



the EXCHANGE

an ALCTS/LITA/LLAMA Collaboration

MAY 4, 6, & 8 2020

Building the
Future Together

Exchange Sponsorship Opportunities

About

The Exchange: An ALCTS/LITA/LLAMA Collaboration is an interactive, virtual forum, modeled after the previous ALCTS Exchange. Broadly organized around the theme of “Building the Future Together,” the Exchange will examine collections, leadership, technology, innovation, sustainability, and collaborations. Participants from diverse areas of librarianship will find three days of presentations, panels, posters, and lightning rounds incorporating innovative and creative examination of these themes. The Exchange will engage a wide-range of presenters and participants, facilitating enriching conversations and learning opportunities.

Hosted By

ALCTS, LITA and LLAMA, divisions of the American Library Association

An international, member-driven association, the **Association for Library Collections & Technical Services (ALCTS)** engages the library community on issues and policies that affect the acquisition, management, discovery, and preservation of library collections.

The **Library Information and Technology Association (LITA)** educates, serves and reaches out to its members, other ALA members and divisions, and the entire library and information community through its publications, programs and other activities designed to promote, develop, and aid in the implementation of library and information technology.

The **Library Leadership and Management Association (LLAMA)** advances outstanding leadership and management practices in library and information services by encouraging and nurturing individual excellence in current and aspiring library leaders.

Event Site:

<https://exchange2020.learningtimesevents.org/>

Sponsorship Benefits

Exchange sponsorship opportunities can connect you with your ideal audience and provide the opportunity for interaction and demonstration. Here's a look at the most important sponsorship opportunities and the key benefits.



the EXCHANGE

an ALCTS/LITA/LLAMA Collaboration

Sponsorship Packages

Gold Sponsor \$3,000

Overall event sponsor. Includes logo/company name displayed on event site, promotional messages, registration form, and Exchange Sponsors page. Sponsorship acknowledged in opening remarks. One Complimentary Virtual Exchange Registration. A list of registrants' email addresses (one time use).

Silver Sponsor \$1,500

Single day/theme sponsor. Includes logo/company name displayed on event site session pages on sponsored day, promotional messages, and Exchange Sponsors page. Sponsorship acknowledged in opening remarks. A list of registrants' email addresses (one time use).

Bronze Sponsor \$500

Individual session sponsor. Includes branded slide displayed during session, plus logo/company name displayed on sponsors page.

Additional Opportunities

Keynote Speaker Session Sponsorships

Key benefit: Multiple opportunities for engagement, and the analytics and tracking data to show user interaction.

Just as with an in-person event, the Exchange audience will be front and center for the keynote presentation. The keynote session includes naming opportunity for the event. (Example: Exchange Keynote Presentation – Sponsored by _____), logo/company name on keynote event page, sponsorship acknowledged during opening remarks, opportunity to host a pre-event speaker meet & greet, plus logo/company name displayed on Exchange Sponsors page.

Registration and Event Microsite/Landing Page

Key benefit: Continued exposure throughout the entire conference experience.

Sponsor logo/company name displayed on the event microsite/landing page used for participant registration and to promote the content of the event. Sponsors can write a blog post related to a theme that could highlight a product or service.

Poster Session

Key benefit: Continued brand exposure to event attendees

Sponsor logo/company name displayed on the poster session page. Sponsor can write a blog post related to a theme that could highlight a product or service.

Sponsorship Requests:

Interested in sponsoring the Exchange? Please contact Rachel Fischer (rachelkf529@comcast.net) or Heath Martin (heath.martin@stonybrook.edu), co-chairs of the ALCTS Fundraising Committee Chair.