EXHIBITOR

PROSPECTUS

2019 OELMA CONFERENCE

October 2-4, 2019
Embassy Suites
Dublin, Ohio
SPONSORSHIP OPPORTUNITIES

In 2019, the OELMA Conference is moving to the Embassy Suites, Dublin, Ohio. We are excited because this new venue places the exhibitors right in "the heart of it all" in the central atrium through which attendees must travel to get to all of the various sessions. 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 2018 and are telling us it was a fantastic experience. Your participation in 2019 will make it possible for OELMA to present another great event!

Please contact Jessica Klinker, Chair, Exhibitor Sub-Committee, for more information at teachklink@gmail.com or contact the OELMA office at 330.615.2409 or OELMA@neo-rls.org.

Embassy Suites in Dublin, OH
# SPONSORSHIP LEVELS

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<thead>
<tr>
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<th><strong>GOLD</strong></th>
<th><strong>SILVER</strong></th>
<th><strong>BRONZE</strong></th>
<th><strong>EXHIBITOR</strong></th>
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<tbody>
<tr>
<td>Host a Focus Group or Event*</td>
<td>✓</td>
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<tr>
<td>10-15 Minute Demonstration*</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Ad Insert (Full Page)</td>
<td>✓</td>
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<tr>
<td>Promotional Video*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Sponsorship Recognition (During Event)</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Sponsorship Ribbon</td>
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<tr>
<td>Exhibit Space (Priority Placement)</td>
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<td>✓</td>
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<tr>
<td>Link on Conference Website (Links to Your Company)</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Exhibit Spaces</td>
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<tr>
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<td>Friday Lunch Ticket</td>
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<td>Signage</td>
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<td>Electronic List of Attendees</td>
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<td>Listing in Conference Program</td>
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<tr>
<td>Exhibitor Dance Card</td>
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* 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 on our featured Heartbeat stage area 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 2019 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 web page. If desired, a company rep may also give a 5-10 minute welcome at the event.

**PRE-CONFERENCE**
$500

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.

**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.

**WEBINAR**
$400

Your company may prepare a 30-minute webinar that will be hosted on the OELMA website for at least one month before and one month after the OELMA Conference. *Webinar must be of professional value, beyond just an advertisement product; must be pre-approved by OELMA*

**HEARTBEAT STAGE PRESENTATION**
$100 Each

New to the OELMA exhibitor hall this year, the Heartbeat Stage will feature 10-15 minute presentations by attendees, authors, and exhibitors on tools, strategies, and resources that help school librarians keep their fingers on the “pulse” of what’s new. 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.

**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.
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 exhibitor 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.*
2019 OELMA Conference Exhibitor Prospectus

PARTICIPATION LEVEL

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

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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
- □ HEARTBEAT STAGE: $100 each

How many?

ADDITIONAL ADVERTISING

- □ LANYARDS: $1,000 | $200 production | no production
- □ BRAND PLACEMENT: Call for quote
- □ REGISTRATION AD INSERT: $100
- □ LIT. "TAKE ONE" TABLE: $50
- □ CONFERENCE GIVEAWAY: $200

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 2018 exhibitors who signed commitment form
- □ 10% off Any exhibitor who submits payment before 5/31/19