

CLA 2012 SPONSORSHIP OPPORTUNITIES



Canadian Library Association
Association canadienne des bibliothèques

National Conference & Trade Show

May 30 - June 2, 2012

Ottawa Convention Centre

Ottawa, Ontario

CLA invites sponsors to provide support for our National Conference & Trade Show

Why sponsor our national conference?

The conference will attract over 1000 professionals working in the library and information community across Canada. Sponsorship allows you to reach this influential group of leaders and decision-makers.

Exciting marketing opportunities are available that will enable your organization to:

- obtain valuable exposure to current and potential clients
- increase visibility for your organization
- show your commitment and support to the Canadian library and information community

Four Ways

to participate in conference sponsorship, with benefits and recognition for your organization...

Sponsorship Levels

Bronze ~ Up to \$2,499

Silver ~ \$2,500 - \$4,999

Gold ~ \$5,000 - \$9,999

Platinum ~ \$10,000 +

For more information please contact:

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CLA 2012 Sponsorship Opportunities ~ CLA 2012 ~ Ottawa, ON

Full amount provides exclusive sponsorship of the activity. Joint sponsors are also welcome.

PLATINUM	<ul style="list-style-type: none">✓ Corporate name and logo displayed at the activity on signage and screen✓ Public verbal acknowledgement✓ Listing as a sponsor on CLA's Web site and hyperlink from the sponsor listing to your home page✓ Recognition in the event description of the final program as a major supporter✓ Recognition on the sponsor page of the final program
\$10,000 +	<ul style="list-style-type: none">✓ Special name badge indicating your "PLATINUM" Sponsorship✓ Free conference registration for one delegate✓ Acknowledgement on large signs prominently located at registration and the Tradeshow✓ Recognition in the post conference issue of <i>Feliciter</i> with company logo inserted✓ First opportunity to sponsor the same event next year✓ First choice for booth selection next year (until July 31, 2012)

GOLD	<ul style="list-style-type: none">✓ Corporate name displayed at the activity✓ Public verbal acknowledgement✓ Listing as a sponsor on CLA's Web site and hyperlink from the sponsor listing to your home page✓ Recognition in the event description of the final program as a major supporter✓ Recognition on the sponsor page of the final program
\$5,000 - \$9,999	<ul style="list-style-type: none">✓ Special name badge indicating your "GOLD" Sponsorship✓ Free conference registration for one delegate✓ Acknowledgement on large signs prominently located at registration and the Trade Show✓ Recognition in the post conference issue of <i>Feliciter</i> with company logo inserted✓ First opportunity to sponsor the same event next year✓ First choice for booth selection next year (until July 31, 2012)

SILVER	<ul style="list-style-type: none">✓ Corporate name displayed at the activity✓ Public verbal acknowledgement✓ Listing as a sponsor on CLA's Web site✓ Recognition in the event description of the final program as a major supporter✓ Recognition on the sponsor page of the final program
\$2,500 - \$4,999	<ul style="list-style-type: none">✓ Special name badge indicating your "SILVER" Sponsorship✓ Acknowledgement on large signs prominently located at registration and the Trade Show✓ Recognition in the post conference issue of <i>Feliciter</i> with company logo inserted

BRONZE	<ul style="list-style-type: none">✓ Corporate name displayed at the activity✓ Listing as a sponsor on CLA's Web site✓ Recognition in the event description of the final program as a major supporter✓ Recognition on the sponsor page of the final program
Up to \$2,499	<ul style="list-style-type: none">✓ Special name badge indicating your "BRONZE" Sponsorship✓ Acknowledgement on large signs prominently located at registration and the Trade Show✓ Recognition in the post conference issue of <i>Feliciter</i> with your company name included

A Sponsorship Pledge Form is included with this flyer
and is also available on the CLA Web site at www.cla.ca