



IOWA  
LIBRARY  
ASSOCIATION

# EXHIBITOR PROSPECTUS

## SPONSORSHIP LEVELS

### 2026 ILA CONFERENCE



**ROOTED IN COMMUNITY:  
LIBRARIES LEADING CHANGE**

OCTOBER 7-9, 2026



IOWA  
LIBRARY  
ASSOCIATION

CEDAR RAPIDS, IA



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# Welcome

ILA appreciates the individuals and organizations that support the libraries across Iowa and we are grateful for the opportunity to collaborate with you in 2026. Your support is the cornerstone of our event's success and adds tremendous value to our attendees.

The ILA event prospectus offers detailed insights and various sponsorship choices to optimize your event experience. We strongly urge our partners to capitalize on these opportunities to bolster your visibility, enhance brand recognition, and broaden your professional network.

Thank you for your consideration and your support!





# Event Details

## **EVENT DATES**

October 7-9, 2026

## **EXHIBITOR SETUP:**

- Wednesday, October 7 | 12:00- 6:00 PM
- **Exhibitor Appreciation Reception: Thursday, October 8 | 5:00-6:30 PM**

**\*\*See page 6 for information about our 80s themed reception this year!\***

## **EXHIBITOR TEAR DOWN:**

- Friday, October 9 | 10:30 AM

## **EVENT LOCATION**

DoubleTree by Hilton Hotel Cedar Rapids Convention Complex  
350 1st Ave NE, Cedar Rapids, IA 52401

**[BOOK HOTEL RESERVATION HERE](#)** - Reservation Deadline is September 16<sup>th</sup>, 2026

## **QUESTIONS:**

[admin@lowaLibraryAssociation.org](mailto:admin@lowaLibraryAssociation.org)

[lowaLibraryAssociation.org](http://lowaLibraryAssociation.org)

# Exhibitor Schedule!

ILA is thrilled to announce that we have made key improvements to the conference schedule. The changes offer our exhibitors even more valuable opportunities to connect with our 400+ attendees.

**Check out the Exhibitor Schedule Below!**

## Wednesday, October 7

12:00 pm – 6:00 pm: Exhibitor Check-In

***No exhibitor networking events will be held on Wednesday.***

- The Exhibitor Reception will be held on Thursday Evening. *This year's reception is 80s-themed, so get ready for neon, music, and fun. Check out the next page for more details!*
- Exhibitors may check-in between 12:00–6:00 pm.
- Exhibitor Hall will be open to continue arranging your booths until 8pm. *The Exhibitor Hall Doors will be locked at 8pm.*

## Thursday, October 8

7:30 – 8:30 am: Attendee Breakfast in Exhibitor Hall

10:00 – 11:00 am: Break with Exhibitors

12:00 – 1:30 pm: ILA Member Meeting

*Exhibitors receive 1 complimentary lunch. Additional lunches may be purchased during the registration process for additional representatives.*

2:30 – 4:00 pm: Breaks with Exhibitors

5:00 – 6:30 pm: Exhibitor Appreciation Reception

## Friday, October 9

7:00 – 8:00 am: Attendee Breakfast in Exhibitor Hall

9:55 – 10:25 am: Break with Exhibitors

10:30 am: *Tear down*



# EXHIBITOR RECEPTION

2026

**THURSDAY, OCTOBER 8**

**5:00-6:30 PM | EXHIBITOR HALL**

We're turning up the neon and throwing it back with an 80s-themed Exhibitor Reception!

Expect great music, high energy, and a fun opportunity to connect with attendees in a relaxed, engaging environment.

## COWABUNGA!

Drive traffic to your booth with an interactive game or activity. The more fun and engaging, the better!

### IDEAS:

#### GUESS THE GADGET

Display retro items like cassette tapes, floppy disks, or Walkmans.

Have attendees guess what they are (or how they were used) for a free prize.

#### NAME THAT 80S TUNE

Play 5–10 second clips of popular 80s songs.

If attendees guess correctly, they win a prize!

#### SPIN TO WIN: 80S EDITION

Attendees **spin** a prize wheel, **guess** a hidden phrase (Wheel-of-Fortune style) and **win** prizes based on their spin and correct guesses.

## TIPS FOR SUCCESS

- Keep games **fast** and easy to understand
- Use **bright colors** and 80s décor to stand out
- Play into the **theme**—think neon, retro, and fun!

## KEEP IT RADICAL



We'll have 80s music playing, so bring the **energy, creativity,** and **throwback vibes** to your booth!

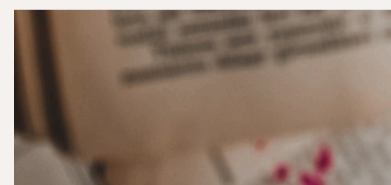
## DRESS THE PART

Neon, leg warmers, denim, leather, big hair—anything 80s goes!



# PREMIUM Sponsorship Levels

Elevate your brand with a Premium Sponsorship! Position your company as a premier leader within the industry and showcase your products and services to decision-makers within the library community.



## **GOLD Sponsorship**

**\$2500**

**Prominent Recognition & Lanyard Promotion:** As a GOLD Sponsor, your logo will be featured on all conference lanyards and prominently displayed on event signage, during the exhibitor reception, across the ILA website and communications, with special recognition at the Keynote Speaker Kick-off.

**Attendee Folder Insert:** Exclusive insert placed in every ILA conference bag—connect directly with all attendees! (350 copies due by September 19, 2026)

**Banner Promotion:** Hang your banner from the venue's overhead balcony for maximum visibility. *Sponsor provides the banner. **Recommended size: 8 ft long and 3 ft tall***

**Pre- & Post-Event Shoutouts:** Your brand gets the spotlight before and after the event! We'll share your GOLD Sponsorship with our full membership pre-event (with a website link) and follow up with a post-event appreciation email highlighting your organization

**Social Media Highlight:** Reach a vast audience of industry professionals before the conference even begins! Before the event, we'll share a dedicated social media post with a direct link to your website.

**Video Board Recognition:** Showcase your logo on the venue's mobile video board, with the ability to include links, images, and additional content.

**Increased Booth Engagement:** As a GOLD Sponsor, draw and announce 4 gift card winners during the Exhibitor Appreciation Reception and direct them to your booth—boosting visibility and foot traffic.

**Attendee Contact List:** Receive exclusive attendee contact information 2 weeks pre-event to spark early connections and buzz.

**Complimentary 1/2 Page Ad:** Gain maximum exposure with a complimentary 1/2-page ad in our conference program, reaching hundreds of library professionals and decision-makers.

**Complimentary Booth [1]:** Enjoy a complimentary booth as part of your Gold Sponsor benefits.



## **SILVER Sponsorship**

### Thursday Lunch Sponsor

**\$2000**

**Member Lunch Experience:** Join the ILA Executive Board and industry leaders at the member lunch as a distinguished SILVER Sponsor. [up to 2 representatives]

**Attendee Folder Insert:** Exclusive insert placed in every ILA conference bag—connect directly with all attendees! (350 copies due by September 19, 2026)

**Video Board Recognition:** Showcase your logo on the venue’s mobile video board, with the ability to include links, images, and additional content.

**Exclusive Lunch Spotlight:** ILA will spotlight your organization at the start of the Annual Member Lunch, thanking your brand and encouraging booth visits.

**Video Spotlight:** Share a 1-minute video before lunch highlighting your story, products, and vision.

**Prominent Recognition:** Your logo will be prominently displayed as an official Silver Sponsor across event signage, website, and program—maximizing visibility with key decision-makers.

**Attendee Contact List:** Receive exclusive attendee contact information 2 weeks pre-event to spark early connections and buzz.

**Complimentary Booth [1]:** Enjoy a complimentary booth as part of your SILVER Sponsor benefits.



## **BRONZE Sponsorship**

### Thursday Breakfast Sponsor

**\$1500**

**BRONZE Sponsor Spotlight:** As a full room of attendees eagerly awaits the start of Friday's breakfast, an ILA Leadership representative will take the stage to shine the spotlight on your organization! As a BRONZE sponsor, your company will be introduced with appreciation and enthusiasm, showcasing your unwavering support for ILA and its mission.

**Introduce Your Organization:** A representative from your company will have 1-2 minutes to take the microphone and bring attention to your organization. Share your vision and make a lasting impression!

**Program Recognition:** Your organizational logo will be prominently featured as a BRONZE Sponsor on event space signage, our website, and our event program, ensuring maximum exposure to an audience of industry influencers and decision-makers.

**Attendee Folder Insert:** Exclusive insert placed in every ILA conference bag—connect directly with all attendees! (350 copies due by September 19, 2026)

**Video Board Recognition:** Showcase your logo on the venue's mobile video board, with the ability to include links, images, and additional content.

**Complimentary Booth [1]:** As a BRONZE Sponsor, you'll enjoy the exclusive privilege of a complimentary booth.



## **BRONZE Sponsorship**

### Friday Breakfast Sponsor

**\$1500**

**BRONZE Sponsor Spotlight:** As a full room of attendees eagerly awaits the start of Friday's lunch and keynote session, an ILA Leadership representative will take the stage to shine the spotlight on your organization! As a BRONZE sponsor, your company will be introduced with appreciation and enthusiasm, showcasing your unwavering support for ILA and its mission.

**Introduce Your Organization:** A representative from your company will have 1-2 minutes to take the microphone and bring attention to your organization. Share your vision and make a lasting impression!

**Program Recognition:** Your organizational logo will be prominently featured as a BRONZE Sponsor on event space signage, our website, and our event program, ensuring maximum exposure to an audience of industry influencers and decision-makers.

**Attendee Folder Insert:** Exclusive insert placed in every ILA conference bag—connect directly with all attendees! (350 copies due by September 19, 2026)

**Video Board Recognition:** Showcase your logo on the venue's mobile video board, with the ability to include links, images, and additional content.

**Complimentary Booth [1]:** As a BRONZE Sponsor, you'll enjoy the exclusive privilege of a complimentary booth.

# Exhibitor Booth Information

Partner with ILA as an exhibitor at the 2026 ILA Annual Conference! You'll gain unparalleled visibility, engage with your target audience, and leave a lasting impression on industry leaders. Register today and take advantage of the Early Bird Pricing!

**Early Bird pricing is available from May 4- June 19.**

ILA will provide priority booth positions to those organizations utilizing early bird registration and premier sponsorships.

## EXHIBITOR BOOTH DETAILS

### PRICING:

Early Bird	Single - \$750	Double Booth	\$1250
After Early Bird	Single - \$850	Double Booth	\$1350
3 - Booth Request (limited availability)		Triple Booth	\$2000

- Table Tent Company Sign
- 8' x 10' Booth
- Pipe and Drape
- 8' Skirted Table
- 2 Chairs
- Waste Basket

## NON-PROFIT & GOVERNMENT ENTITIES ONLY TABLE DETAIL

### PRICING:

\$250 - *Early bird pricing does not apply*

- 6-foot Skirted Table
- 2 Chairs

### NOTES:

- Electricity is not included in exhibitor pricing. Availability is limited and will be provided on a first-come, first-served basis. As a result, we cannot guarantee booth placement relative to competitors but we will try our very best to accommodate.

**Electricity: \$35 Full Conference**

- ILA will also offer 1 complimentary Thursday lunch for one representative of your organization. **An additional lunch is \$30**



# Promotional Add Ons:

Unlock even greater exposure and maximize your marketing impact by adding one or more of the promotional opportunities below to your exhibitor booth registration.

## **WI-FI SPONSOR NEW THIS YEAR!**

Your company's name will be used as the Wi-Fi network name (SSID) that attendees see when connecting, ensuring strong visibility throughout the event. This package also includes on-site Wi-Fi signage promoting your brand. You can customize the network name, password, and landing page. **\$500**

## **EMAIL BLAST TO FULL MEMBERSHIP**

An email message, created by your organization, will be delivered to the full ILA membership before or after conference week (you chose!). ILA staff will work with your organization to coordinate the message. **\$350**

## **EXHIBIT HALL BREAK SPONSOR [3 AVAILABLE]**

Fuel attendees and leave a lasting impression as the sponsor of an energizing snack break. Sponsor Recognition on event signage, website, and verbal recognition as attendees dismiss for a break. **\$300**

## **VIDEO SPOTLIGHT**

Lights, camera, action! Your organization can provide a 1-minute video to play before the start of a breakout session, highlighting your story, products, and vision for the future. **\$300**

## **SOCIAL MEDIA POST**

A social media post, created by your organization, will be posted before the event date. ILA staff will work with your organization to coordinate.

## **ATTENDEE FOLDER INSERT**

To ensure your flyer or promotional materials are included in the attendee folder, ILA must receive 350 copies by September 19, 2026. You may also include small swag items or trinkets (e.g., branded giveaways) along with your flyer if desired. **\$200**

## **ELECTRONIC PROGRAM ADVERTISEMENT**

- Full Page **\$225**
- 1/2 Page **\$175**
- 1/4 Page **\$125**

## **AV SUPPORT**

Your organization will be highlighted within an individual session as a generous AV Supporter. **\$100**



# Friend of ILA \$300

As we gear up for our upcoming event on October 7-9, 2026, we understand that not everyone may be able to join us in person. However, your spirit of generosity knows no bounds, and we're thrilled to extend an invitation for you to continue making an impact – even from afar.

We kindly ask for your friendly donation to help us offset our AV (Audio-Visual) requirements, ensuring that every moment of our event is filled with inspiration, innovation, and transformative learning experiences.

**Session Spotlight:** In appreciation of your support, we'll proudly highlight your organization in our event program and within a selection of several session rooms.

**Added Recognition:** Your name will be celebrated with gratitude as we verbally announce your generous support during the event, ensuring that your commitment to leadership excellence resonates throughout the entire gathering.

**Thank you to our ILA friends  
and supporters!**