



LEADING

from the

LIBRARY



APRIL 18-20, 2021

**TAN-TAR-A CONFERENCE CENTER,
OSAGE BEACH, MO**

JOIN US AT THE MASL SPRING CONFERENCE

Be a part of the Missouri Association of School Librarians Annual Spring Conference in 2021 when school librarians from across the state come together!

Missouri's librarians are looking to you for Imagination, Creativity, Discovery, Adventure and Collaboration. This is a great opportunity for you to meet with those who buy or influence purchases throughout the year. Sign up today.

You will be glad you did.

OPPORTUNITIES ARE AVAILABLE

Missouri's librarians are looking to you for fresh concepts that will help educate students. Conference attendees have come to rely on exhibitors to help solve challenges, demonstrate new products and cultivate priceless networking opportunities. Within selected sponsorship levels, exhibitors are able to advertise in the conference program, which is distributed to over 600 persons. Exhibiting spaces are limited. Don't let this important opportunity pass.

LEVELS OF EXHIBITOR & SPONSORSHIPS

All prices contingent on contracts for exhibitor sponsorships and payment being received by December 31, 2021.

Deluxe Exhibitor \$550

5 available

- 10'x10' booth, with 6'x40" table with two chairs
- 3' pipe and drape sides and 8' pipe and drape back
- Signage and wastebasket
- Listing in conference program
- Listing of information regarding small group presentation in conference program
- Internet access

Standard Exhibitor \$425

- 8'x10' booth, with 6'x40" table with two chairs
- 3' pipe and drape sides and 8' pipe and drape back
- Signage and wastebasket
- Listing in conference program
- Internet access

Cost for a standard booth for non-profit organizations and authors is \$150 per booth.

Bronze Sponsor \$750

All standard level features, PLUS

- One 1/4-page ad in the conference program
- Recognition of company as a sponsor in all advertising of the conference
- Company name and booth number listed on large screens at each general session
- Ribbons for company representatives indicating sponsorship
- A list of conference participants with addresses and e-mail in electronic format

Silver Sponsor \$1250

All bronze level features, PLUS

- Ad upgraded to a 1/2-page ad in the conference program
- Priority placement in the exhibit hall
- Provides branded items for inclusion in all registrant packets

Gold Sponsor \$1750

All silver level features, PLUS

- Ad upgraded to a full page in the conference program
- Upgraded booth to include presentation area
- Complimentary second booth
- Any additional booths may be purchased for \$200 each
- Exclusive sponsorship for either a major speaker/author event or a meal/awards function

Platinum Sponsor \$2750 – One sponsorship available

All gold level features except sponsorship item, PLUS

- Two complimentary booths (three total)
- Complimentary tickets to all conference events

- Featured on MASL website as platinum sponsor for 1 year (April 2021 - April 2022).

ADDITIONAL BOOTHS: \$400 EACH (\$200 FOR GOLD & PLATINUM SPONSORS ONLY)



A LA CARTE ITEMS

OPENING RECEPTION

The first day of the Spring Conference members are offered a time to gather for networking, visiting exhibitors, browsing the auction items, and shopping in the conference store. A cash bar is available to conference attendees during this reception. The reception is a perfect opportunity to showcase products and services to a captive audience.

One sponsorship available \$750

GENERAL SESSION

Five general session meal events are held during the conference. Attendance ranges from **400 - 600 people**. Organization name and logo will be displayed on large screens at the beginning and end of the address acknowledging the sponsorship.

- Sunday Keynote: **\$1,500**
- Monday Breakfast: **\$750**
- Monday Awards' Luncheon: **\$1,250**
- Monday Readers Awards Banquet: **\$2,500**
- Tuesday Breakfast: **\$1,250**

Five sponsorships available \$750 - \$2,500

HOTEL KEY CARD

Advertising space is available on the hotel's room key card. This sponsorship is a premier marketing opportunity due to the frequency of conference attendees utilizing their key cards. Advertising space is limited to one company to increase exposure.

One sponsorship available \$2,500

WATER STATIONS

Over 100 breakout sessions are held throughout the Spring Conference. Organizations have the opportunity to sponsor water stations in 12 conference rooms and receive sign recognition on each water station throughout the conference.

Twelve sponsorships available \$1,000

building A fifth floor

DOLLARS FOR SCHOLARS

EXHIBITOR
BOOTHS &
NUMBERS



WINDGATE
HALL

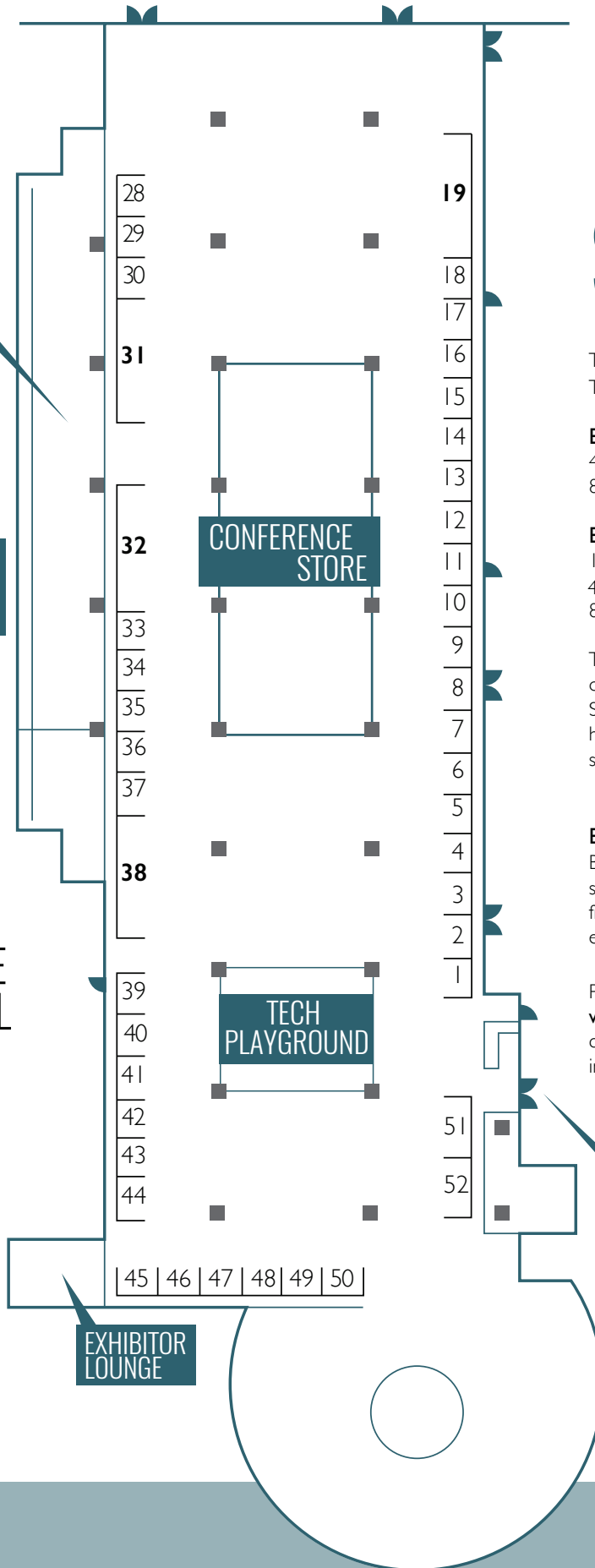


EXHIBIT SCHEDULE

The Exhibit Hall is located in Windgate Hall at the Tan-Tar-A Resort in Osage Beach.

Exhibit Set-Up Schedule

4:00 pm - 6:00 pm Sunday, April 18
8:00 am - 10:30 am Monday, April 19

Exhibit Showcase Schedule

11:00 am - 5:00 pm Monday, April 19
4:15 pm - 6:00 pm Monday, April 19
8:00 am - 12:00 pm Tuesday, April 20

The exhibits reception will be held on Monday, April 19 from 4:15 pm - 6:00 pm. Special events will be occurring within the exhibit hall to attract all attendees to visit during this special no conflict time.

Exhibitor & Sponsorship Space Assignment

Booths will be assigned according to level of sponsorship. Remaining booths will be assigned on a first-come basis. MASL will make every effort to offer exhibitors and sponsors their choice of exhibit space.

Please watch the MASL website at www.maslonline.org for additional information coming soon on shipping and receiving materials and instructions for ordering additional supplies.

ENTRANCE &
REGISTRATION DESK



HOTEL RESERVATIONS

Rooms for the conference have been blocked at the Tan-Tar-A Resort in Osage Beach. When making reservations, ask for the MASL Conference rate to receive discounted rates.

Attendees are strongly encouraged to make reservations online using code: LBRN. Reservations may be made by calling the Tan-Tar-A Resort at 573-348-3131.

So all conference activities can be coordinated, including hospitality functions, MASL has asked the hotel to not assign any public function rooms or suites during the conference to companies not exhibiting at the conference.

ELECTRICITY & INTERNET ACCESS

Electricity and internet access is provided to all conference exhibitors at no additional charge.

LIABILITY

MASL and the Tan-Tar-A Resort assume no responsibility, either individually or collectively, for damage or loss of any kind. Every precaution will be taken to safeguard the exhibitors' property, including providing security during non-exhibit times.

ADVERTISING

Exhibitors and sponsors may choose to advertise in the conference program, increasing your exposure at the conference. Camera-ready art, preferably in an electronic format, must be received by the MASL office no later than December 31, 2020.

Advertising Rates

Business card size ad on inside: **\$40**
1/4 page ad on inside: **\$100**
1/2 page ad on inside: **\$150**
Full page ad on inside: **\$200**
Back cover ad on outside: **\$275**

CONFERENCE CONDITIONS, CANCELLATION & PAYMENT TERMS

- Exhibit contracts cancelled in writing prior to January 26, 2021, will receive a 50% refund of deposit monies paid to MASL, less a \$25 cancellation fee.
- After January 26, 2021, NO REFUNDS will be given.
- The rights and privileges of an exhibitor or sponsor shall not be infringed upon by any other exhibitor or sponsor.
- MASL reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of any exhibit which, in the judgment of the Conference Committee, is detrimental to or detracts from the general order of the exhibits.
- Exhibitors should plan and arrange exhibits so as not to obstruct the view of neighboring booths.
- Additional information is available on the MASL website at www.maslonline.org.



AGREEMENT & PAYMENT FORM

2021 MASL SUMMER CONFERENCE CONTRACT FOR EXHIBITORS & SPONSORS • APRIL 18-20, 2021
TAN-TAR-A RESORT, OSAGE BEACH, MISSOURI

COMPANY INFORMATION

Company name: _____ Twitter Handle: _____

Contact name(s): _____

Address, city, state & ZIP code: _____

Phone: _____ Fax: _____

Email: _____ Web address: _____

Name(s) of representative(s) working booth:

1 _____ 3 _____

2 _____ 4 _____

PLEASE CHECK ALL CATEGORIES WHICH MOST CLOSELY DESCRIBE COMPANY'S PRODUCTS AND SERVICES:

Audio-visual software Services: _____

Books and publications _____

Hardware _____

Furniture/supplies _____

Internet/technology _____

Please list any competitors next to whom your company does not wish to exhibit:

FAX OR MAIL ENTIRE
FORM TO:



P.O. Box 2107
Jefferson City, MO 65102

Phone: 573.893.4155

Fax: 573.635.2858

FORM DEADLINE

Deadline for guaranteed inclusion in
conference program is
December 31, 2020.

FOR OFFICE USE

Date: _____

Booth(s) assigned: _____

Payment received: _____

EXHIBIT BOOTH PREFERENCE

Booths will first be assigned based on level
of sponsorship, then on a first-come basis.
See enclosed exhibit map for details and
booth layout.

1 _____ 3 _____

2 _____ 4 _____

LEVELS OF EXHIBITOR & SPONSORSHIPS

CHECK REQUESTED EXHIBITOR LEVEL:

Author exhibitor \$150

Non-profit exhibitor \$150

Standard exhibitor \$425

Deluxe exhibitor \$550

CHECK REQUESTED SPONSOR LEVEL:

Bronze sponsorship \$750

Silver sponsorship \$1250

Gold sponsorship \$1750

Platinum sponsorship \$2750

ADDITIONAL BOOTHS:

_____ Standard, Bronze
& Silver \$400 each

_____ Gold & Platinum \$400 each

A LA CARTE SPONSORSHIP ITEMS

CHECK LEVEL & WRITE IN NUMBER OF ITEMS REQUESTED:

Opening Reception \$750 x _____

Sunday Keynote \$1,500 x _____

Monday Breakfast \$750 x _____

Monday Awards' Luncheon \$1,250 x _____

Monday Readers' Awards Banquet \$2,500 x _____

Tuesday Breakfast \$1,250 x _____

Hotel Key Cards \$2,500 x _____

Water Stations \$1,000 x _____

CONFERENCE PROGRAM ADS

CHECK AD SIZE & WRITE IN NUMBER OF ITEMS REQUESTED:

Business card size ad on inside \$40 x _____

Quarter page ad on inside \$100 x _____

Half page ad on inside \$150 x _____

Full page ad on inside \$200 x _____

Back cover ad on outside \$275 x _____

AUTHORIZATION

We agree to accept the 2021 exhibit
specifications outlined and to all conditions
under which the exhibit area is leased.

Authorized By: _____

Company: _____ Date: _____

*SAID EXHIBIT SPECIFICATIONS AND CONDITIONS BECOME A PART OF THIS CONTRACT.

PAYMENT

CHECK ENCLOSED

Check Number Amount

CREDIT CARD

MasterCard Visa Discover

Card Number

Expiration Date Amount

Name as it appears on card

Signature
