



**Charleston Conference™**  
ISSUES IN BOOK AND SERIAL ACQUISITION

**An In-Person and Virtual Hybrid Event**

**November 1-5, 2021**

**Opportunities to Participate**

**Why support the conference? Here are a few comments from attendees:**

It is really valuable to be able to learn what colleagues from across the globe are doing.

As a first-time attendee, I was very happy with my experience at the conference. Attending side-by-side vendors that we work with was also a really unique and wonderful aspect of this conference. Provided a lot of insight and perspective.

Fantastic opportunity to meet others, especially publishers in an environment other than the confrontational one that goes on during negotiations.

A great conference with a lot of relevant, valuable information. And a great opportunity to bring people together who need to talk to one another!

**Information about the Charleston Conference:**

- Approx. 3,000 attendees in 2020 for our virtual event, approx. 2,000 for 2019 Conference.
- Roughly 60% academic librarians, 30% publishers and vendors, and 10% others (consultants, students, etc.) for in person event.
- Attendees from around the world, with over 20 different countries in attendance.
- Attendee evaluations ranked the conference an average of 4.8 out of 5 for overall experience, and 4.5 out of 5 as a learning experience. 94% of attendees said the conference met or exceeded their expectations.
- Unique conference philosophy that places an emphasis on inviting diverse viewpoints, giving a platform to new voices, and equally valuing the input from all sides of the information and scholarly communications industry.



## Sponsorship Benefits

### Packages Levels:

- Diamond Sponsors \$10,000 +
- Platinum Sponsors \$7,500 - \$9,999
- Gold Sponsors \$5,000 - \$7,499
- Silver Sponsors \$2,500 - \$4,999
- Bronze under \$2,500

### All sponsors will receive the following:

- Listing on conference website sponsor directory, including logo, company name, description, and link to company website.
- Recognition during opening speech
- Sponsor logo/identifiers for conference attendee and vendor showcase directory and ribbons for name badges
- Inclusion on the attendee scavenger hunt
- Recognition sign at the conference

**In addition, sponsors at different levels will receive the benefits below:**

### **Diamond**

- Premier Vendor Showcase Booth Location – Highlighting location with premier logo placement on directory page. NOTE: Vendor showcase booth registration is a separate process and that registration fee is not included.
- Two complimentary virtual conference registrations
- Logo on main conference slide deck – scrolling at beginning of sessions and between sessions
- Featured video on virtual event site included in Conference email
- Two uses of the conference attendee email list
- Banner ad on virtual conference program page
- One 20-minute Vendor Information Presentation
- Recognition at In Person Welcome and Virtual Welcome

### **Platinum**

- Premier Vendor Showcase Booth Location – Highlighting location with premier logo placement on directory page. NOTE: Vendor showcase booth registration is a separate process and that registration fee is not included.
- One complimentary virtual conference registration
- Logo on main conference slide deck – scrolling at beginning of sessions and between sessions
- One use of the conference attendee email list
- Banner ad on virtual conference program page
- One 20-minute Vendor Information Session
- Recognition at In Person Welcome and Virtual Welcome

### **Gold**

- Logo on main conference slide deck – scrolling at beginning of sessions and between sessions
- One use of the conference attendee email list
- Banner ad on virtual conference program page
- Recognition at In Person Welcome and Virtual Welcome

## Silver

- One use of the conference attendee email list
- Square Button ad on virtual conference program page

**Bronze** – no additional benefits

## Sponsorship Opportunities

<ul style="list-style-type: none"><li>• Reception at the SC Aquarium (In Person Event)-</li><li>• Photo Booth at SC Aquarium Reception- (your company logo will be on photo strips)</li><li>• Welcome Reception (In Person Event)-</li><li>• Attendee Tote Bag-</li><li>• Free WiFi for Attendees-</li><li>• Conference Shuttles-</li><li>• T-shirts-</li><li>• First Timers Welcome Event-</li><li>• Continental Breakfast (An In Person Event-3 available)-</li><li>• Breakfast/Sunrise Sessions (Virtual Event) - Wednesday or Thursday Mornings, 9:00 - 10:00am-concurrent sessions available before the keynotes. Included in conference program/agenda. Speakers and session content provided by the sponsor.</li><li>• Photo Desk Calendars-</li><li>• Lanyards-</li><li>• Notepads-</li><li>• Post-It Notes-</li><li>• Personal Bottles of Hand Sanitizer-</li><li>• Protective Face Masks with Logo-</li><li>• Pens-</li><li>• Goodie Bag-</li><li>• Keyboard/Monitor Calendars-</li><li>• Virtual Posters/Kiosks /Networking-</li><li>• Sponsored Luncheon (An In Person Event-4 available)-+F&amp;B</li><li>• Refreshment Break (In Person Event-7 available)-</li><li>• Desk Yoga/Stretch Breaks (Virtual Event)-</li></ul>	<ul style="list-style-type: none"><li>• 60-minute Sponsored Lunch Sessions (Virtual Event)- Wednesday or Thursday during lunch break, 12:30-1:30pm-concurrent sessions, speakers and session content provided by the sponsors. Included in conference program/agenda. Attendees bring their own lunch to their desks or sponsors could send digital coupons for UberEats, GrubHub, DoorDash, etc.-</li><li>• Create Your Own Session-</li><li>• Speaker Honorarium-</li><li>• Hardship Fund Donations-Scholarship to support conference attendance for librarians who demonstrate financial hardship. Any amount, \$375 increments (early bird rate)</li><li>• 20-minute Vendor Information Sessions- Scheduled on Tuesday during vendor showcase day. Concurrent sessions scheduled every 30 mins with 10 min break between-in person event and virtual event options available</li><li>• 60-minute Vendor Focus Groups-Tuesday afternoon 60-minute Sponsored-</li><li>• Virtual Tours-each Wednesday and Thursday 7:00pm Charleston Museum, Avery Center, Ghost Tours. Open to suggestions for tour content. Charleston staff will handle logistics and registration.</li><li>• Create Your Own Sponsorship-(TBD)- Work with the Conference to Create a Sponsorship that meets your needs and the needs of your company</li></ul>
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Thursday. Charleston staff will handle logistics and registration.

## ADDITIONAL ADVERTISING OPPORTUNITIES:

There are a number of opportunities for advertising your company or service prior to and during the Conference:

- Your Company Brochure in Conference Goodie Bag — \$1,800 Anticipate approx. 1,800 attendees / goodie bags.
- Full page black & white ad in Conference Programs — \$975 Full page = 7" x 10" image size / press quality PDF file.
- Half page black & white ad in Conference Programs — \$675 Half page horizontal = 7 " x 4 ¾ " image size / press quality PDF file.
- Conference Mailing List (one time use only) — \$950 Only available as an add-on for conference sponsors or Vendor Showcase exhibitors. Copy of item being mailed must be provided for review prior to mailing.
- Half Banner Ad or Company Logo on the official Conference Website — \$650 Placed on Website after payment is confirmed.
- Tabletop Brochure Display Space (8 1/2" x 11" x 6") — \$350 No personnel allowed — tabletop space only.