

# SPONSOR BENEFITS

CRYSTAL

DIAMOND

PLATINUM

GOLD

SILVER

Acknowledgment of sponsorship during Opening and Closing general sessions

Dedicated event digital signage/ digital ad

Private office room rental for staff onsite (Monday - Wednesday)

Logo included in Online Conference Platform

Exhibit Hall premium placement

Custom ad in the printed program

Access to Attendee Email List

Build-Your-Own Session/ Luncheon

Featured blog post shared on social media

Featured blog post on ER&L website

2 Session-specific promotions to attendees via ER&L Newsletter

Access to a free-access file of your recorded content

Inclusion in digital signage at event

Premium logo visibility on email communications 3 months prior to conference

Highlighted Sponsorship on Event Mobile App/ Scheduling App

Attendee Wellness/ Childcare Sponsor

Company logo incorporated into the printed program

Company logo on Event Mobile App/ Scheduling App

6' exhibit table in Exhibit Hall

Complimentary Registration Tickets

FULL - PAGE

HALF - PAGE

LIVE-STREAMED SESSION (45MIN)

LUNCHEON (1.25 HRS)

SESSION (45MIN)

15

10

6

4

2

**COST**

**\$15,000**

**\$10,000**

**\$7,000**

**\$4,000**

**\$2,500**

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# SPONSORSHIP ADD-ONS

Silver-level exhibitors and above can add on the items listed below to their sponsorship package. Items reserved for specific sponsorship levels are noted.

## PRINT PROGRAM ADVERTISING

Add your message to our 15th Anniversary program! Our program will incorporate program content, event messaging, an exhibit map and full-color advertisements from ER&L exhibiting companies.

|              |         |
|--------------|---------|
| Half-page ad | \$1,200 |
| Full-page ad | \$2,000 |

## ONLINE ADVERTISING

|                                |         |
|--------------------------------|---------|
| Website banner ad, 60 days     | \$1,000 |
| Official Program App Banner Ad | \$2,000 |

## ATTENDEE AWARDS

Work with ER&L to award a worthy library or librarian with an e-resources learning experience they will appreciate and apply to great use in their library. ER&L will work with your company to customize an award to reach the professional level, job title, library type, geography or other target you are interested in reaching. ER&L will create and host an award landing page for your award, incorporate company messaging and promote the award to the relevant audiences in our large e-resources professional network.

|                                  |         |
|----------------------------------|---------|
| Travel Grant                     | \$3,000 |
| Student Travel Grant             | \$2,000 |
| Online Conference Attendee Award | \$1,000 |

## ATTENDEE PREMIUMS

Attendees expect fun experiences at ER&L and fun, bright designs and desirable giveaways. Join us in designing one of these favorites with your company branding. *Items listed below are dedicated sponsorships unless noted otherwise.*

|  |          |
|--|----------|
| Opening Keynote Attendee Paper Fan     | \$3,500  |
| Custom Bag Screen Printing/ Co-sponsor | \$2,000  |
| T-shirt Screen Printing                | SOLD OUT |
| Branded Lanyards                       | SOLD OUT |

## MEETING ROOM RENTAL

ER&L is a great platform for customer meetings, focus groups or sales team meetings. Contact us to find the best fit for your event at ER&L 2020.

|                          |   |
|--------------------------|---|
| Staff Office Room Rental | Priority to Crystal Sponsors, contact us. |
| Focus Group Room Rental  | Priority to Crystal Sponsors, contact us. |