



Metrolina Library Association Conference 2017

Exhibitor Prospectus

Our 12th Annual Conference, June 8, 2017

The Metrolina Library Association is hosting the 12th annual library conference June 8th, 2017. Librarians, faculty, and staff join together for a day of sharing and learning library and information ideas.



Conference Location

Central Piedmont Community College
Harris Conference Center
3216 CPCC Harris Campus Drive
Charlotte, NC 28208



Attendees by Job Title

- 35%** Reference/Subject/Public Librarian
- 13%** Ed./Research/Instr. Librarian
- 7%** Library Director/Dean
- 7%** Library Manager/Assistant Director
- 6%** MLIS Student
- 5%** Head/Supervisory Librarian
- 4%** Collection Development
- 4%** Faculty Professor
- 2%** Library Assistant
- 3%** Assessment Librarian
- 3%** Cataloging Librarian
- 3%** Tech/Systems Librarian
- 2%** Government Librarian
- 1%** Archival Specialist
- 1%** Library Media Coordinator



Type of Library

- 81%** College/University
- 14%** Public
- 2%** State/Government
- 2%** Other
- 1%** Special

**“Attendees come from a variety
of library positions and institutions.”**

Audience

- 80%** Central North Carolina
- 9%** South Carolina
- 6%** Eastern North Carolina
- 4%** Western North Carolina
- 1%** Georgia



Attending Institutions Total Operating Expenditures

- 64% Less than \$500,000
- 4% \$500,000-\$999,999
- 10% 1 Million-\$1,999,999
- 10% 2 Million-\$4,999,999



What Attendees Like to See Exhibited

- 29% Web Products
- 21% Adult/Academic Books
- 21% Furniture/Shelving
- 12% Computer Software
- 6% Office Equipment
- 5% Computer Hardware/Mobile Devices
- 4% Business Information

“Over 60% of attendees will influence purchases in 2017!”

Attendees Interest and Plan to Buy

Interest		Plan to Buy
31%	Books/Periodicals/Electronic Res.	46%
35%	Equipment, Furniture & Supplies	26%
15%	Audio Visual Equipment & Materials	14%
17%	Library Automation	8%
1%	Services, Consultants, & Wholesalers	6%

Sponsorship Levels

Platinum \$1000

Presentation opportunity to attendees (5 min. at lunch)
Sponsorship announcement at keynote speaker address

Exhibit booth

Distribution of promo item

Logo/name on conference bag

Logo/name on conference website

Program full page ad

Gold \$500

Exhibit booth

Distribution of promo item

Logo/name on conference bag

Logo/name on conference website

Program full page ad

Silver \$350

Logo/name on conference bag

Logo/name on conference website

Program half page ad

Bronze \$250

Logo/name on conference website

Program quarter page ad

Program Sponsor Only

Business Card-\$50

1/4 Page Ad \$100

1/2 Page Ad \$200

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Connecting and sharpening Charlotte
area library professionals since 1969

Please contact us for additional sponsorship questions.

2017 Deadlines

April 15, 2017-Sponsorship Checks Due

May 1, 2017-Sponsor Logos/Ads Due

May 15, 2017-Sponsor Confirmation of Attendance Due

June 9, 2017-MLA Conference

Find us on the Web!

MLALibrary.org