5,600

Description	Recognition	Conditions
Reach 2,600 members who subscribe to MLA's weekly electronic newsletter, *MLAConnect*.	- 50-word message among MLA content in this responsive, easy-to-read format and website link OR side banner ad - 12 issues (March–May)	- 120px x240px *.jpg or *.png graphic linked side banner - Banner ad art due dates provided on commitment.

Print Advertising – Preliminary Program - $2,025 to $3,375

Description	Recognition	Conditions		
Reach over 4,300 health information professionals in print publication sent out in January 2020.	See MLA'19 preliminary program for reference: https://www.mlanet.org/d/do/13745	- Space reservation: 10/14/19 - Artwork due: 11/4/19 - Refer to Reproduction Requirements https://www.mlanet.org/p/cm/ld/fid=172		
	Pricing		**Color**	**Black & White**
	Full Page – inside back cover		$3,075	
	Full Page – inside front cover		$3,375	
	Full Page – back cover		$3,375	
	Full Page		$3,000	$2,225
	Half Page		$2,27**5**	$2,025

Print Advertising – Official Program - $2,300 to $4,300

Description	Recognition	Conditions	
Reach appr. 1,200 meeting attendees in print publication included in meeting bag in May 2020	See MLA'19 official program for reference: LINK	- Space reservation: March 13 - Artwork due: March 31 - Refer to Reproduction Requirements https://www.mlanet.org/p/cm/ld/fid=172	
	Pricing	**Color**	**Black & White**
	Full Page – inside back cover	$4,000	
	Full Page – inside front cover	$4,300	
	Full Page – back cover	$4,300	
	Full Page – near TOC	$4,150	
	Full Page – opposite inside front cover (page 3)	$4,300	
	Full Page	$3,300	$2,800
	Half Page	$2,975	$2,300

E-Blast to Meeting Registrants - $3,600 to $8,400

Description	Recognition	Conditions	
Reach appr. 1,200 meeting registrants via your custom e-blast.		- Email blasts sent the weeks of 4/20, 4/27, 5/4, and 5/11 - Messages due 2 weeks MINIMUM prior to distribution - Total number of blasts per day are limited [to 1 per day] - All messages are subject to MLA approval. MLA reserves the right to reject any order	
	Pricing	**April 20-May 1, 2020**	**May 4-15, 2020**
	1 message	$3,600	$3,960
	2 messages	$6,400 ($3,200 each)	
	3 messages	$8,400 ($2,800 each)	

Technology Showcase - $2,000

Description	Recognition	Conditions
The Technology Showcases are an excellent opportunity to introduce new products, give in-depth technical demonstrations and present product updates. These will be held in session rooms in 30-minute increments and are accepted on a first-come, first-served basis.	- Held in conveniently located, segregated area on the exhibit floor with theater-style seating for 40 ppl (changes to seating not allowed) - Includes microphone, projector, screen and Internet connection (changes to audio-visual equipment not allowed) - Promoted in Official Program - Includes signage outside the designated area	- Commitment and payment required by 1/24/20 to be included in Official Program - Provide 50-word description of session content
Add E-blast to meeting registrants for $5,000 ($5,600 value) and gain Bronze recognition		

Sunrise Seminar - $2,000

Description	Recognition	Conditions
Sunrise Seminars are designed for an intensive overview of one topic with a smaller audience that lend themselves to an exchange between your company and meeting attendees.	- Includes room with theater-style seating - Promoted in Official Program - Includes 22" x 28" sign outside meeting room door	- Commitment and payment required by 1/24/20 to be included in Official Program - Food and beverage, and special A/V needs at your expense

Add E-blast to meeting registrants for $5,000 ($5,600 value) and gain Bronze recognition

Lunch and Learn - $2,000

Description	Recognition	Conditions
Lunch and learn seminars offer a sociable, collaborative alternative to traditional classroom-based learning. This makes them a great way to foster a culture of learning and knowledge sharing.	- Includes room with banquet-style seating - Promoted in Official Program - Includes 22" x 28" door sign listing event title	- Commitment and payment required by 1/24/20 to be included in Official Program - Food and beverage, and special A/V needs at your expense

Add E-blast to meeting registrants for $5,000 ($5,600 value) and gain Bronze recognition

Attendee Bag Insert - $1,500

Description	Recognition	Conditions
Add your insert to the free meeting tote bag each attendee at registration.	- Insert examples: invitations, brochures, announcements, raffle drawings, etc. - Inclusion in Virtual meeting bag (PDF only) on App [FLOW: to Kayla to Kate]	- 4-page, 8.5x11-inch pages maximum - All inserts are subject to MLA approval - Physical materials due at MLA Headquarters: 4/26/20 - Virtual copy required by 4/26/20 - no food items accepted

Preregistration Mailing list - $1,200

Description	Recognition	Conditions
Reach approximately 1,000 preregistered attendees with your direct mail piece. We provide the list after the early-bird registration deadline so you can mail promotion, invitations, brochures, announcements, raffle drawings, etc. To meeting attendees ahead of MLA '20.	- N/A	All materials are subject to MLA preview and approval; license agreement and copy of mail piece required ahead of mail list delivery Allow 3 business days for list delivery

Enhanced Listing in App - $150		
Description	*Recognition*	*Conditions*
Enhance your exhibitor listings on the MLA '20 mobile App.	- Logo next to exhibitor listing - Includes link to the exhibitor's website from the App and the Online Planner & Itinerary Builder website	Provide color 300 dpi vector logo (EPS or AI only) by 3/31/20

1.7. MLA '20 – Sessions

See your company and brand featured alongside top-name speakers during these exhilarating and thought-provoking keynotes. These opportunities align your company with specific hot topics in health information sciences, putting you in the spotlight as an industry leader.

McGovern Lecture – $26,000 (exclusive) – SOLD		
Description	*Recognition*	*Conditions*
Sponsor the McGovern Lecture with Dr. Esther K Choo, M.D., M.P.H., Associate Professor of Emergency Medicine, at OHSU. Founder of https://www.eqmedicine.com Topic on racism and sexism in healthcare.	- Mention and logo on Sunday May 17, 3:30-4:50pm - Preliminary and Official programs - Online meeting website and App - Photo opportunity with speaker at exhibitor booth - Book signing in booth if applicable	- Sponsor artwork due: 9/16/19

Janet Doe Lecture and Reception – $26,000 (exclusive)		
Description	*Recognition*	*Conditions*
Sponsor the Janet Doe Lecture with Chris Shaffer, AHIP, Assistant Vice Chancellor for Academic Information Management, at UCSF.	- Reception follows 60mn talk, open to all attendees - Livestreaming, open to the public - Mention and logo on Tuesday May 19, 5:30-8pm - Preliminary and official programs - Online meeting website and App - Journal of the Medical Library Association (JMLA)	- Sponsor artwork due: 9/16/19

Open Science Sessions – $5,000 (multiple)

Description	Recognition	Conditions
Sponsor and participate in the MLA'20 Open Science Sessions	- One 45mn breakout session - Mention and logo on Tuesday May 19, 2:30-5:50pm - Preliminary and official programs - Online meeting website and App	

Poster Session – $5,000 (exclusive, 2 available)

Description	Recognition	Conditions
Sponsor one of two poster sessions, held in the exhibit hall	- Mention and logo on at session (noon-2pm Sunday May 17 and Monday May 18) - Preliminary and official programs - 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. - App push notification mention	

2.   Year-Round Opportunities

2.1. Year-Round – Branding and Advertising

MLA is the ideal forum to reach hundreds of health information professionals and gain increased awareness, advertise your latest products and services, and drive sales. Build brand awareness year-round. MLA offers a variety of advertising opportunities via channels that connect with MLA members year-round.
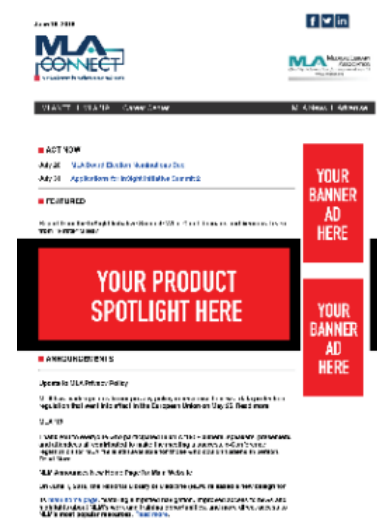
Email Blast to MLA List – $3,470 to $3,980		
Description	*Recognition*	*Conditions*
Reach appr. 7,500 MLA members and subscribers with your email sent through MLA's email blast service (30% member, 70% non-member)	Your HTML content sent by MLA	- No click-through guarantee - Order form: https://www.mlanet.org/d/do/12188

Pricing	Each	Total
1 message	$3,980	$3,980
2 messages	$3,700	$7,400 (save $560)
3 messages	$3,470	$10,410 (save $1,530)

For targeted email needs, please contact Sabrina Sheth, +1 703-442-2079
/// DO WE KEEP THIS?? to www.mlanet.org/mailinglists//

Six-Month Banner on MLANET - $6,500 to $7,500		
Description	*Recognition*	*Conditions*
Advertise on MLANET with your banner and linked URL, with more than 118,000 average page views per month. Choose from two six-month periods: - October 1 – March 31 - April 1 – September 30	https://www.mlanet.org No more than 4 Banners Posted Per 6-month Period	- No click-through guarantee - Stationary image or logo no larger than the specified size (no JavaScript, applets, or animations) -

Pricing	Price (6 months)	Banner Size
Position 1 – Embedded in top MLA banner	$7,500	468x60px
Position 2 – MLA side panel, top position	$7,500	220x300px
Position 3 – MLA side panel, middle position	$7,000	220x300px
Position 4 – MLA side panel, lower position	$6,500	220x300px

Product Spotlight in *MLAConnect* e-Newsletter – $2,500

Description	Recognition	Conditions
Product Spotlights are the best way to get your product noticed. This advertising opportunity is designed to maximize your reach and is a great way to introduce new products and services and highlight solutions to our members. Weekly releases	- Content placed among the news and information feeds - Included in email of *MLAConnect* TOC - Distribution: over 2,500. Product Spotlights included in 4 enewsletters, deployed weekly	- Up to 500 words + 4 links, logo and contact details - Copy due 2 weeks in advance of posting

One-Month Banner in *MLAConnect* e-Newsletter– $1,000

Description	Recognition	Conditions
Keep your brand in front of MLA members Weekly releases	- Linked banner included in *MLAConnect* TOC email	- Artwork due 2 weeks in advance of posting

12-Month Sponsorship of the *Journal of the Medical Library Association* – $16,000 (exclusive)

Description	Recognition	Conditions
Show your appreciation for MLA members by sponsoring MLA's scholarly publication, the *Journal of the Medical Library Association*, for 12 months.	- Content placed among the news and information feeds - Silver Sponsorship of Annual Meeting (counts towards Gold and Platinum) - Prominent year-round sponsor banner on the dedicated JMLA site. Banner size: 120x240 pixel, - Linked banner on every page - 120x240 pixel, linked banner and sponsor recognition in the email table of contents - Recognition on the MLANET home page in the heading rotator banner - Recognition quarterly in MLAConnect issues - Recognition quarterly in MLA social media outlets (Twitter, Facebook, and LinkedIn) - Full-page color display ad on the back cover of the print JMLA	- Sponsor commitment and artwork due: 11/29/19

2.2. Year-Round – Education

MLA offers targeted advertising opportunities that are an ideal way to support MLA's mission while positioning your brand in front of our more than 3 thousand members and guests nationwide. These programs enable your company to align with MLA to provide exclusive educational offerings that provide networking opportunities, stimulate dialogue, enhance professional knowledge, and share best practices.

Hosted Webinar – $5,000	
Description	*Details*
Hosting a webinar helps position your company as an industry leader, while building your brand. By hosting a webinar, you will engage MLA members, while shining a spotlight on your products and services. This is an ideal program to drive traffic to your company website, product page, or other relevant information. MLA will promote webinars through extensive marketing support and access to our audience.	WEBINAR HOST WILL: - Coordinate, manage, and produce the live webinar and subsequent recording - Provide instructors - Apply for MLA continuing education credit (optional) MLA WILL PROVIDE THE FOLLOWING MARKETING AND SUPPORT: - MLA will handle registrations (or host can choose to handle) - 2 dedicated email messages promoting the webinar to MLA members and guests (text copy and logo provided by sponsor) - 2 mentions in MLAConnect, MLA's member e-newsletter, leading up to the webinar - 3 social media mentions leading up to the webinar - Promotional rotator on our home page leading up to the webinar - The course recording will be listed in the course catalog on our learning management system for up to 1 year (MEDLIB-ED LINK)

Your Education Courses on MLA's Learning Management System – Custom pricing	
Description	*Details*
Host (or link to) your educational content on MLA's MEDLIB-ED, the learning destination of health information professionals (including NLM courses). Provide MLA CE or CNE credits, subject to MLA review and approval.	Your multiple courses will be: - Tagged according to MLA professional competency areas - Displayed on your branded course directory page - Appear in the overall course director and search results Actual implementation will vary depending on your needs, including hosting of the actual course, collaboration on content, instructional design and execution.