

**NEW YORK LIBRARY ASSOCIATION  
2025 ANNUAL CONFERENCE & TRADESHOW**

**NYLA  
2025**

**ACTIONABLE  
ADVOCACY**

**SPONSORSHIP AND MARKETING PROSPECTUS**

**NOVEMBER 5TH - 8TH  
SARATOGA SPRINGS, NY**

# NYLA's Approach to the

# 2025 ANNUAL CONFERENCE

Advocacy is about more than meeting with your legislators. It is about telling stories. Stories that show how your library helps or can help your patrons. Marketing is the key to telling these stories. All library staff are involved in marketing whether aware of it or not. Everyone has stories they can tell and relationships they can build. Whether you are working at a circulation desk, an information desk, or meeting with the local chamber of commerce. Any interaction is an opportunity to promote the library and build relationships. All these activities are actionable advocacy.

Come to our 2025 Annual Conference to strengthen existing relationships with colleagues and build new ones. The conference is a great opportunity to **learn**, **build relationships**, and **take action!**

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

**[NYLA WEBSITE](#)**

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

NYLA 2025  
Conference  
Saratoga Springs,  
New York  
Nov 5-8

# 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, trustees, volunteers, and administrators of:

- Public libraries
- School libraries
- Academic libraries
- Special libraries
- Library systems

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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# 2025 NYLA CONFERENCE

# SPONSORSHIP PACKAGES



This package provides the opportunity to sponsor one of our attendee breaks: **Coffee**, **Water**, or **Snack Station**. As an **POW** package sponsor you will choose which attendee break station to sponsor.

### This package includes:

- Sponsor being named at each of the stations throughout the conference.
- Sponsor logo being included in the conference brochure, conference app, on our website, and on the conference map.
- Sponsor materials being available at your sponsored station.



This package provides the opportunity to sponsor one of our conference events. This list includes our **Keynote Address**, **Annual Membership Meeting**, **Luncheons (3)** and **Annual NYLA Awards Reception**. As a **BAM** package sponsor, you will choose the event you wish to contribute to.

### This package includes:

- Sponsor logo included in all event digital and physical advertising including event page in conference brochure, conference app, website, and on all event signage at the sponsored event.
- Public introduction at the sponsored event.
- Sponsor swag item can be included at the event. The cost associated with this would be the sponsor's responsibility.



This package provides the opportunity to sponsor the **Parking Garage** for all event attendees for peak days of our event. **KABOOM** package sponsor(s), can choose to sponsor both peak days (Thursday and Friday) at \$7,200 or cover one of the peak days at \$3,800.

### This package includes:

- All attendees visit the sponsor's booth to have their parking validated. *Sponsors who are not an exhibitor at our tradeshow, can set up validation at the registration desk.*
- Sponsor logo advertised in our conference brochure, conference app, and website.
- Conference signage in the parking garage.

**These must be purchased by September 30, 2025 at the latest.**

# 2025 NYLA CONFERENCE

# SPONSORSHIP PACKAGES

## TRADE SHOW LOBBY ACTIVITY TABLE SPONSORSHIP

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 brochure and on the conference map.

### This package includes:

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



**\$550**

## CONFERENCE SIGNAGE SPONSORSHIP

This package includes your company logo being included on floor decals and physical directional signage throughout the conference space in our venue.

### This package includes:

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



**\$450**

These must be purchased by September 30, 2025 at the latest.

# 2025 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. Below are custom ways your company can showcase your services to our membership even before the day of the Trade Show – to ensure your company has the name recognition it deserves!



## BANNER ADS

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

**\$200**

**(2 limit per vendor)**

## SOCIAL MEDIA

Your logo featured on a NYLA Annual Conference & Trade Show social media post on Facebook and Instagram.

**\$300**

**(2 limit per vendor)**

## EBLASTS

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

**\$500**

**(1 limit per vendor)**

These must be purchased by September 30, 2025 at the latest.

# 2025 NYLA CONFERENCE **PHYSICAL ADVERTISING**

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

<b>PACKAGE</b>	<b>SIZE</b>	<b>PRICE</b>
<b>FULL PAGE</b>	<b>7 X 10"</b>	<b>\$600</b>
<b>HALF PAGE</b>	<b>3.5 X 5"</b>	<b>\$450</b>
<b>QUARTER PAGE</b>	<b>1.5 X 2"</b>	<b>\$250</b>

## **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 September 30, 2025 at the latest.**



**WOW!**



# ***CUSTOM PACKAGES***

***DON'T SEE AN OPPORTUNITY THAT  
WORKS FOR YOUR COMPANY? DO YOU  
HAVE AN ALTERNATE SPONSORSHIP  
IDEA FOR OUR EVENT?***

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

Interested contributors can email  
Lauren Hoyt, NYLA Director of Association  
Operations, at [events@nyla.org](mailto:events@nyla.org)!



**BECOME A *SPONSOR* AT THE  
2024 NYLA ANNUAL CONFERENCE TODAY!**

***CLICK HERE***

***THANK YOU FOR YOUR SUPPORT!***