

NEW YORK LIBRARY ASSOCIATION 2024 ANNUAL CONFERENCE & TRADESHOW

Sponsorship and Marketing Prospectus



NOVEMBER 6TH - 9TH
SYRACUSE, NY

NYLA's Approach to the 2024 Annual Conference

The time is now to recognize that all library workers are leaders! Let's work together across our sections and roundtables as we strive towards sustainable funding; empowering library workers to advocate for their libraries and the communities they serve; and protecting our workers and institutions from continued assaults on intellectual freedom.

Our academic, public, school and special libraries, and the people that work and volunteer in them, are the mentors and protectors of the core values of our profession. Let's come together during our 2024 Annual Conference to not only network, but to support each other and continue growing and learning as leaders who show our communities that libraries are welcoming places for everyone, and that every story deserves to be heard!

On the following pages, please find information on NYLA sponsorship, exhibitor and advertising opportunities.

[**NYLA WEBSITE**](#)

[**EMAIL: marketing@nyla.org**](mailto:marketing@nyla.org)

**NYLA 2024
Conference
Syracuse,
New York
Nov 6-9**

What is the **New York Library Association?**

MISSION

NYLA leads, educates, and advocates for the advancement of the New York library community.

HISTORY

The New York Library Association, popularly called NYLA, was founded in 1890 at the close of the annual convocation of the University of the State of New York. George W. Curtis, distinguished author and Chancellor of the University, Andrew Draper, Superintendent of Public Instruction, and Melvil Dewey, Secretary of the Board of Regents and State Librarian, were the chief sponsors of its organization.

On November 19, 1929, the Board of Regents, for and on behalf of the Education Department of the State of New York, granted a provisional charter of incorporation, located in the City of Buffalo and State of New York, with the persons named as incorporators for its first Board of Trustees, to hold until their successors shall be chosen by the members of the Corporation, with power therein to increase or decrease its membership in such manner and upon such terms as shall be provided for by the general rules of the trustees, and with power with them, from time to time, by unanimous vote of their full Board, to fix their terms of office and their number to be not more than twenty-five nor less than five.

The provisional charter was to be replaced by an absolute charter if within five years the corporation acquired resources and equipment available for its use and support and sufficient and suitable for its chartered purposes in the judgment of the Regents of the University and was maintaining an association of educational usefulness and character satisfactory to them.

It was extended for an additional period of five years on May 16, 1941; and an absolute charter was granted the association on December 20, 1946, continuing the corporation with all its powers, privileges, and duties.

NYLA is affiliated with the American Library Association as the New York Chapter of that national body. NYLA has always been devoted to the promotion of the library interests of the entire state. It has to its credit contributed to a notable system of modern libraries throughout the state.

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Market Reach

Members of the state association and attendees of our event include librarians, directors and administrators of

- Public
- System
- School
- Academic
- Special Libraries
- Library Trustees and
- Friends of Libraries

From a membership of 43 in 1890, the association has grown to a vital organization of several thousand members, representing not only the libraries of New York State but also many members, state and institutional, from all over the United States.



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2024 NYLA CONFERENCE

Sponsorship Packages

Fund

\$3,250 or
\$6,500

- This package provides the opportunity to sponsor the **Parking Garage** for our attendees. As a **Fund** package sponsor, you will choose \$6500 to cover both peak conference/trade show days (Thursday and Friday) or \$3250 to cover one of the peak days.
- **This package includes:**
 - All attendees require a visit to your booth to have their parking validated.
 - If you are not an exhibitor at our tradeshow, we can set up validation at the registration desk, with the attendee being provided sponsor materials upon validation.
 - Your sponsor logo will be advertised in our conference brochure, conference app, and our website.
 - Conference signage in the parking garage.

Protect

\$2,000

- This package provides the opportunity to sponsor one of our conference events that all attendee registrations have access to. **Keynote Address, Annual Membership Meeting** or **Annual NYLA Awards Reception**, as a **Protect** package sponsor you will choose the event you wish to contribute to.
- **This package includes:**
 - Sponsor logo to be included in all event digital and physical advertising, the All-Conference Event page in our conference pamphlet, our conference app, website, and in all event signage at the sponsored event.
 - Public introduction at all conference events
 - Sponsors can provide advertising materials or any swag item they wish to be included at the event. The cost associated with this would be the sponsor's responsibility.

Empower

\$1,500

- This package provides the opportunity to sponsor one of our attendee breaks. **Coffee, Water, Snack Station**, as an **Empower** package sponsor you will get to choose which attendee break station to sponsor.
- **This package includes:**
 - Sponsor will be named after each of the stations throughout the conference,
 - Sponsor logo will be included in the conference pamphlet, conference app, on our website and on the conference map as an indicator of a coffee/water/snack station.
 - Sponsor materials will be available at your sponsored station.

These must be purchased by latest September 30, 2024.

2024 NYLA CONFERENCE

Sponsorship Packages

Trade Show Lobby Activity Table Sponsorship

\$550

This package provides the opportunity to sponsor an activity table within our tradeshow for our attendees. As a Trade Show Lobby Activity Table sponsor, you will have a designated table that represents your sponsorship. Your logo will be included in the conference pamphlet and on the conference map as an indicator

This package includes:

- Sponsor materials will be available at your sponsored station.
- Your sponsor logo will be advertised in our conference brochure, conference app, and our website.

Conference Floor Guide Decals / Direction Signage Sponsorship

\$450

This package includes your company logo and booth number will be included on these physical materials throughout the conference space in the Syracuse OnCenter.

This package includes:

- Your sponsor logo will be advertised in our conference brochure, conference app, and our website.

These must be purchased by latest September 30, 2024.

2024 NYLA CONFERENCE

Digital Advertising

Leading up to the NYLA Annual Conference & Trade Show, NYLA puts out a number of eBlasts and social media posts that are specific to the conference to our membership.

This year, we are offering custom ways for your company to showcase your services to our membership even before the day of the Trade Show – to ensure your company has the name recognition it deserves!

Choose from the options below:

Your company will have a specialized delivery eBlast to our membership leading up to the 2024 NYLA Annual Conference & Trade Show

**\$800 (1 limit per vendor,
5 available)**

Your company will have a footer or banner ad in the 2024 Annual Conference & Trade Show Specific eBlasts leading up to the event

**\$150 per social media post
(3 limit per vendor)**

Your Logo featured on an NYLA Annual Conference & Trade Show social media post Facebook and Instagram

**\$450 (2 limit per vendor,
12 available)**

These must be purchased by latest September 30, 2024.

2024 NYLA CONFERENCE

Physical Advertising

Advertise in our Conference Catalog to reach +1,300 people!

| PACKAGE | SIZE | PRICE |
|-----------|------------|-------|
| Full Page | 4.5 x 6.5" | \$600 |
| Half Page | 4.5 x 3" | \$450 |

AD SPECIFICATIONS

Advertising copy should be formatted in EPS or PDF, 300dpi, with embedded fonts. JPG or PNG files are acceptable. No MS Publisher or graphics in Word Documents can be accepted.

These must be purchased by latest September 30, 2024.

Custom Packages

Don't see an opportunity or package that works for you?

NYLA would love the opportunity to customize the perfect sponsorship or marketing package or option for you!

Interested contributors can email C Romeo, NYLA Director of Communications and Member Engagement a marketing@nyla.org.



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How do you become a
Sponsor

at the 2024 NYLA Annual Conference?

[Click Here](#)

Reminder the deadline to participate in all
sponsorship opportunities is
September 30, 2024.

Thank you for your support!