

New York Library Association Annual Conference

Sponsorship and Marketing Prospectus

November 4-7
Saratoga Springs, NY

**LIBRARIES
BECAUSE
2026**



NYLA's Approach to the

2026 ANNUAL CONFERENCE

Every library story begins with a reason.

The 2026 conference theme, **Libraries Because _____**, invites you to name yours. There is no single answer to why libraries matter, but rather a powerful range of possibilities. Books and information are probably high on the list, but also access, democracy, community, culture, literacy, belonging, and opportunity.

Libraries are defined by our commitment to these values and the resilience we demonstrate in fighting for them. By naming our specific reasons, we affirm that they guide our decisions, strengthen our advocacy, and connect us to the communities we serve. Individually, these reasons are personal. Together, they form a shared narrative of impact and purpose.

Join us at the 2026 Annual Conference to celebrate the many reasons libraries matter and discover new ones together. The conference is a great opportunity to turn your “because” into action and impact.

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

[NYLA WEBSITE](#)

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



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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Sponsors come on down for your showcase selections!

Sponsorship Packages

\$2,500

SHOWCASE 1



This package provides the opportunity to sponsor one of our attendee breaks: **Coffee, Water, or Snack Station**. As an **SHOWCASE 1** 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.

\$3,000

SHOWCASE 2



This package provides the opportunity to sponsor one of our conference events. This list includes our **Keynote Address, Annual Membership Meeting, Luncheons and Annual NYLA Awards Reception**. As a **SHOWCASE 2** 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.

\$3,800

SHOWCASE 3



This package provides the opportunity to sponsor the **Parking Garage** for all event attendees for peak days of our event. **SHOWCASE 3** package sponsor(s), can choose to cover parking for the full event (Wed-Saturday) at \$7,200 or cover both days of the trade show 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, at the registration desk and website.
- Conference signage in the parking garage.

These must be purchased by September 30, 2026 at the latest.



Sponsors come on down for your showcase selections!

SPONSORSHIP PACKAGES

Event Commercial Sponsorship

This package provides the opportunity for sponsors to create a commercial for your company/organization to air before one of our luncheons/reception. As an *Event Commercial Sponsor* you will provide us a commercial for your company/organization that will air before one of our general sessions, meals receptions, etc. Commercials can be strictly promotional informational or have a fun twist to provide entertainment for our attendees. *Specifications for commercials will be provided by NYLA staff following the submission of your registration form.

This package includes:

- Sponsor information being available at our general sessions
- Your sponsor logo being advertised in our conference brochure, conference app, and our website.

Trade Show Activity Table

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.

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.



These must be purchased by September 30, 2026 at the latest.

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

\$200

(Limit 2 per sponsor)

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



SOCIAL MEDIA

\$300

(Limit 2 per sponsor)

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

EBLASTS

\$500

(Limit 1 per sponsor)

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

These must be purchased by September 30, 2026 at the latest.

PHYSICAL ADVERTISING

Advertise in our Conference Catalog to reach +1,000 people!

PACKAGE	SIZE	PRICE
Full Page	7 x 10"	\$600
Half Page	3.5 x 5"	\$450
Quarter Page	1.5 X 2"	\$250

These must be purchased by September 30, 2026 at the latest.

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!

Email Lauren Hoyt, NYLA Director of Association Operations, at

events@nyla.org



[NYLA WEBSITE](#)

Become a **SPONSOR** at the
2026 NYLA Annual Conference
TODAY!



CLICK HERE

Thank you for your support!

[NYLA WEBSITE](#)

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