



**Missouri Library Association Annual Conference
Trade Show Prospectus
September 29 & 30, 2021**

DoubleTree by Hilton Hotel St. Louis-Chesterfield
16625 Swingley Ridge Road, Chesterfield, MO 63017

[MLA Vendor Webpage Link](#)

The Missouri Library Association (MLA) annual conference provides vendors with the opportunity to engage with potential and existing customers in the library community. More than 400 individuals from Missouri's academic, public, school and special interest libraries attended the 2019 conference. This prospectus provides details on opportunities to rent booth space in the Exhibitor Hall, sponsor events and advertise in the conference program.

The 2021 Missouri Library Association conference is being held in the St. Louis area at the Doubletree Hotel-Chesterfield. The event space is a 20-minute drive from St. Louis Lambert International Airport and 22 miles from St. Louis City Center. There are 45 booths available, which will be assigned on a first come, first-served basis.

EXHIBITION BOOTH SPACE:

8' x 8' Exhibitor Booth Fees for a single booth

\$550 for early bird registration (August 9, 2021)

\$650 for regular registration (After August 9, 2021)

\$450 for non-profit organizations

Each booth will be set with 8' high back drape, 3' high side divider and a 8" x 36" identification sign. All booth space will include a 6' skirted table, 2 side chairs, waste basket and complimentary Wireless Internet access.

Booth rental includes lunch on Thursday for up to 4 representatives per booth. Additional Exhibitor Passes will be available for purchase.



Extra booth amenities and electrical services are available for additional fees. Exhibition kit order forms will be sent to all registered vendors. Booths will be assigned on a first-come, first-served basis.

Hotel Reservations: The Missouri Library Association has negotiated a special conference rate of \$139 per night at the DoubleTree by Hilton Hotel St. Louis-Chesterfield. For room reservations, [Book your reservation here.](#)

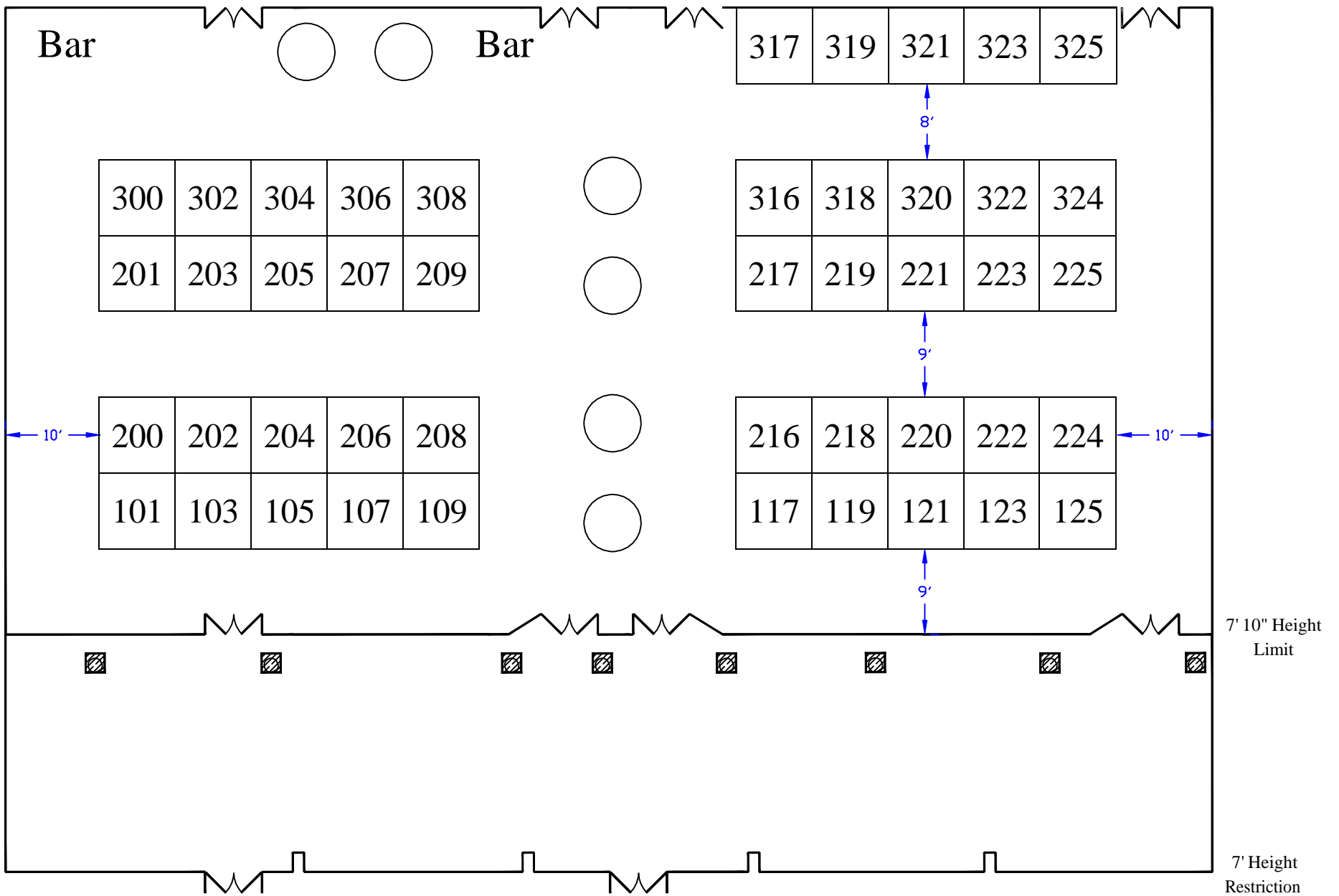
PRELIMINARY SCHEDULE of EXHIBIT HALL ACTIVITIES

Wednesday, September 29

Exhibitor Set-up	11:00 a.m.- 3:00 p.m.
Exhibitor Hall open	4:00 p.m.- 7:00 p.m.
Exhibitor Reception	4:00 p.m.- 5:00 p.m.
Awards Ceremony in Exhibitor Hall	5:30 p.m.- 7:00 p.m.

Thursday, September 30

Vendor Breakfast for all attendees	8:00 a.m. - 9:00 a.m.
Poster Sessions in Exhibitor hall	9:00 a.m. - 9:45 a.m.
Exhibitor Hall open	9:00 a.m. - 4:00 p.m.
New Member Meet and Greet in Exhibitor Hall	3:00 p.m.- 4:00 p.m.
Exhibitor Breakdown	4:00 p.m.- 7:00 p.m.



Missouri Library Association
 September 29-30, 2021
 DoubleTree Chesterfield
 Grand Ballroom

45 - 8' x 8' Booths



(314) 621-6677
 www.paramountcs.com
 REVISED: July 8, 2021
 * Subject to Fire Marshal Approval



ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Advertising Opportunities

The MLA conference program is the perfect opportunity to highlight your company's products and services. Each attendee receives a printed copy, and it is often used as a reference by many for the entirety of the conference.

Program Ad: Full page \$500 (4 available) 1/2 page \$300 (6 available)
1/4 page \$125 – (8 available)

Sponsorship Opportunities

Your organization has additional opportunities for brand exposure and recognition among Missouri librarians by sponsoring items and events at the conference.

Sponsors at various levels will receive:

- Acknowledgement at the sponsored event
- Acknowledgement in the conference program
- Logo on signage at event
- Acknowledgement on social media during conference

Do not see an opportunity that fits your needs? Contact us and we will work together to find what fits!

Platinum Sponsor \$1,000 (3 available)

Choose from one of three (3) exclusive sponsorship opportunities! This level of sponsorship provides your company with exclusive signage at the chosen event, a verbal mention during event announcements, acknowledgement in the conference program, and a post on MLA's social media outlets.



Vendor Reception

Held in conjunction with the exhibit hall opening on Wednesday, September 29, this is the most well attended, no-conflict period of the conference. Attendees gather to socialize with vendors and see what is new and exciting. Attendees at this event will enjoy complimentary hors d'oeuvres and a cash bar will be provided.

Awards Reception

Held immediately following the Vendor Reception in the exhibit hall, MLA members gather at this event to honor the achievements of Missouri libraries, librarians, supporters, trustees, and friends.

Closing Reception & Keynote Speaker

On September 30th, the Missouri library community will gather to celebrate the past year and listen to keynote speaker Jerrett Krosoczka as he is live streamed during the closing reception. It is sure to be a wonderful time to network and connect. Complimentary beverages and hors d'oeuvres will be provided.

Gold Sponsor

\$750 (6 available)

Choose from three (3) available events! This level of sponsorship provides your company acknowledgement on signage at the chosen event(s), a verbal mention during event announcements, acknowledgement in the conference program, and a post on MLA's social media outlets.

Closing Reception Drink Tickets

At the closing reception on Thursday, September 30th, librarians from across Missouri will gather to celebrate the past year and hear keynote speaker Jarrett Krosoczka. Your sponsorship would help provide beverages to attendees during this prime networking event.

Bohley Trivia Night

The Bohley Trivia Night will be held at the conference hotel on Tuesday, September 28th. This event brings librarians together for an energetic night of fun and friendly competition.



Refreshment Stations

Throughout the two-day conference, (2) refreshment stations will be available to attendees during breaks between sessions. These stations will offer attendees a chance to recharge and refuel while networking with fellow librarians.

Silver Sponsors \$250 (10 available)

Choose from one of several opportunities to have your company mentioned to attendees! This level of sponsorship provides your company with signage at the chosen event and acknowledgement in the conference program.

Table Talks & Poster Sessions

Taking place Thursday, September 30th and located in the Exhibitor Hall, these informal presentations are a great way for vendors to meet and talk with conference attendees.

MLA Member Meet & Greet

We strive to continue to grow our base of volunteers and members and a meet and greet is the perfect opportunity to get an overview of MLA and the various roles members can play with the organization



REGISTRATION INFORMATION

Vendor registration is open now and closes September 10, 2021.

TERMS & CONDITIONS

- MLA/AMIGOS will assign booth spaces in the order purchased.
- Exhibitors will not sublet or appropriate booth space to any other business.
- Parent and subsidiary businesses are not considered other businesses.
- Contractors are other businesses and require their own booth space.
- Exhibits should not project beyond the space allotted and should not obstruct the view or interfere with traffic to other exhibits.
- The wings of an exhibit should not project more than three (3) feet from the back wall.
- Permission to exhibit equipment with abnormal heights must be obtained from MLA/AMIGOS.
- Cancellation should be made in writing by email by September 1, 2021 and are subject to a \$25 cancellation fee.
- No refunds will be made after September 1, 2021.
- All cancellations are final.
- MLA/AMIGOS may resell cancelled booths as opportunities allow.
- No refunds shall be paid as a result of subsequent booth sales.

*For more information or to discuss opportunities please contact
MLA@amigos.org*