THE POWER OF VIRTUAL ENGAGEMENT
JOIN US!

The Association of College & Research Libraries (ACRL) Conference is so much more than online education. It’s a once-every-two-years opportunity to gain direct access to key decision-makers in academic and research libraries. This year’s theme is *Ascending into an Open Future* and we are convening thousands of higher education professionals to connect with their community and learn about how today’s academic and research libraries are cultivating more open and inclusive organizations, collections, and services.

Align your brand with the premier event for academic and research libraries. For the *first time ever* all exhibitors and sponsors can participate in every session and get a front-row seat to higher education’s current issues, innovative ideas, and bold solutions.

We invite you to partner with ACRL 2021 and work with us to create an open future and continually advance student, faculty, and institution success.

About ACRL
The Association of College & Research Libraries (ACRL) is the higher education association for academic libraries and library workers. ACRL is the largest division of the American Library Association (ALA) with nearly 10,000 members.
EXPLORE

Connect with professionals who are serving their higher education communities every day. Put your name in front of local, state, national, and international leaders throughout academic and research libraries. Meet them on their terms—live and on demand—and build leads for your products and services.

ACRL 2021 CONFERENCE BY THE NUMBERS
More than 3,000 academic and research library professionals attended ACRL’s previous conferences and according to recent surveys of attendees:

Institutions Represented

- UNIVERSITY (LARGE RESEARCH/DOCTORAL GRANTING) 50%
- FOUR-YEAR/BACCALAUREATE 17%
- COMPREHENSIVE (UNDERGRADUATE/GRADUATE) 17%
- TWO-YEAR/TECHNICAL 8%
- OTHER 5%
- GRADUATE SCHOOL OF LIBRARY/INFORMATION SCIENCE 2%
- INFORMATION-RELATED ORGANIZATION 1%

Annual Expenditures

- OVER $3,000,000 33%
- $1,000,001-$3,000,000 21%
- $500,001-$1,000,000 13%
- $250,001-$500,000 10%
- $50,001-$250,000 15%
- UNDER $50,000 8%
WHY THEY ATTEND

- **High-Quality Content:** ACRL has an outstanding reputation for peer-reviewed content. On average, only the top 30% of proposals are accepted for presentation. ACRL is a trusted resource for professional development.

- **Peer-to-Peer Engagement:** New ideas and best practices are shared among colleagues across the country. Members come to ACRL to keep up with the pace of change.

- **Easy Attendance:** It’s easier than ever to attend this year. No travel and reduced registration fees have many institutions considering sending more people than ever.
ENGAGE

HOW IT WORKS
Partnering with ACRL gives your company visibility and multiple opportunities throughout the conference to promote your brand, products, and services for 30 days directly to ACRL 2021 attendees.

ALL EXHIBITORS AND SPONSORS WILL RECEIVE:
- **Virtual exhibit booth** includes your company logo and description, hyperlink buttons, staff listing, and these high engagement features:
  - One prerecorded video up to three minutes in length
  - Special offers and digital downloads (PDF or JPG)
  - Custom polling and surveys
  - Live peer-to-peer video chat and text chat
- **Booth metrics** available to you through a live company specific URL that you can use to capture qualified leads. Data includes a list of participants that visited your booth and downloaded assets, as well as a record of booth chats.
- **Complimentary conference registrations** based on tier—and for the first time ever, exhibitors and sponsors can participate in all conference sessions just like attendees. Invite your team to participate in order to facilitate shared experiences and natural connections with attendees.
- **Chat Room for exhibitor and sponsor offers** communicate with attendees in the platform and invite them to your booth or entice them with special offers whenever you want in the shared Chat Room. You can even hyperlink directly to your booth.
- **Pre-show and post-show attendee lists** include opt-in attendees only, institution, title, mailing address and email.

ENHANCEMENTS:
- Buy **additional engagement opportunities** to enhance your presence.
- Buy **retargeting ads** to reach our audience wherever they go on the web.
Exhibit Hall Listing

1. Exhibitors will be listed by level in alphabetical order. All data will be uploaded into the platform by your staff. Instructions are easy to follow and live and pre-recorded training will be available if you need assistance.

Exhibit Booth

2. Your company’s pre-recorded video max of three minutes in length (or static logo). Video file must be mp4 and hosted on your own server or an external video hosting platform (ex. Vimeo or YouTube).

3. Special Offers, Downloads, Company Description, and optional Surveys/Polls to increase engagement. Representatives tab offers video and/or text chat options with your team.

4. Exhibitor Schedule appears at Summa and Magna cum laude levels to show when your staff has live demos in the booth (also available for purchase separately).
During the times on the exhibitor schedule, the exhibitor page becomes an interactive space where sponsor representatives are able to:

- Go live on camera to participants who join the page
- Share their screen with participants
- Chat with participants via Live Chat area
- Moderate Live Q&A
- This benefit applies to Summa and Magna cum Laude levels only (also available for purchase separately).

“A high-quality event where both the attendees and exhibitors are passionate about their roles in creating and maintaining best practices for academic libraries.”

– SHIRA ROSSITER, IFIS PUBLISHING,
ACRL 2019 CONFERENCE EXHIBITOR
EXHIBIT & SPONSORSHIP LEVELS
Select the level that best fits your needs. Find opportunities to participate, network, and advertise to boost your visibility.

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>$25,000</th>
<th>$15,000</th>
<th>$7,500</th>
<th>$2,550</th>
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<tbody>
<tr>
<td><strong>SUMMA CUM LAUDE</strong> (Maximum 4)</td>
<td></td>
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<tr>
<td><strong>MAGNA CUM LAUDE</strong> (Maximum 8)</td>
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<tr>
<td><strong>HONOR ROLL</strong> (Maximum 10)</td>
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<tr>
<td><strong>MORTAR BOARD</strong> (No Limit)</td>
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<tr>
<td><strong>ACRL 2021 Conference 30-minute program</strong></td>
<td>500 attendees max, metrics include participant list, survey and polling data, and record of chat and Q&amp;A. Sessions will be pre-recorded and played live at date/time in conference schedule as part of concurrent programs. Sessions must be educational in nature and tone.</td>
<td>✓</td>
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<tr>
<td><strong>Live Booth Demo</strong></td>
<td>Host a live product or service demo with participant Q&amp;A in your exhibit booth. Maximum of 2 presenters and 40 participants, all on camera. Metrics include participant list, survey and polling data, and record of chat and Q&amp;A. Your booth demo will be listed in the agenda at the break time with other booth demos.</td>
<td>30 min</td>
<td>15 min</td>
<td></td>
</tr>
<tr>
<td><strong>Your Choice Engagement</strong></td>
<td>Engagement opportunities that match your commitment and desire for visibility and interaction. At Summa Level, Keynote includes 1 minute video promo, or Agenda Page that will be routinely visited by all attendees, or the On Demand Library that includes over 100 programs (excluding posters). At the Magna level, program sponsorships include recognition in the schedule and a session banner ad for duration of the session. Break sponsorships include 15 mins of background music with company logo and push to your booth.</td>
<td>Main Feature: Choose from Opening or Closing Keynote, Agenda Page or OnDemand Library.</td>
<td>Program Session: Sponsor a conference program of your choice.</td>
<td>Break Sponsorship: Background music and logo linked to your booth.</td>
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<tr>
<td><strong>Exhibit Booth</strong></td>
<td>Includes exhibitor logo and description, promotional video, company description, up to five external hyperlink buttons, up to four special offers, digital downloads (PDF or JPG), and a staff listing, along with live video chat and asynchronous chat options.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Chat Room for Exhibitor and Sponsor Offers</strong></td>
<td>Communicate with attendees in the platform and invite them to your booth or entice them with special offers whenever you want in the shared Chat Room. You can even hyperlink directly to your booth.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Complimentary Full Conference Registrations</strong></td>
<td>Invite your team to participate in sessions and facilitate natural connections with attendees (a $289 member value/$399 nonmember).</td>
<td>10</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td><strong>Pre- and Post-Show Mailing List</strong></td>
<td>List of attendees who opted-in to sponsor promotions to include name, institution, title, mailing address, and email address for one time use.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Priority points for ACRL 2023 booth selection</strong></td>
<td>We can’t wait to meet face-to-face again in spring 2023 in Pittsburgh. Get the points that will set your booth up for future success.</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td><strong>Recognition on Conference Website</strong></td>
<td>ACRL appreciates all our sponsors at every level.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>
CUSTOMIZE YOUR EXPERIENCE
These optional engagements can be added to any level to enhance your presence.

<table>
<thead>
<tr>
<th>ITEM</th>
<th>COST</th>
<th>AVAILABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Home Page Sponsor Banner</strong></td>
<td>$15,000</td>
<td>4</td>
</tr>
<tr>
<td>Highest profile ad placement. This rotating sponsor banner on the virtual conference homepage hyperlinks to your exhibit booth.</td>
<td></td>
<td></td>
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<tr>
<td><strong>Gamification Sponsor</strong></td>
<td>$10,000</td>
<td>1</td>
</tr>
<tr>
<td>Ten activities in the virtual event reward attendees for participating. Your logo appears on the Gamification tab and Leaderboard.</td>
<td></td>
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<tr>
<td><strong>Social Wall</strong></td>
<td>$7,000</td>
<td>1</td>
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<tr>
<td>Attendees use the Social Wall to discuss meeting contents, share stories, pictures, or just say hello. Be where the buzz is. Photos and content are sortable by hashtag.</td>
<td></td>
<td></td>
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<tr>
<td><strong>Celebration Suite</strong></td>
<td>$5,000</td>
<td>1</td>
</tr>
<tr>
<td>This dedicated tab allows attendees to provide recognized ACRL award winners encouragement, send sentiments, and accolades such as “high five”, “hug”, “like,” or “standing ovation.”</td>
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</tr>
<tr>
<td><strong>Chat Rooms Sponsor</strong></td>
<td>$4,000</td>
<td>1</td>
</tr>
<tr>
<td>Chat room topics are pre-determined and allow attendees space to chat about what matters most to them throughout the duration of the event (text only). Topics will be determined by ACRL and may include program topics, member type, exhibitor and sponsor offers, or general interest.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Live Booth Demo (15 minutes)</strong></td>
<td>$4,000</td>
<td>10</td>
</tr>
<tr>
<td>Host a live product or service demo with participant Q&amp;A in exhibit booth. Maximum of 2 presenters and 40 participants, all on camera. Metrics include participant list, survey and polling data, and record of chat and Q&amp;A. Add this on to any demos that may already be included at your level. Your booth demo will be listed in the agenda at the break time with other booth demos.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Coffee Gift Card Giveaway</strong></td>
<td>$2,500</td>
<td>2</td>
</tr>
<tr>
<td>A pre-scheduled Push Notification in the platform makes attendees aware that at the break, the first 50-100 visitors to your booth will receive a $5 coffee card. Use your booth metrics to collect the data and disperse the coffee cards (company’s responsibility to purchase and deliver coffee cards via email).</td>
<td></td>
<td></td>
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<tr>
<td><strong>Retargeting Ad Packages</strong></td>
<td>$2,500–$6,000</td>
<td>unlimited</td>
</tr>
<tr>
<td>Drive our audience to your website with powerful ads across the web. We offer several campaigns to match your budget. See page 10 for details.</td>
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</tbody>
</table>

*Easy booth upgrades for additional impact.

**Home Page Sponsor Banner**
Rotating sponsor banner that can feature up to 4 sponsors. When banner is clicked, it will go to that sponsor’s page on the platform.
EXCEED

ACRL’S AUDIENCE BECOMES YOUR AUDIENCE WITH RETARGETING ADS

Market to ACRL 2021 Conference website visitors across the internet, wherever they are. Drive our quality audience to your site with powerful ads across the web. We offer several campaigns to match your budget.

<table>
<thead>
<tr>
<th>LARGE</th>
<th>MEDIUM</th>
<th>SMALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration: 6 months</td>
<td>Duration: 3 months</td>
<td>Duration: 1 month</td>
</tr>
<tr>
<td># of Impressions: 60,000</td>
<td># of Impressions: 30,000</td>
<td># of Impressions: 10,000</td>
</tr>
<tr>
<td>Price: $6,000</td>
<td>Price: $4,500</td>
<td>Price: $2,500</td>
</tr>
</tbody>
</table>

People interested in ACRL 2021 visit the ACRL website.

Your ad appears on multiple major websites and apps.

Comes with real time reporting to view your ad performance whenever you want.
"I was happy to speak with many relevant, important exhibitors providing timely information about their products and services. Thanks to all exhibitors for your support!"

— ACRL 2019 ATTENDEE

JOIN US
The ACRL 2021 Virtual Conference will exceed your expectations.
Mark your calendar for ACRL, April 13–16, 2021!

CONTACTS
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RESERVE NOW ➔