

2022 Charleston Library Conference Sponsorship Opportunities

Welcome to the Charleston Library Conference



Charleston Conference™
ISSUES IN BOOK AND SERIAL ACQUISITION

An In-Person and Virtual Hybrid Event

October 31-November 4, 2022

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 2021 for our hybrid event.
- Roughly 60% academic librarians, 30% publishers and vendors, and 10% others (consultants, students, etc.).
- 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.

Sponsor 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; and
- One Tabletop Brochure Display Space (8 1/2" x 11" x 6") on our promotional literature table

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;
- Featured video on event site included in Conference email;
- Logo on main conference slide deck – scrolling at beginning of sessions and between sessions;
- Two uses of the conference attendee email list;
- Banner ad on conference program page;
- One 20-minute Vendor Information Presentation;
- Recognition at In Person Welcome and Virtual Welcome;
- Two tabletop brochure display spaces (8 1/2” x 11” x 6”) on our promotional literature table; and
- Two inserts in the attendee tote bags

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;
- Featured video on event site included in Conference email;
- 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 conference program page;
- Recognition at In Person Welcome and Virtual Welcome;
- One insert in attendee tote bags

Benefits Continued...

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 conference program page; and
- Recognition at In Person Welcome and Virtual Welcome;

Silver:

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

Bronze: – no additional benefits

Sponsorship Opportunities:

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| <ul style="list-style-type: none">• Reception at the SC Aquarium (an in-person event) \$12,500• Photo Booth at the Reception at the SC Aquarium (Your company logo will appear on photo strips) \$1,800• Conference Shuttles- \$9,000• Conference T-shirts- \$10,000• Attendee Tote Bags- \$11,000• Welcome Reception- \$8,500• First Timers Welcome Event - \$8,000• Continental Breakfast (3 available)- \$6,000• Sponsored Luncheon (4 available)- + F&B- \$4,500• Refreshment Break (7 available)- \$4,000 | <ul style="list-style-type: none">• Personal bottles of hand sanitizer (with your logo)- \$3,000• Protective cloth face masks with your logo-\$6,000• Photo Desk Calendars- \$5,500• Conference Koozie with your logo- \$4,500• Lanyards- \$4,500• Notepads- \$4,500• Post-It Notes-\$4,000• Pens- \$3,500• Goodie Bag- \$3,000• Keyboard/Monitor Calendars-\$2,500 |
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Continued below...

Sponsorship Opportunities Continued

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| <ul style="list-style-type: none">• Sponsor A Tour - - \$3,000 each-Wednesday and Thursdays, Charleston Museum, Avery Center, Ghost Tours. Open to suggestions for tour content. Charleston staff will handle logistics and registration.• Chair Yoga/Stretch Breaks -\$2,500 each Between sessions on Wednesday or Thursday• 60-minute Sponsored Lunch Sessions - 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-\$3500 + F&B• 60-minute Vendor Focus Groups – Tuesday afternoon \$2,500• Create Your Own Session-\$3,500• Your logo on splash page of our mobile app-\$3,000 | <ul style="list-style-type: none">• 20-minute Vendor Information Sessions -Scheduled on Tuesday during vendor showcase day. Concurrent sessions scheduled every 30 mins with 10 min break between -\$800• Hardship Fund Donations - Scholarships to support conference attendance for librarians who demonstrate financial hardship. Any amount, \$495 increments (early bird rate)• Speaker Honorarium-\$1,500• Virtual Coffee Break - Starbucks eGift cards for virtual attendees-• GrubHub eGift Cards for Virtual Attendees• Create Your Own Sponsorship-(TBD)- Work with the Conference to Create a Sponsorship |
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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 3/4 " 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.

Contact Us For More Information or Questions

For questions about sponsorships, please contact Caroline Goldsmith, Associate Director, Charleston Hub, at: caroline@charlestonlibraryconference.com or 864.760.3371

For questions about registration for this event, please contact Leah Hinds, Executive Director, Charleston Hub, at: leah@charlestonlibraryconference.com or Sharna Williams, Conference Registrar, at sharna@charlestonlibraryconference.com
