



SLA

Special Libraries Association

Creative Transformation

**Shaping the Future of the
Information Profession**

2025 ANNUAL CONFERENCE & EXPO

Exhibits & Sponsorships

June 7 - 10, 2025

**University of Pittsburgh
Pittsburgh, PA**

Kristen Totaro
ktotaro@sla.org

Creative Transformation

Shaping the Future of the Information Profession".

When: June 7-10 2025

Where: University of Pittsburgh, PA



Join SLA, The Special Libraries Association for the 116th Annual Conference, June 7- 10, 2025 at the University of Pittsburgh. More than 400 attendees from across the globe gather to meet, network and discuss the latest innovations and challenges facing the information technology world today!

About the University of Pittsburgh

The University of Pittsburgh is in the heart of Pittsburgh and offers easy access to all there is to see in the area. The university offers state of the art facilities over expansive campus grounds.

Traveling to and from the University of Pittsburgh is easy from train and plane. Easily located 16 miles from the Pittsburgh International Airport (PIT).

Local lodging options will be available via discounted hotel rooms and University of Pittsburgh dormitory housing. Stay tuned for more information.

Program and schedule will be distributed January 2025.



Did You Know?

The Cathedral of Learning

is home to 2,000 rooms, this iconic structure stands as a testament to architectural grandeur and academic pursuit. With its Gothic Revival style, the Cathedral of Learning is not only a centerpiece of the university but also a beloved landmark in Pittsburgh.

It houses classrooms, libraries, and the Nationality Rooms, which celebrate the cultural diversity and heritage of the university's community. These unique rooms, designed to reflect the artistic and architectural styles of various countries, offer a glimpse into the global tapestry that enriches the educational experience at Pitt.

Visitors and students alike are inspired by the building's towering presence and the knowledge that it represents.

#SLA2025



Who You Will Meet

350+ Attendees
15% First Time Attendees
40+ Exhibitors
10:1 Attendee to Exhibitor Ratio

Conference Overview

8 Hours of
Networking

7.5 Hours
Programming

Professional Discipline

- Academic 30%
- Law 18%
- Pharma/Med 7%
- Science & Tech & Engineering 15%
- Government 12%
- Public Libraries 5%
- Finance 3%
- Publishing 4%
- Consulting 2%
- Other 4%

Thank you 2024 Sponsors

PLATINUM



Physical Review
Journals



GOLD

AlphaSense



SILVER



**PHARMACEUTICAL
PRESS**
Essential Knowledge

S&P Global
Market Intelligence



Contact: Kristen Totaro ktotaro@sla.org

WHY EXHIBIT?



1 2 3 4 5

Attendees report that the Expo is their favorite part of the conference

SLA brings together one of the most comprehensive audiences in specialty libraries.

Your Competitors are there! Over 40+ companies exhibit.

Attendees come to the conference to look for new product and services they can trust.

When it comes to networking, nothing is better than SLA in-person events.



Exhibit Booth

Early Bird Deadline March 1, 2025: \$2,500
After March 1, 2025: \$2,850

Each exhibit booth includes:

- 8 x 10 space with table and (1) chair
- Waste basket
- Electricity
- WIFI
- Mobile App/Lead Generation



The Expo Hall is not carpeted. Exhibitors can bring their own carpet.
Continental Breakfast, Lunches, and Breaks take place at the Expo Hall and are included.

Elevate Your Brand!

SLA Exhibit Packages are designed to maximize your experience at the Annual Conference! And, make it easy with a **tabletop booth included!** Need a bigger space? No problem...Additional booth space may be added to any sponsorship package!

Diamond Sponsor + Exhibit Package \$8,500

Choice of: WIFI, Charging Stations, Keynote, SLA Dance Party, Exhibit Hall Welcome Reception

- One Skirted Table Top + 2 Chairs, WIFI & Electricity included
- Two Full Registrations
- 1-minute video promo played at one of the sessions (sponsor's choice)
- Sponsor recognition on the SLA Website, Onsite Signage, and in the Program
- Digital ad for 3-months on SLA Conference Website
- (1) Social Media post during the conference
- Pre & Post Attendee List

Platinum Sponsor + Exhibit Package \$6,500

Choice of: Hydration Station, Dorm Welcome Pack, First-Timers & Fellows Meetup, Lunch & Learn

- One Skirted Table Top + 2 Chairs, WIFI & Electricity included
- Two Full Registrations
- 1-minute video promo played at one of the sessions (sponsor's choice)
- Sponsor recognition on the SLA Website, Onsite Signage, and in the Program
- Digital ad for 3-months on SLA Conference Website
- (1) Social Media post during the conference
- Pre & Post Attendee List

Gold Sponsor + Exhibit Package \$5,000

Choice of: Coffee Break, Lanyards, Conference Bags, Dining Tent

- One Skirted Table Top + 1 Chair, WIFI & Electricity included
- One Full Registration
- 1-minute video promo played at one of the sessions (sponsor's choice)
- Sponsor recognition on the SLA Website, Onsite Signage and in the Program
- Digital ad for 1-month on the SLA Conference Website
- Pre & Post Attendee List

Silver Sponsor + Exhibit Package \$3,500

Choice of: Poster Session Dessert Break, Hello Sunshine Breakfast, Conversation Starter Buttons

- One Skirted Table Top + 1 Chair, WIFI & Electricity included
- One Full Registration
- Recognition on the SLA Website, Onsite Signage, and in the Program
- Pre & Post Attendee List

Diamond Sponsor \$8,500

WIFI Sponsor

Be our official Annual Meeting WIFI sponsor! Your company will have a dedicated conference password, used by all the attendees who want to stay connected! Branded signage throughout the conference.

Charging Station

Keep attendees connected with charging stations. Your brand will shine throughout the conference with branded signage and recognition.

Keynote/Plenary

Make a lasting impression at one of our three general sessions. Opportunity to provide a two-minute welcome remark before the session and your brand will be showcased on the **screen** and through seat drops, ensuring maximum visibility during key sessions.

SLA Dance Party

Keep the conference excitement alive by sponsoring the SLA Dance Party. Attendees can unwind, enjoy cocktails, dance, and savor delicious bites. Your sponsorship ensures you're at the center of this memorable evening, with your brand associated with the fun and camaraderie.

Exhibit Hall Welcome Reception (SAT)

Help attendees unwind by sponsoring the first night Exhibit Hall Welcome Reception. Your brand will be prominently featured on signage at bars and food stations throughout the Expo Hall, creating a lively atmosphere where connections flourish.

Platinum Sponsor \$6,500

Hydration Station Sponsor

Keep attendees refreshed!! Your branding will be prominently displayed at a hydration station, ensuring your brand is top of mind. Branded water bottles for attendees to pick up and use throughout the conference!

A Dorm Welcome Pack

Get your brand in every attendee's hand staying at the Dorms!! Custom welcome kit can drive traffic to your booth with fun promotions, trivia, and QR codes.

First-Timers & Fellows Meetup

This is a great opportunity for our new attendees to get a first glimpse into what the conference has in store. Add snacks & coffee/soft drinks to the 45-minute meet & greet that will take place before the Welcome Reception on Saturday.

Lunch & Learn

Great speaking opportunity at one of the two lunches at the conference. Put your company in the spotlight with a 30-minute presentation to attendees during one of the lunches.

Gold Sponsor \$5,000

Coffee Break Sponsor

Fuel the event! Your brand will be featured on **branded coffee cup sleeves** and signage during breaks in the Expo Hall on Thursday and Friday.

Lanyards | EXCLUSIVE

Show your meeting support and provide branded lanyards to every attendee. This exclusive opportunity is always an eye catcher.

Conference Bags | EXCLUSIVE

Put your message in the hands of every attendee and guarantee to be seen. Branded bags are available at registration to every attendee.

Dining Tent

Give attendees haven from the summer sun during meals and breaks. Sponsor signage placed in the tent and its entryways.

Silver Sponsor \$3,000

Poster Session Dessert Break (2 Available)

Sweeten the experience! Your brand will be featured on branded napkins and signage at the dessert stations during the Poster Session and in the Expo Hall.

Hello Sunshine Breakfast

Meet and greet attendees at a breakfast. Signage on the food stations and branded napkins. Provide a giveaway to attendees.

Conversation Starter Buttons

Help attendees ignite conversations and make connections with a conversation button. Your brand will be front and center, encouraging attendees to engage and network by writing 3 fun facts about themselves on a pin-back button worn on a lapel or attached to their badge.

Community Sponsorship \$1,500

Community Sponsorship

Support an SLA Community at the Annual Conference. Your sponsorship includes, sponsor recognition on the SLA webpage, community page, community event signage. Seat drop.



Beyond the Booth with SLA Digital Marketing

Booth Marketing Package - \$3,500 (2 available)

Maximize your visibility with a mobile push notification, conference website banner ad, html email.

Mobile App Package - \$1,200 (3 available)

Enhance your presence with a daily push notification in the mobile app.

Mobile Poll & Push - \$800

Send a push notification with a sponsored poll. Post a question or topic with 2-6 answer options and drive engagement/feedback.

Know Before You Go Email Banner Ad - \$2,000 EXCLUSIVE

Reach all attendees with an exclusive banner ad in pre-event emails, plus a 3-month SLA website banner.

Digital Marketing Package - \$2,500

Get ahead of the conference and promote your company before and after the meeting. SLA This Week Newsletter banner ad, SLA.org ad, and conference website banner ad. April, May, June.



Thought Leadership

Industry Breakout Sessions - \$3,000 (6) Sessions Available

Position your organization as a thought leader. These sessions are free to any registered attendee. SLA promotes these sessions along with other Annual Conference programming and they are labeled as Industry Breakout Sessions. Each session is 30 minutes in length.

AI Solutions Round Tables - \$2,000 (8) Tables Available

Showcase your latest innovation! During this 60-minute session on Saturday attendees will rotate through sponsor-hosted tables to learn about the latest AI solutions for scholarly publishers. Share information about your services in a small group discussion format while cultivating leads for follow up conversations.

Lunchtime Topic Tables - \$1,000 (8) Tables Available | 4 Sunday + 4 Monday

During this 30-minute session attendees will rotate through sponsor-hosted tables to learn to learn about your products and services and discuss the sector your company represents. Share information about your services in a small group discussion format while cultivating leads for follow up conversations.



Primary Contact Information (handles all conference/marketing logistics)

Contact Name _____
 Contact Title _____
 Contact Email _____
 Contact Office Phone _____ Contact Mobile Phone _____

Company Information

Company Name _____
 Address _____
 City _____ State _____ Zip _____
 Main Phone _____ Website _____

By submitting this application, my organization agrees to abide by the Sponsorship & Exhibitor Application Terms, below. This includes policies regarding deposits, partial refunds, full payment due date and cancellation date (April 1).

Print Name _____

Signature _____



Exhibit Booths

☐ Exhibit Booth \$2,500 *Before March 1, 2025*

☐ Exhibit Booth \$2,850 *After March 1, 2025*



Diamond (includes Table Top Booth)

- ☐ WiFi Sponsor \$8,500
- ☐ Charging Station \$8,500
- ☐ Keynote/Plenary \$8,500
- ☐ SLA Dance Party \$8,500
- ☐ Welcome Reception \$8,500

Gold (includes Table Top Booth)

- ☐ Lanyards \$5,000
- ☐ Conference Bags \$5,000
- ☐ Dining Tent \$5,000
- ☐ Coffee Break \$5,000

Thought Leadership

- ☐ Industry Breakout Session (6) \$2,000
- ☐ AI Round Tables (8) \$3,000
- ☐ Lunchtime Topic Tables (8) \$1,000

Platinum (includes Table Top Booth)

- ☐ Hydration Station \$6,500
- ☐ First Timers & Fellows Meetup \$6,500
- ☐ Lunch & Learn \$6,500
- ☐ Dorm Welcome Pack \$6,500

Silver (includes Table Top Booth)

- ☐ Poster Session Dessert Break \$3,000
- ☐ Hello Sunshine Breakfast \$3,000
- ☐ Conversation Starter Buttons \$3,000

Digital Marketing

- ☐ Booth Marketing Package (2) \$3,500
- ☐ Mobile App Package (3) \$1,200
- ☐ Mobile Poll & Push \$800
- ☐ Know Before You Go Email \$2,000
- ☐ Digital Marketing Package \$2,500

Community

- ☐ Community Sponsorship \$1,500

Total Investment \$ _____

Payment Information

- ☐ Invoice me for payment by **check**
- ☐ Invoice me for payment with a **secured payment link**
- ☐ Invoice me for payment by **wire transfer or ACH**

SLA charges a flat fee of \$25 USD for all payments being made by wire transfer to cover fees.

- ☐ Please charge my **credit card** below:

☐ Visa ☐ Mastercard ☐ American Express

Name on Card _____

Billing Address _____

City _____ State _____ Zip _____

Credit Card Number _____ Exp. Date _____ CCV _____

Signature _____

I am an authorized representative of the company named above with the full power and authority to sign and deliver this application. The company listed on this application agrees to comply with all payment terms.

Sponsorship & Exhibitor Application Terms

TERMS OF PAYMENT & CANCELLATION All payments must be received in FULL prior to the Annual Meeting. Cancellations must be submitted to SLA in writing regardless of the timing of the cancellation. Cancellation must be directed in writing to ktotaro@sla.org, Kristen Totaro Industry Relations Manager. The date of receipt of the supporter's written notice of cancellation will be the official cancellation date. If exhibit space or sponsorship is canceled on or before April 1, 2025 the supporter will be responsible for 50% of the total fee. No refunds will be provided for cancellation requests made after April 1, 2025. Any company requesting to pay later than net 30 days after the receipt of invoice, agrees to pay a deposit in the amount equivalent to the cancellation processing fee. All funds paid are non-transferable.

Mail or email completed form and payment to:

Kristen Totaro, ktotaro@sla.org
 Special Libraries Association
 1120 Route 73, Suite 200
 Mount Laurel, NJ 08054
 EMAIL: ktotaro@sla.org

Please contact **Emmy Kelly** at ekelly@ahint.com for wire transfer information or billing questions. Please be sure to include her on your 'safe sender' list to ensure you receive her emails.