

2023 Charleston Library Conference Sponsorship Opportunities

Welcome to the Charleston Library Conference



Charleston Conference™
ISSUES IN BOOK AND SERIAL ACQUISITION

In-Person Event November 6, 2023- November 10, 2023

Online Event: November 27, 2023- December 1, 2023

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 2022 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 30 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 \$12,000 +
- Platinum Sponsors \$8,500 - \$11,999
- Gold Sponsors \$5,000 - \$8,499
- 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;
- Recognition sign at the conference
- Tabletop Brochure Display Space (8 1/2' x 11" x 6") — No personnel allowed — tabletop space only.

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 uses of the conference attendee email list;
- Banner ad on conference program page;
- Full page black & white ad in Conference Programs
- One 20-minute Vendor Information Presentation;
- Your Company Brochure in Conference Goodie Bag
- Listing on Vendor Product Availability Database (12 month listing)

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 use of the conference attendee email list; and
- Banner ad on conference program page;
- Full page black & white ad in Conference Program
- Your Company Brochure in Conference Goodie Bag
- Listing on Vendor Product Availability Database (12 month listing)

Benefits Continued...

Gold:

- One use of the conference attendee email list;
- Banner ad on conference program page;
- Full page black & white ad in Conference Program; and
- Listing on Vendor Product Availability Database (12 month listing for one product/ service or platform)

Silver:

- Square Button ad on conference program page
- Listing on Vendor Product Availability Database (12 month listing)

Bronze: – no additional benefits

Sponsorship Opportunities:

| | |
|---|---|
| Reception at SC Aquarium: \$15,000 | *These Items indicated below will have your logo on them and will be included in each attendee's tote bag for the in person event: |
| Attendee Tote Bags: \$14,000 | *Goodie Bags - \$3,000 |
| Conference T-shirts: \$14,000 | *Push pop stress ball (silicone)- \$4,500 |
| Conference Shuttles: \$10,000 | *Beeswax natural lip balm - \$2,500 |
| Welcome Reception at the vendor showcase: \$8,500 | *Rectangle book mark with sticky notes- \$4,200 |
| Blood Mary/Mimosa Bar at Vendor Showcase opening \$8,500 | *Plush gel beads hot/cold eye mask \$6,500 |
| First Timers Welcome Event: \$8,500 | *Personal Bottles of Hand Sanitizer- \$3,000 |
| Continental Breakfast (3 avail.) \$6,000 | *Photo Desk Calendars- \$5,500 |
| 60 minute Sponsored Lunch session \$4,500 (plus food/bev) | *Notepads- \$4,500 |
| Refreshment Break (7 avail.) \$4,500 | *Post-it Notes- \$4,000 |
| Create Your Own Session: \$4,000 | *Pens- \$3,500 |
| Lanyards- \$4,500 | * Aluminum reusable water bottles- \$8,500 |
| Speaker Honorarium: \$1,500 | Sponsor a tour (ex: ghost tour): \$3,000 |
| Photo Booth at SC Aquarium Reception: \$2,500 | Librarian Scholarship Fund Donation: Any amount |

Sponsorship Opportunities Continued

Additional Add-ons: Only available for conference sponsors or Vendor Showcase exhibitors.

20-minute Vendor Information Sessions - \$800 each. Scheduled on Tuesday during vendor showcase day. Concurrent sessions scheduled every 30 mins with 10 min break between.

60-minute Vendor Focus Groups - \$2,500 each. Attendance is limited to librarians only. Scheduled on Tuesday afternoon during vendor showcase day.

Use of conference attendee email list - \$950. This list contains contact info for registrants who have opted in to receive messages from sponsors and supporters. Copy of item being mailed must be provided for review prior to mailing. One-time use only.

ADDITIONAL ADVERTISING OPPORTUNITIES:

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

- 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.
- Square Button Ad on the official Conference Website — \$650
- 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 Sharna Williams, Conference Registrar, at sharna@charlestonlibraryconference.com
