



TOGETHER APART

MO LIBRARY ASSOCIATION
2020 VIRTUAL SYMPOSIUM
Sept. 28, 30 & Oct. 2. 2020

EXHIBITING WITH MLA

The Missouri Library Association (MLA) annual conference is an outstanding way to contact both new and established customers in the library community.

More than 400 individuals from Missouri's public, academic, school, and special libraries attended MLA's 2019 conference. This prospectus provides details on the opportunities to advertise, sponsor events, or be a part of the unique virtual giftbag.

The 2020 Missouri Library Association conference will look a bit different this year as the organization pivots to a virtual format. The conference promises to be an engaging way to connect with library professionals from all over the state in a new and exciting way.

Registrations costs are low, and the normal 350+ attendance is expected.

EVENT SCHEDULE

10:30-10:45am	Welcome and Sponsors
10:45-11:15am	Keynote
11:15-11:30am	Room transition with Vendor Slideshow
11:30-12pm	Breakout Session
12:pm – 12:15pm	Room transition with Vendor Slideshow
12:15- 1pm	Lunch Break
1pm-1:15pm	Room transition with Vendor Slideshow
1:15-1:45pm	Breakout Session
1:45-2:00pm	Room transition with Vendor Slideshow
2:00-2:30pm	Breakout Session
2:30-2:45pm	Room transition with Vendor Slideshow
2:45-3:30pm	Discussion Rooms in Go to Meeting
3:30-4pm	Closing Activities

The Together Apart Symposium will take place over three days, Monday, Sept. 28th, Wednesday, Sept. 30th, and Friday, Oct. 2. The event will utilize the above schedule each day. This distributed format allows for flexibility in attendance as library organizations navigate ever changing service models in light of the COVID-19 pandemic.

ADVERTISING OPPORTUNITIES

There are several opportunities for advertising within the symposium format.

- Vendor slide for slideshow in between sessions and spot in virtual gift bag -- \$250
- Vendor sponsoring a session (with introduction) and spot in virtual gift bag -- \$500 (9 spots)
- Vendor submitting a 30 second commercial and spot in virtual gift bag -- \$750 (9 spots)
- Keynote sponsorship/ introduction and spot in virtual gift bag -- \$1000 (3 spots)
- Close Captioning Sponsorship for all sessions- \$1200 (1 spot)

VIRTUAL GIFTBAG INFORMATION

The MO Library Association will be utilizing iGiftBag for virtual connections with vendors.

- Design your gift-- deal, discount, giveaway, expert download, freebie,-- from the easy to use iGiftbag online dashboard
- Gift Bag will be delivered via email to all Symposium registrants
- The iGiftBag will be available for 60 days
- View your gift's performance results on your igitbag Sponsors Results dashboard
- See a demo
<http://app.igitbag.com/indymini2017/Preview#>
- For T-Shirt or other unique opportunities, contact MoLib2020@molib.org