SPONSORSHIP OPPORTUNITIES

In 2020, the OELMA Conference is returning to the Embassy Suites, Dublin, Ohio. We are excited to see all of the ways you can help our members “Focus on the Future.” This venue was very successful for our exhibitors last year. Past attendance tells us that the central Ohio location will be a big draw for the Conference and the Conference Planning Committee has created a schedule that will let attendees and exhibitors capitalize on this wonderful location and venue. As an exhibitor, you will have more time with attendees...more exposure for your products and services...and a more productive exhibitor experience!

There are many opportunities for you to participate. **Members of our exhibitor committee are eager to work with you to create a custom sponsorship package that helps you showcase your company and services in the way that fits you best.** Hundreds of school librarians, educators, and administrators attended OELMA 2019 and are telling us that the change of venue last year made last year’s conference one of the best ever. Your participation in 2020 will make it possible for OELMA to present another great event!

Please contact Lori Lee, Chair, Exhibitor Sub-Committee, for more information at llee@zanesville.k12.oh.us or contact the OELMA office at 330.615.2409 or OELMA@neo-rls.org.

283 Attendees at the 2019 OELMA Conference

“This was one of the best OELMA conferences we have had in years. The Embassy Suites space was wonderful, and the intentional "living room" atmosphere lent itself to more authentic conversation than any other venue we have experienced."

“This year’s efforts were especially creative and engaging, so you have set the standard!”

“Lots of engagement from those attending lunch and keynote sessions. Location was key to success.”

44 Exhibitors at the OELMA Conference in 2019
25.7% increase from 2018

Embassy Suites in Dublin, OH

We look forward to working with you and seeing you at the conference this year.
**SPONSORSHIP LEVELS**

<table>
<thead>
<tr>
<th>Item</th>
<th>GOLD ($1,250)</th>
<th>SILVER ($1,000)</th>
<th>BRONZE ($750)</th>
<th>EXHIBITOR ($500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host a Focus Group or Event*</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>NEW THIS YEAR</strong></td>
<td></td>
<td></td>
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<tr>
<td>10-15 Minute Demonstration**</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Insert (Full Page)</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotional Video***</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Sponsorship Recognition (During Event)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Sponsorship Ribbon</td>
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<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Exhibit Space (Priority Placement)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>Link on Conference Website (Links to Your Company)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Exhibit Spaces</td>
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<td>2</td>
<td>1</td>
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</tr>
<tr>
<td>Thursday Lunch Ticket</td>
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<td>2</td>
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</tr>
<tr>
<td>Friday Lunch Ticket</td>
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<td>1</td>
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<td>Signage</td>
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</tr>
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<td>Electronic List of Attendees</td>
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<td>Listing in Conference Program</td>
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<td>✓</td>
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<td>✓</td>
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<tr>
<td>Exhibitor Dance Card</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
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</tbody>
</table>

* The opportunity to host a focus group or event, of up to 15 people, on a topic of your choice (events must be reserved/planned in advance).

** Present a 10-15 minute demonstration or exhibition during high traffic times in the exhibit hall. Presentation proposals must be approved by the Program Committee.

*** Provide us a 30-60 second promotional video and we’ll post it to the Conference website a month before the Conference!
The following are additional premium sponsorship opportunities that will be available at the 2020 OELMA Annual Conference and can be added to any level of exhibiting. If you are interested in any of these, note your selection on the application and a member of our Exhibitor Committee will contact you to discuss the possibilities.

**Author Sponsorship**  
$500-$3000
Authors are among our attendees’ favorite parts of the OELMA Conference. Get premium name recognition by covering the cost of one of this year’s authors. In return, your company’s name will be listed anywhere that author’s name is listed and you will have the opportunity to introduce the author at their session, as well as to host an author signing at your booth.

**Awards Reception**  
$500
The Awards Reception brings in many administrators and family members, in addition to conference attendees, to help us recognize accomplishments in the field of school library service and literacy. As the Awards Reception sponsor, your company name will be listed on all signage, scheduling, and advertising related to the event, and your company’s logo will be listed on the sponsorship section of our website, with a link to your company’s webpage. If desired, a company rep may also give a 5-10 minute welcome at the event.

**Pre-conference**  
Contact Rep to Discuss Options
This event is a separate registration from the full conference and is offered after school hours, so that we can pull in other educators that may not be able to attend the conference on Thursday and Friday. As the preconference sponsor, your company name will be listed on all signage, scheduling, and advertising related to the event, and your company’s logo will be listed on the sponsorship section of our website, with a link to your company’s webpage. If desired, a company rep may also give a 5-10 minute welcome at the preconference event.

**Conference App**  
Contact Us To Discuss
Get premium name recognition AND help OELMA improve the conference experience for attendees by providing a conference app. This could take many forms: Your company might create an app for us or you might sponsor an app we have created. Please contact us to discuss.

**Refreshment Break**  
Contact us for a quote
We offer Morning and Afternoon Refreshment Beaks during the conference. Your company name will be shown on a poster by each food station during the refreshment break. In addition to signage at the break, your logo will be placed on the conference website with a link to your company’s website. If you would like to distribute any promotional items that pair with the break (i.e.: company cups, napkins, etc.) you are welcome to do so.

**Focus Group Option**  
$100 Each
In a separate breakout room, deliver two 10-15 minute presentations on tools, strategies, and resources that help school librarians “Focused on the Future.” Use this opportunity to showcase a tool or technique during session breaks and drive traffic to your exhibitor booth. Presentation proposals must be approved by our Program Committee.
ADVERTISING OPPORTUNITIES

The following are advertising opportunities available during the 2019 OELMA Annual Conference. If you are interested in any of these, note your selection on the application page and a member of our Exhibitor Committee will contact you to discuss the possibilities.

**LANYARDS**  $1,000 (production included) | $200 (production not included)

Providing lanyards is a unique opportunity for high exposure! Your logo would be worn around every attendees' neck (250ish) for 2+ days making for some great advertising! For $1,000, you can simply provide us with a high-quality logo and we will do the rest. Or, for $200, you can ship us the completed lanyards in advance of the conference. Contact the office with questions.

**BRAND PLACEMENT OPPORTUNITIES**  

Showcase your partnership with OELMA with premium brand placement on the balconies overlooking the exhibitors space. There are many opportunities for your ad to be seen! Whether its on the conference schedule, signs throughout the venue, or our online registration form. **We can work together to customize an option for you!**

**BRANDED CONFERENCE GIVEAWAY**  $200

In an effort to keep organizational costs down, OELMA will not be providing bags or giveaways to attendees at the 2019 conference. If you would like to provide a giveaway, such as a conference bag or portfolio that includes your company's logo, please contact the OELMA office to discuss. *Items must be pre-approved by the conference committee. *This is an exclusive sponsorship as we will only provide one conference giveaway to attendees.

**FULL PAGE REGISTRATION AD INSERT**  $100

Your flyer or small brochure can be included in the registration packets, which will be given to all conference 250+ participants. 
*Must provide OELMA with at least 350 inserts 2 weeks prior to conference.

**LITERATURE DISPLAY "TAKE ONE" TABLE**  $50

The OELMA "Take One" table is an area for attendees to browse and pick up literature when they pick up their lanyard. Companies and organizations may provide one item for display: a brochure, educational material, publication, or conference announcement. 
*A sample of the display item must be submitted for prior approval. Must be pre-printed.*
PARTICIPATION LEVEL

GOLD $1,250
SILVER $1,000
BRONZE $750
EXHIBITOR $500

#Tables 1 2 1

ADDITIONAL SPONSORSHIPS

- AUTHOR SPONSORSHIP  Call for quote
- CONFERENCE APP  Call for quote
- REFRESHMENT BREAK  Call for quote
- AWARDS RECEPTION  $500
- PRE-CONFERENCE  $500
- WEBINAR  $400
- FOCUS GROUP

How many?

COMPANY INFORMATION  (As you would like to see it appear on all promotional items/website)

Company: ____________________________
Address: ____________________________
City: ____________________________ State: __________ Zip Code: __________
Phone: ____________________________ Fax: ____________________________
Email: ____________________________ Website: ____________________________

Products and/or services to be exhibited:

Please list any competitors next to whom you do not want to exhibit:

Decision-Maker/Contact Name: ____________________________
Rep Attending Contact Name: ____________________________
Email: ____________________________ Phone: ____________________________ Additional Lunch Tickets: ______

Please contact us directly at OELMA@neo-rls.org for further information if you are a non-profit organization.

PAYMENT INFORMATION

TOTAL: ____________________________

- Credit Card  - Invoice  - Check Enclosed

Card #: ____________________________
Exp. Date: ____________________________ CCV#: ____________________________
Name on Card: ____________________________

DISCOUNTS

- 20% off  2019 exhibitors who signed commitment form
- 10% off  Any exhibitor who submits payment before 5/31/20