2024 Theme: “The Sky’s the Limit!”

In-Person Event Dates: November 11-15, 2024
Virtual Event Dates: December 9-13, 2024

The Charleston Conference is an informal annual gathering of librarians, publishers, electronic resource managers, consultants, and vendors of library materials in Charleston, SC, in November, to discuss issues of importance to them all. It is designed to be a collegial gathering of individuals from different areas who discuss the same issues in a non-threatening, friendly, and highly informal environment. Presidents of companies discuss and debate with library directors, acquisitions librarians, reference librarians, serials librarians, collection development librarians, and many, many others. The 2024 Charleston Library Conference will be a hybrid event with the in-person conference taking place first and the virtual event following three weeks later. There will be opportunities to attend, present, and exhibit in person in beautiful, historic downtown Charleston or join us virtually to access all sessions and events as well as some online exclusive content.
**Conference Attendance**

In 2023, approximately 2,500 attendees registered for our hybrid event. Attendees consisted of roughly 60% academic librarians, 30% publishers and vendors, and 10% others (consultants, students, etc.).

Attendee evaluations ranked the conference an average of 4.6 out of 5 for overall experience, 4.5 out of 5 as a learning experience, and 96% of our survey respondents said they would recommend the conference to friends or colleagues.

Our attendees travel to Charleston from more than 30 different countries around the world. Our unique conference philosophy 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.

**Comments From Previous Attendees**

- “A great conference with a lot of relevant and valuable information.”
- “Charleston is the only conference that is worth attending.”
- “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.”
- “The best library gathering around.”

**Sponsor Package Levels & Benefits**

- **Diamond Sponsors:** $12,000+
- **Platinum Sponsors:** $8,500 – $11,999
- **Gold Sponsors:** $5,000 – $8,499
- **Silver Sponsors:** $2,501 – $4,999
- **Bronze Sponsors:** $2,500 or less

2024 Conference Sponsorship Reservation Form

**ALL SPONSOR PACKAGES INCLUDE THESE BASELINE BENEFITS:**

- Listing in sponsor directory on our conference platform (Whova app — includes logo, company name, description, and link to company website).
- Recognition during opening speech.
- Sponsor Ribbons for the badges of your company’s registered attendees.
- Digital advertisement — one portrait ad used in a rotation format which displays on the big screens in all available venues throughout our in-person week.
DIAMOND LEVEL includes all baseline benefits plus:

- Two uses of the conference attendee mailing list.
- Rotating Banner ad on our Conference Platform Whova.
- Full page black & white ad in Conference Program booklet.
- One 20-minute Vendor Info Session.
- One Company brochure included inside the Attendee Tote Bags.
- One Listing on our Vendor Product Availability Database — 12 month listing on the Charleston Hub as shown here.

PLATINUM LEVEL includes all baseline benefits plus:

- One use of the conference attendee mailing list.
- Rotating Banner ad on our Conference Platform Whova.
- Full page black & white ad in Conference Program booklet.
- One Company brochure included inside the Attendee Tote Bags.
- One Listing on our Vendor Product Availability Database — 12 month listing.

Diamond and Platinum Level Sponsors qualify to choose their booth location at the Vendor Showcase from eight reserved spaces which are centrally located inside the main ballroom. Registration for the Vendor Showcase is still required — this is a separate process and the registration fee is not included with sponsorship. The benefit is choosing from the highly sought-after special locations.

GOLD LEVEL includes all baseline benefits plus:

- One use of the conference attendee mailing list.
- Full page black & white ad in Conference Program booklet.
- One Listing on our Vendor Product Availability Database — 12 month listing.

SILVER LEVEL includes all baseline benefits plus:

- Half page black & white ad in Conference Program booklet.
- One Listing on our Vendor Product Availability Database — 12 month listing.

BRONZE LEVEL includes baseline benefits only.

DONATIONS ACCEPTED IN ANY AMOUNT FOR

- Librarian Scholarship Fund. 2024 Scholarship Details.

WE WELCOME YOUR IDEAS FOR SPONSORSHIP!

- If you have a suggestion for how you’d like to support the conference, or if you’d like to co-sponsor an item, we’d love to hear from you. Contact Caroline Goldsmith with your suggestions.
<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
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<tbody>
<tr>
<td><strong>Please Note:</strong> Items can be combined to reach your desired sponsor level. Limits are noted by each item if applicable.</td>
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<tr>
<td>Reception at the SC Aquarium: $16,000 (1 available)</td>
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<tr>
<td>Attendee Tote Bags: $15,000 (1 available)</td>
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<tr>
<td>Conference T-shirts: $14,000 (1 available)</td>
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<tr>
<td>Event Platform (Whova): $12,000 (1 available)</td>
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<td>Conference Shuttles: $10,000 (1 available)</td>
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<tr>
<td>Welcome Reception at the Vendor Showcase: $8,500 (1 available)</td>
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<td>Bloody Mary / Mimosa Bar at the Vendor Showcase: $8,500 (1 available)</td>
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<td>First Timers Welcome Event: $8,500 (1 available)</td>
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<tr>
<td>Continental Breakfast: $6,000 (3 available)</td>
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<td>Photo Desk Calendars: $5,500 (1 available)</td>
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<td>60-minute Sponsored Lunch Session: $5,000 (plus food and bev) (5 available)</td>
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<td>Refreshment Break: $4,500 (7 available)</td>
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<td>Lanyards: $4,500 (1 available)</td>
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<td>Create Your Own Session: $4,500</td>
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<tr>
<td>Sponsor a Tour (i.e., ghost tour): $3,000</td>
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</tbody>
</table>
**Add-on Opportunities**

**AVAILABLE ONLY TO** Conference Sponsors and Vendor Showcase Participants

- **Vendor Info Sessions** | 20-minute | $800 each — these sessions are scheduled on Tuesday during the Vendor Showcase day at our in-person event. These concurrent sessions are scheduled every 30 minutes with a 10 minute break between them. They will be done in-person and recorded for playback during our virtual week. Vendor Info Sessions are listed on the conference agenda. Space is limited. Inquire early.

- **Vendor Focus Groups** | 60-minute | $2,500 each — these sessions are scheduled on Tuesday during the Vendor Showcase day at our in-person event. Attendance is limited to librarians only. Conference organizers can send invitations to registered in-person librarians on your behalf.

- **Conference Attendee Email List Rental** | One-time use | $1,100 — this list contains contact info for registrants who have opted in to receive email messages from conference sponsors and supporters. A copy of the email being sent must be provided for review and approved prior to your receipt of the list file. Terms of Use do apply — see [https://charlestonlibraryconference.com/conference-mailing-list/](https://charlestonlibraryconference.com/conference-mailing-list/)

**Additional Advertising Opportunities**

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

**CONFERENCE PROGRAM BOOKLET ADVERTISING**

- Full page black & white ad | 7” x 10” | $1,000 each
- Half page black & white ad | 7” x 4-3/4” | $700 each

Press quality PDF files are required for conference program ads.

**DIGITAL ADVERTISING**

- Square Button ad | 125x125 pixels | $650 each
  Square button ads will appear in official conference correspondence emails. jpg, gif, or png file and accompanying URL are required.

- Digital advertisements | $400 per portrait page ad
These ads will rotate continuously on the big screens in all available venues throughout our in-person week.
Press quality PDF files are required. The use of QR codes is suggested in digital ads.
Charleston Premiers Opportunity

FIVE MINUTE PREVIEWS OF THE NEW AND NOTEWORTHY

Thursday Morning, November 14, 2024 — Location TBD

These sessions are designed to offer publishers and vendors the chance to showcase their newest and most innovative products, platforms, and/or content. The focus will be on new companies, content, or technologies that are not widely known by the general library population and that will be of interest to the Charleston Conference audience. Speakers will be organized in a “lightning round” format with 10 companies, each allotted 5-minute presentations, back-to-back. More information on presentation requirements will be sent upon acceptance of your proposal. Audience members will vote to select their favorites in several “Best of” categories.

All applications will be reviewed after the deadline by our Planning Committee, and notifications will be sent out shortly thereafter. Please don’t hesitate to contact Darrell Gunter at d.gunter@guntermediagroup.com if you have any questions about the application process.

2024 Application Information.

ATG the Podcast Opportunity

PROMOTE YOUR COMPANY OR SERVICE PRIOR TO THE CONFERENCE

Our ATG Podcast episodes air on Mondays and feature new interviews and Charleston Library Conference content. You can view a list of recent podcasts HERE. Brief descriptions for Podcast options are noted below. Full details are located HERE.

30 second commercial spot for $250 if you provide a finished mp3 audio file to us — or $350 if you provide the script and a Charleston Conference or Against the Grain executive staff member records your message.

Sponsorship support of a regularly scheduled episode is $500 which includes a message from our staff at the beginning and end of the content thanking you.

Sponsor a podcast episode for $800 in which you provide the content and speakers for the entire episode. Charleston Conference/ATG staff can be included to conduct interviews or to do the intros/outhos if desired. Script and content must be reviewed and approved by ATG prior to recording.

Contact Us For More Info or Send Questions To:

For Conference Sponsorships or ATG Podcasts, please contact Caroline Goldsmith, Associate Director, Charleston Hub at caroline@charlestonlibraryconference.com or (864) 760-3371.

For Conference Registrations, please contact Sharna Williams, Conference Registrar at sharna@charlestonlibraryconference.com.

For the Vendor Showcase, please contact Toni Nix, Charleston Vendor Showcase Coordinator at justwrite@lowcountry.com or (843) 835-8604.
About the Vendor Showcase

The Vendor Showcase is your opportunity to connect with all types of personnel, including but not limited to, collection development, acquisitions, scholarly communications, consortia, and electronic resources professionals from around the country and internationally. At this event, companies, vendors, publishers, and the like can show products of interest to librarians purchasing or leasing such materials. Attendance by librarians to the Vendor Showcase is free. This is the only exhibit opportunity for vendors and takes place prior to the main conference. Don’t miss this event. Online Registration opens June 11, 2024. Space is limited and this event will sell out quickly.

2024 Charleston Vendor Showcase
Preliminary Details

DATE, LOCATION AND PRICING

The Vendor Showcase will be held Tuesday, November 12, 2024, in the Grand Ballroom and adjacent Prefunction Areas at the Gaillard Center, located at 95 Calhoun Street, Charleston, SC 29401. The in-person Vendor booths will be open to attendees from 10:00 a.m. to 5:30 p.m. In addition to the in-person booth, vendors will also have a digital booth on our event platform (Whova) which will be active from early November through the end of March 2025.

148 In-person Vendor Booths are available — 124 located in the grand ballroom, 18 in the front prefunction area plus 6 in the back prefunction area. Eight centrally located spaces inside the grand ballroom will be reserved for our Diamond and Platinum level Conference Sponsors (these 8 spaces are highlighted on the Vendor Map).

Our Early Bird rate of $2,575 per booth will apply through July 12, 2024. The Regular rate of $2,850 per booth will apply beginning July 13th. Pricing includes one in-person booth at the Gaillard Center AND the digital booth on Whova. NO REFUNDS will be issued once your payment has been processed. There will be no exceptions to this rule since space for this event is limited. Please note that reservations are NOT secured until your payment is received.
IN-PERSON BOOTH FEATURES

Exhibit Spaces will include one 6’ x 2.5’ table covered with basic drapery, and two chairs. Electricity will be provided with one power strip placed at every other table. Internet Connect is included via WIRELESS only. On-site assistance will be available during set-up and breakdown times. Refreshments will be available in the grand ballroom at the main buffet and other locations throughout the day.

We will continue to allow Pop-up Signs in all Exhibit Spaces. We do ask that you respect your neighboring vendors by keeping your Pop-up Signs within your exhibit space and placing them in a manner that will not block any aisle or the view to other vendors. One Pop-up Sign per space is preferred — combined signage can not exceed 5 ft. in width and 8 ft. in height. Cloth signs or banners can be draped over or along the front of your table. Vendors will NOT be allowed to hang anything on the walls at the Gaillard.

ASSIGNMENT OF IN-PERSON BOOTH LOCATIONS

Vendors can include four preferred table choices when registering for the Vendor Showcase online. All in-person booth locations will be assigned on a first-come first-serve basis. The date and time will be recorded as you register online and booth locations will be assigned based on the order that payments are received. If all your preferred choices are picked prior to your payment being received, we will assign the closest available location at that time.

IN-PERSON VENDOR SETUP AND BREAKDOWN TIMES

Vendors may setup their in-person booths between 4:00 p.m. and 6:00 p.m. on Monday, November 11, 2024 and again from 8:00 a.m. until 10:00 a.m. on Tuesday, November 12, 2024. Set-up assistance will be available.

Vendors must breakdown their exhibits by 5:40 p.m. on Tuesday, November 12th. For added convenience, a FedEx pickup will be scheduled for 5:45 p.m. on Tuesday for participating Vendors who need to return exhibit materials.

DIGITAL BOOTH FEATURES ON WHOVA

A Vendor Showcase registration also includes a customizable digital booth on Whova. Vendors will be able to include their company name, logo, description, staff members, photos, PDF files, and videos. There is also a Promotional Offer section where vendors can promote raffles, giveaways, and coupons from their digital booth. Attendees can easily connect with vendors via messaging and/or chats from within Whova.

We will enable Whova’s Passport Contest feature so vendors can use Whova’s mobile app to scan QR codes located on the attendee’s name badge for lead retrieval while attendees are collecting stamps to earn a prize. Vendors will be able to view and export the collected leads from within the Whova mobile app.

Usage analytics will be available to vendors through their exhibitor hub. Whova safeguards customer data security and privacy with SOC 2® Type 2 Compliance.
ATTENDING THE CHARLESTON CONFERENCE

Please note that participation in the Vendor Showcase DOES NOT register anyone for attendance to the 44th Annual Charleston Conference themed “The Sky's the Limit!!"

Vendor Showcase representatives can register to attend the 2-1/2 day conference which features an exciting list of speakers and is packed with meetings among publishers, vendors, and librarians for an additional fee — $495 per person for those registering by 7/12/24 or $510 per person for those who register by 9/27/24. A one-day Tuesday-only registration will also be available (at no add'l charge) for two representatives who are BOOTH STAFF ONLY at the in-person event (these two representatives MUST register by 9/27/24 to receive a Tuesday-only vendor badges at no charge). Any staff members who need access to Whova will need to register for the full conference. Online Registration for Attendees opens June 13, 2024.

ADDITIONAL OPTIONS FOR VENDOR ENGAGEMENT

Vendor Showcase participants will qualify to purchase the Conference Attendee email list rental for one-time use. Our Exhibitor Networking Event was very successful last year and will be offered again on Monday evening. Digital Advertisements are a new option in 2024 — these ads will display in rotation on the big screens in all available venues throughout our in-person week. Participating vendors can also choose to receive one free product listing on the Charleston Hub's Vendor Product Availability Database.

For vendors who want more engagement with our virtual attendees, mailing swag items will be an available option. We will provide physical mailing addresses to participating vendors at no additional charge, so your organization can mail swag items to virtual attendees who opt in to receive them. Vendors would handle shipping the items and it would have to be actual swag not just a brochure/postcard, etc.

AFTER YOU’VE REGISTERED ONLINE

A few weeks after your online Vendor Showcase Registration is complete and your payment is secured, Vendor Showcase participants will receive a confirmation email which will include your table number and the additional information you'll need going forward. At this time, we'll provide you with the shipping instructions for your inbound and outbound materials; additional technical set-up instructions and information; and contact information for local rental companies who can assist if you need to rent equipment (computers, monitors, etc.). More specific details for the vendor engagement options noted above as well as instructions for purchasing a Vendor Info Session will be included with the confirmation email.

Later this summer, Vendor Showcase participants will receive a link to gain access to Whova. We'll provide the necessary deadlines and schedules that you'll need to follow along with links to exhibitor guides, videos and resources that will assist with creating your digital booth.

WE ARE VERY EXCITED ABOUT THIS YEAR’S EVENT. SO DON’T DELAY AND REGISTER early!