



64th BIENNIAL
CONFERENCE

S.E.E. the Future
Support. Educate. Empower.



2021 Conference Virtual Exhibitor Fees

We are excited to offer a hybrid** conference this biennium, ensuring safe access for all of our members throughout the southeast! Exhibitors have a unique opportunity to reach a wide audience with our dynamic online platform hosted with Whova, bringing your content into the digital realm at a very affordable price point.

- ✓ Engage attendees with livestreams and videos; by clicking on exhibitor profiles, attendees can explore each virtual booth for an overview of the company, viewing their videos, attending the livestreams, reading description, contact information, and accessing any promotional offers. Once the livestreams and videos are set up, they will also be shown as a special topic in the community board to attract more attention.
- ✓ Reach attendees from the website and mobile app without having to cross-promote; don't feel like staring at a cellphone screen all day? While mobile resources worked well for in-person conferences, the Virtual Exhibitor Booths is now also available through the web app to make each exhibit as accessible as possible. Whether they're on the go or at home, exhibitors and attendees alike can access all the benefits of the Virtual Exhibitor Booths from either platform.
- ✓ Easily gather leads with coupons, giveaways, raffles, or simply "likes"; the Virtual Exhibitor Booths can open the door to gathering leads and making connections as easy as in-person events. For instance, exhibitors can feature different promotional offers through their profile, such as raffles, giveaways, or coupons, and when attendees choose to enter, they are recorded as leads for the exhibitor. They will also be recorded if they click "like" to the exhibitor. Exhibitors can then export the compiled leads through Whova.
- ✓ Interact easily with attendees through the exhibitor chat box; if an attendee prefers reaching out through text, each exhibitor profile features a chat function where attendees can get in contact with exhibitors. This provides a straightforward way for attendees to ask any questions about the product, and for exhibitors to conveniently assist multiple attendees and gather leads through a digital format.
- ✓ Gamification through the Passport Contest; like our in-person raffle BINGO game, the built-in Passport Contest encourages attendees to visit booths and interact in order to win raffle prizes. Exhibitors will gather more leads, and attendees will be incentivized to learn more about products and opportunities they might have missed otherwise!

Virtual Booth

~~\$350~~ \$250

Save \$100 by signing up by July 30th!

Small Business/Artisan

\$100

Non-Profit

\$75

Documentation required to qualify

Library School

\$50

Additional benefits are available for our sponsors, including complimentary virtual booth access at Gold and above!

* All posts, images, and videos are subject to approval and modification by the NCLA Marketing Committee.

** All in person events are contingent on local ordinances and following best safety practices.



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2021 Conference Sponsorship Tier Benefits and Recognition

Diamond \$5,000	Platinum \$2,500	Gold \$1,000	Silver \$500	Bronze \$250
<p>All of the benefits at the Platinum Tier, including:</p> <ul style="list-style-type: none"> ✓ Upgrade to up to five (5) complimentary registrations; ✓ Upgrade your representation in our newsletter to a sponsor message and image that will run in the special conference edition of the newsletter*; ✓ Upgrade your representation on social media to one (1) video less than 30 seconds in duration and one (1) additional post with up to three (3) images*; 	<p>All of the benefits at the Gold Tier, including:</p> <ul style="list-style-type: none"> ✓ Upgrade to up to three (3) complimentary registrations; ✓ Upgrade your representation on social media to including one (1) video less than 30 seconds in duration*; ✓ Upgrade your exhibitor space by unlocking priority status, enabling your organization to be featured at the top of the exhibitor listing. 	<p>All of the benefits at the Silver Tier, including:</p> <ul style="list-style-type: none"> ✓ Upgrade to up to two (2) complimentary registrations; ✓ Upgrade your representation in the newsletter, website, and official conference app to a prominent full-color logo*; ✓ Upgrade your representation on social media with up to three (3) images on a singular post*; ✓ Complimentary virtual exhibitor booth space in the official conference app. 	<p>All of the benefits at the Bronze Tier, including:</p> <ul style="list-style-type: none"> ✓ One (1) complimentary registration for a member of your organization to attend all of the virtual sessions; ✓ One (1) social media post on the official NCLA social media accounts that will run during conference with one (1) image*; 	<ul style="list-style-type: none"> ✓ Recognition as a sponsor in the NCLA conference newsletter with a link to your organization*; ✓ Recognition as a sponsor on the NCLA conference website for the next biennium (2021-2023) with a link to your organization; ✓ Recognition as a sponsor in the announcement of all sponsors on the official NCLA social media accounts; ✓ Recognition as a sponsor in the official conference app during conference with a link to your organization; ✓ Recognition as a sponsor in the listing of your organization in our exhibitor page (if applicable).
<ul style="list-style-type: none"> ✓ NEW FOR 2021: Select one (1) Diamond tier AND one (1) lower tier investment opportunity, which will include your organization's name attached to the description of the opportunity. 	<ul style="list-style-type: none"> ✓ NEW FOR 2021: Select one (1) Platinum tier investment opportunity, which will include your organization's name attached to the description of the opportunity. 	<ul style="list-style-type: none"> ✓ NEW FOR 2021: Select one (1) Gold tier investment opportunity, which will include your organization's name attached to the description of the opportunity. 	<ul style="list-style-type: none"> ✓ NEW FOR 2021: Select one (1) Silver tier investment opportunity, which will include your organization's name attached to the description of the opportunity. 	

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2021 Conference Sponsorship Tier Investment Opportunities

<p>Diamond</p> <p>\$5,000</p>	<p>Platinum</p> <p>\$2,500</p>	<p>Gold</p> <p>\$1,000</p>	<p>Silver</p> <p>\$500</p>
<p>✓ PRIMARY SPONSOR CONFERENCE APP FOR THREE YEARS - A portion of your sponsorship will contribute to defraying the costs of Whova, enabling NCLA to stay with the same platform for the 2023 conference and you will be designated as the primary sponsor. ONE (1) SPONSORSHIP AVAILABLE</p>	<p>✓ CO-SPONSOR CONFERENCE APP FOR TWO YEARS - A portion of your sponsorship will contribute to defraying the costs of Whova, enabling NCLA to continue to offer safe alternatives to in person gatherings until we are able to do so safely. TWO (2) SPONSORSHIPS AVAILABLE</p>	<p>✓ CO-SPONSOR CONFERENCE APP FOR ONE YEAR - A portion of your sponsorship will contribute to defraying the costs of Whova, enabling NCLA to host a dynamic hybrid conference. TWO (2) SPONSORSHIPS AVAILABLE</p>	<p>✓ CO-SPONSOR POSTER SESSIONS - A portion of your sponsorship will contribute to defraying the costs of the Artifact Center add-on in Whova, enabling NCLA to host digital poster sessions within our application platform. TWO (2) SPONSORSHIPS AVAILABLE</p>
<p>✓ PRIMARY SPONSOR VIDEO PLATFORM - A portion of your sponsorship will contribute to defraying the costs of our premium video hosting and streaming platform, and your organization will be designated as the primary sponsor. ONE (1) SPONSORSHIP AVAILABLE</p>	<p>✓ PRIMARY SPONSOR OPENING OR CLOSING KEYNOTE SPEAKER - A portion of your sponsorship will help us put on a dynamic keynote address and you will be recognized as the primary sponsor. ONE (1) SPONSORSHIP AVAILABLE FOR EACH EVENT</p>	<p>✓ CO-SPONSOR OPENING OR CLOSING KEYNOTE SPEAKER - A portion of your sponsorship will help us put on a dynamic keynote address accessible to all of our attendees through the conference platform. TWO (2) SPONSORSHIPS AVAILABLE FOR EACH EVENT</p>	<p>✓ CO-SPONSOR RAFFLE PRIZES - A portion of your sponsorship will contribute obtaining door prizes for events such as our popular trivia night, which raises funds for our endowment and scholarship funds, and is going digital for 2021! FIVE (5) SPONSORSHIPS AVAILABLE</p>
<p>A La Carte Options not tied to a specific level of sponsorship and/or not listed here are available; please contact Amanda Glenn-Bradley, Sponsorship and Exhibits Committee Chair, at arglennb@unca.edu for more information.</p>	<p>✓ CO-SPONSOR VIDEO PLATFORM - A portion of your sponsorship will contribute to defraying the costs of our premium video hosting and streaming platform, and your organization will be designated as the primary sponsor. TWO (2) SPONSORSHIPS AVAILABLE</p>	<p>✓ CO-SPONSOR CLOSING LUNCHEON** - A portion of your sponsorship will help us host a lovely luncheon for our participants. TWO (2) SPONSORSHIPS AVAILABLE</p>	

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