



SPONSOR & EXHIBITOR PROSPECTUS

#ARSL2026

SEPTEMBER 17 & 18
MONTGOMERY, AL



We invite you to join us at the 2026 ARSL Conference...

More than 83% of public libraries nationwide serve rural and small communities—and the Association for Rural & Small Libraries (ARSL) Annual Conference is your opportunity to connect with them! Sponsoring or exhibiting at the ARSL Annual Conference is a high-impact way to demonstrate your organization's commitment to supporting these small but mighty libraries. Build brand awareness and network with potential customers you won't find anywhere else!

We look forward to bringing the ARSL community together again in Montgomery, Alabama, and to continue to provide virtual access to exhibitors, sponsors, and more via the Whova conference app. Come exhibit with us on **Thursday, September 17 and Friday, September 18, 2026** at the **Renaissance Montgomery Hotel & Spa at the Convention Center, 201 Tallapoosa Street, Montgomery, Alabama**, to showcase your products and services with our key organizational decision-makers. Your exhibitor registration includes an in-person booth *and* a virtual booth to maximize attendee engagement. Sponsors will be even more visible across our in-person conference and virtual app, with on-site logo placement and a presence in the virtual sponsor hall.

There are many ways to market your company through the 2026 ARSL Conference as an Exhibitor and as a Sponsor. You may register online at <https://arsl.memberclicks.net/2026-sponsor-exhibitor-form>.

We greatly appreciate the support that you show our rural and small library communities through your participation in our conferences.

We hope to see you in Montgomery!

2026 ARSL Conference Committee

Contact ARSL:

PO Box 33731

Seattle, WA 98133

[\(206\) 453-3579](tel:2064533579) | info@arsl.org

EXHIBITOR OPPORTUNITIES

Register Online: <https://arsl.memberclicks.net/2026-sponsor-exhibitor-form>

Why exhibit at the 2026 ARSL Conference?

Register to join us in early 2026 for a quick 30-minute webinar on “How Exhibiting at the ARSL Conference Can Drive YOUR Business” for the answer to that question and to learn more about the ARSL Conference!

February 5, 2026, 9:00 a.m. PT / 10:00 a.m. CT / 11:00 a.m. MT / 12:00 p.m. ET

At the ARSL Conference your organization will...

- Talk to **buyers**. Many attendees control buying or influence purchasing decisions.
- **Generate leads** from rural and small libraries across the United States and Canada.
- Find **new customers** who may not attend other national library conferences
- Enjoy an active show schedule with **13+ hours of exhibit time** – refreshments, receptions, pop up sessions, and raffles in the exhibit hall draw traffic and encourage repeat visitors.
- **Connect** with virtual attendees and generate leads through our conference app, Whova.
- Receive an electronic copy of our registered **attendee contact list** (attendees reserve the right to opt out).

Space is limited, and we anticipate selling out. Booths are priced based on the size and type of organization exhibiting. See below for detailed pricing information. **Consider joining ARSL as a member to save up to \$250** on the total cost of your order! Please note that any registrations submitted after August 21 will incur a \$100 late registration fee.

Priority booth placement is granted to Gold, Platinum, and Diamond Sponsors ([see Sponsorship on page 6](#)). We will attempt to follow the preferences and special requests you note in your online registration when assigning booths; space assignment priority for non-sponsoring exhibitors will be based on the date of receipt of Exhibitor Registration Forms and payment.

Enhance Your Show Floor Visibility With Double & Premium Booths

Double Booths: Double your impact by doubling your floor space with our Double Booths! Each Double Booth features 200 square feet (10' deep x 20' wide) that you can use to showcase your products and engage attendees. Invite visitors to escape the flow of aisle traffic with in-booth seating or activities!

Premium Booths: Catch attendees' attention with **guaranteed premium placement** on the show floor! Our Premium Booths will be strategically located near main aisles, entry/exit doors, row corners, and exhibit hall amenities to maximize attendee engagement opportunities.

BUSINESS BOOTH RATES

Organization Type/Size	ARSL Member Pricing				Nonmember Pricing			
	Standard Single	Premium Single	Standard Double	Premium Double	Standard Single	Premium Single	Standard Double	Premium Double
LARGE BUSINESS (250+ employees)	\$1150	\$1440	\$2070	\$2705	\$1900	\$2185	\$2820	\$3450
MEDIUM BUSINESS (50-249 employees)	\$845	\$1015	\$1575	\$1915	\$1240	\$1410	\$1970	\$2250
SMALL BUSINESS (0-49 employees)	\$550	\$770	\$1100	\$1430	\$825	\$990	\$1320	\$1705

NONPROFIT AND GOVERNMENT BOOTH RATES

Organization Type/Size	ARSL Member Pricing				Nonmember Pricing			
	Standard Single	Premium Single	Standard Double	Premium Double	Standard Single	Premium Single	Standard Double	Premium Double
LARGE NP/GOVT (25+ employees)	\$865	\$1035	\$1610	\$1900	\$1265	\$1440	\$2015	\$2300
MEDIUM NP/GOVT (10-24 employees)	\$620	\$790	\$1125	\$1520	\$900	\$1070	\$1410	\$1800
SMALL NP/GOVT (0-9 employees)	\$495	\$660	\$935	\$1210	\$660	\$825	\$1155	\$1540

BOOTH FURNISHINGS

All booths include 2 chairs, 2 exhibitor badges, 1 wastebasket, and company ID sign. Additional exhibitor badges available upon request. Add-on furnishings and electricity will be available at an additional cost in the Exhibitor Kit, which will be emailed to all exhibitors.

Standard single booth exhibit fees include one 10' x 10' draped booth and 1 draped 6' table.

Standard double booth exhibit fees include one 20' x 10' draped booth and 2 draped 6' tables.

Premium single booth exhibit fees include one 10' x 10' draped booth **situated in a prominent/high-traffic location** (including but not limited to **aisle corners** and **adjacent to hall doors**) and 1 draped 6' table.

Premium double booth exhibit fees include one 20' x 10' draped booth **situated in a prominent/high-traffic location** (including but not limited to **aisle corners** and **adjacent to hall doors**) and 2 draped 6' tables.



Rebecca Vnuk
Executive Director, LibraryReads

"ARSL has quickly become our favorite exhibiting opportunity! The energy and enthusiasm shine through the entire conference, and it's proven to be a wonderful way to not only engage our existing users but to get attention and gain lots of new participants to our program." (September 2025)

CONFERENCE APP & VIRTUAL EXHIBIT BOOTH

The 2026 ARSL Conference will feature a fully-integrated virtual conference platform and app: [Whova](#). The app will allow you to create custom virtual exhibitor pages, generate leads, host giveaways and raffles, schedule one-on-one meetings with attendees, and more.

Your interactive, customizable booth allows you to add videos, live streaming links, your company description, contact information, coupons, raffles, giveaways, and downloadable promotional documents. You'll be able to participate in lead generation and live chat with attendees both on-site and participating virtually. We will provide additional information about setting up your virtual exhibit space in August.

Organizational Logo

- Recommended image dimensions: 256px x 256px (maximum 1000px x 1000px)
- Accepted file types: png (preferred), jpg/jpeg
- Maximum file size: 10 MB

ADDITIONAL INFORMATION

Booth Placement

Booth numbers and placement are assigned by the ARSL office on a first-come, first-served basis. Our team will do our best to take your requests regarding placement into account. Priority consideration will be given to our Gold, Platinum, and Diamond Sponsors, and to Premium Booths. **You can expect your booth assignment from the ARSL office by mid-August 2026.**

Early Dismantle Fees

Any exhibitors who choose to dismantle and move out from the exhibit hall before the end of the Exhibits Grand Finale reception on Friday afternoon will be assessed a **\$150** early dismantle fee.

Late Registration Fees

Any registrations submitted after August 21, 2026 will be assessed a **\$100** late registration fee.

Hotel Rooms & Conference Meals

Conference hotels and booking instructions will be available by the beginning of May on the Conference Hotels section of the ARSL Conference website. **Rooms must be booked directly through the hotels using the links provided on our website to guarantee conference pricing.** We recommend booking your room as soon as possible, but no later than **August 1**.

Exhibitor boxed lunches will be available to purchase in the online registration form. Once available, exhibitors may also purchase tickets to attend the full conference, or conference meals and events. We welcome your participation!

Pre-Show Informational Webinar

[Register now to join us](#) on August 13th, 2026, at 9:00 a.m. PT / 10:00 a.m. MT / 11:00 a.m. CT / 12:00 p.m. ET, to go over the conference schedule, discuss open sponsorship opportunities, and answer any last minute-questions before the conference.



Ginny Sterpka

Program Director, Libraries as Launchpads (Creative Startups)

"ARSL was a refreshing experience. Compared to larger conferences, attendees seemed to have the space to focus and connect in more genuine, meaningful conversations." (September 2025)

SHOW LOCATION AND TENTATIVE SCHEDULE

Show Location:

Renaissance Montgomery Hotel & Spa at the Convention Center

201 Tallapoosa Street

Montgomery, Alabama 36104

Phone: (334) 481-5000

We schedule coffee services and events in the Exhibit Hall each day to drive traffic, including the Grand Opening and Finale. This year's conference will feature **new and innovative exhibit hall activities** to draw attendee attention and encourage repeat visitors! We will also be implementing **longer breaks between sessions** to give attendees more time to stop by the exhibit hall, refill their coffee, and chat with the vendors they haven't yet visited.

This schedule is subject to change.

Each day there will be dedicated non-compete exhibit time for in-person attendees. We encourage all exhibitors to live-stream, hold raffles through the Whova app, offer giveaways, or otherwise actively engage with those participating virtually as well.

Set up: Wednesday, September 16, 1:30 p.m.–6:30 p.m.
Thursday, September 17, 7:30 a.m. – 10:45 a.m.

Exhibit Hall Hours: Thursday, September 17, 10:45 a.m. – 4:15 p.m.
Friday, September 18, 9:00 a.m. – 3:15 p.m.

Dismantle: Friday, September 18, 3:15 p.m. – 5:30 p.m.

Frank Huang

Founder and CEO, Shushbooth

The logo for Shushbooth, featuring the word "shushbooth" in a stylized, rounded font with a pink-to-purple gradient and a slight shadow effect.

"Year after year ARSL puts on a well organized conference! This is my 2nd one in a row and as an exhibitor this is one of the best managed conferences. I enjoyed seeing familiar faces and meeting new ones. Everyone is so great and passionate! The conference venues have been great places for food, drinks, and meeting up!"
(September 2024)

*** Looking for printed advertising options?** In an effort to make our events more sustainable ARSL made the decision to discontinue our full-content printed conference program beginning in 2023. We would encourage any of our supporters who would like additional brand exposure at our conference (and beyond!) to consider our sponsorship opportunities!

SPONSORSHIP OPPORTUNITIES

Don't miss the chance to get your message out to library staff from across the country who will gather for the 2026 ARSL Conference, September 16-19 in Montgomery, Alabama. We are pleased to offer you several ways to be a visible presence at the conference, both virtually and in person! ***Check back soon for new sponsorship opportunities!***

Conference Sponsorship Levels At a Glance

BENEFITS	Bronze	Silver*	Gold	Platinum	Diamond
Logo visible during event	*	*	*	*	*
Listing in Sponsor Center	*	*	*	*	*
Logo & link on website, conference countdown emails	*	*	*	*	*
Symbol for exhibitors	*	*	*	*	*
Rotating logo ad in app		*	*	*	*
Giveaway items/handouts at event		*	*	*	*
Acknowledgement at podium		*	*	*	*
Banner ad on event page			*	*	*
App push notification			*	*	*
Social media promotion			*	*	*
Priority exhibit booth placement			*	*	*
Banner ad on Welcome page				*	*
Logo throughout facility & app				*	*
Newsletter promotion (4 weeks)				*	*
Podium time (5 minutes)				*	*
Welcome letter on Welcome Page					*
Logo throughout all signage					*
Welcome speaker (10 minutes)					*
Educational session (45 minutes)					*
Free Premium Double exhibit booth					*
Free conference registrations (4)					*

* Donations to the ARSL Angel Scholarship Fund of at least \$1500 will receive Silver Level benefits

Bronze Sponsor | \$750

Sponsor a coffee or refreshment break. You'll receive:

- Pronounced logo placement during your sponsored event
- Listing in Sponsor Center in the conference app
- Logo and link on conference website
- A unique sponsorship symbol in conference program for sponsors that also choose to exhibit

Silver Sponsor | \$1,500

Sponsor a reception or other all-attendee event. You'll receive Bronze Sponsorship benefits, plus:

- Rotating logo ads in both mobile conference app & virtual platform
- Your virtual handout and blurb (up to 250 words) in pre-conference Sponsor Highlight email to all conference attendees OR your handouts/giveaway items on monitored Conference Info Table (limited to one piece per sponsor)*
- Acknowledgement at the podium during your sponsored event

Gold Sponsor | \$2,500

Sponsor a reception or other all-attendee event. You'll receive Silver Sponsorship benefits, plus:

- Banner ad on sponsored event page in mobile conference app
- One push notification via conference app
- One-time promotion on ARSL social media (10,000+ followers) as a featured sponsor
- Priority booth placement for sponsors that also choose to exhibit

Platinum Sponsor | \$5,000

Sponsor an all-attendee keynote or meal and receive recognition from an attentive audience. You'll receive Gold Sponsorship benefits, plus:

- Exclusive invitation to the Supporter's Soiree
- Banner ad on Welcome page in mobile conference app
- Pronounced logo placement throughout conference facility and app
- Four-week promotion near conference date in ARSL Tuesday weekly e-newsletter (11,000+ subscribers) as a featured sponsor
- 5 minutes at podium during your sponsored all-attendee event

Diamond Conference Sponsor | \$10,000

Premiere conference sponsor. You'll receive all of the above sponsorship benefits, plus:

- Recognition as one of the year's biggest supporters of continuing education for rural and small libraries
- Brief welcome letter on Welcome page in mobile conference app
- 10-minute welcome speaker at one all-attendee event
- Prominent logo placement on all conference printed and digital signage
- Complimentary 20' x 10' Premium Double exhibit booth prominently located
- Opportunity to present 45-minute educational session
- Up to 4 full conference attendance registrations for your staff or customers
- Admission to meals and keynote events for exhibit booth staff

Add-on! ARSL Angels Scholarship Donation

Our annual scholarship for ARSL members attending the conference for the first time provides a significant opportunity for these individuals to access professional development. 100% of this funding directly supports registration, hotel, and travel expenses. Exhibitors and Sponsors who give **at least one Full Attendance** sponsorship will be acknowledged as a Scholarship Sponsor (same benefits as a Silver Sponsor).

- \$1,500 | Full Attendance: full conference registration, travel, and lodging

Custom Sponsorship Opportunities

To combine or create your own level, please contact the ARSL office at info@arsl.org or **(206) 453-3579**.

**To align with our organizational goal of sustainability and conference waste reduction, ARSL encourages all sponsors to consider opting for virtual handouts.*

JOIN THE ARSL SUPPORTERS ALLIANCE: EXCLUSIVE BENEFITS!

Support ARSL year-round by becoming a member of the ARSL Supporters Alliance! This exclusive program offers ongoing engagement with ARSL members beyond the annual conference, providing year-round brand visibility, networking opportunities, and special recognition. Supporters Alliance members receive benefits such as premium sponsorship options, direct outreach opportunities, and tailored promotional exposure within the ARSL community. This exclusive conference-related opportunity comes with additional benefits:

Exclusive Benefits:

- Conference Attendee mailing addresses for attendees that opt-in
- Each level will receive 2 extra social media posts
- Acknowledgment/Special Recognition as new ARSL Supporters Alliance Members at the Awards luncheon
- One-hour strategic partnership meeting with ARSL leadership

ARSL Ally | \$5,000

- Complimentary ARSL Business membership, including access to the ARSL member mailing list (11,000+ subscribers)
- Inclusion on ARSL's Preferred Partner Vendor list
- Ability to provide ARSL-exclusive deals and discounts to ARSL members
- Logo placement on the ARSL Alliance webpage
- Alliance recognition page in the conference app
- Deeply discounted booth at the ARSL annual conference Exhibit Hall
- Exclusive Alliance signage for your exhibitor booth

ARSL Champion | \$10,000

You'll receive all of the above benefits, plus:

- Logo placement as a member of the Alliance on ARSL event slides (Monthly TRAIN events and annual conference)
- Quarterly dedicated social media promotion (10,000+ followers across Facebook, Instagram, and LinkedIn)
- Photo with ARSL President and Executive Director at your conference exhibit booth

ARSL Hero | \$25,000

Premiere Alliance sponsor. You'll receive all of the above benefits, plus:

- Year-round Logo placement on ARSL homepage in rotating carousel
- Complimentary booth in annual conference Exhibit Hall
- Complimentary keynote tickets for annual conference
- Named sponsor for one monthly ARSL TRAIN professional development workshop
- Year-round Logo placement in gratitude section of weekly ARSL Dispatch



Custom Sponsorship Opportunities

To combine or create your own level, please contact the ARSL office at info@arsl.org or [\(206\) 453-3579](tel:2064533579).

RULES AND REGULATIONS GOVERNING ARSL EXHIBITS

Applicant hereby confirms attendance at the 2026 ARSL Conference and agrees to abide by the rules and regulations of ARSL and its agents as stated on the form above and contract below. Contract will need to be acknowledged and signed in the online registration form.

MANAGEMENT: Exhibits the conference are sponsored by ARSL, herein known as “Sponsor” and managed by their contracted management company, referred to herein as “Management.” Sponsor and Management reserve the right, at their sole discretion, to alter the exhibit hours or floor plan arrangement in any manner that is in the best interest of the exhibition.

ASSIGNMENT OF SPACE: Management will make space assignments in the order applications are received. Location preferences will be accommodated as much as possible. Sponsor and Management reserve the right to determine the eligibility of exhibit space applicants and individual products to be exhibited.

PAYMENTS: Payment in full must accompany this application. Failure to complete payments as required may result in space reassignment or cancellation by Management.

NO ASSIGNMENT OR SUBLETTING: The rights of an exhibitor are not assignable to any other persons or firm. No exhibitor may assign, sublet, or apportion the whole or any part of the space allotted nor exhibit therein any goods other than those sold in the regular course of business by the exhibitor without specific permission from Management.

EXHIBIT HOURS: Exhibit hours will be determined by Management, and exhibitor agrees to maintain and staff displays during all hours exhibits are open. The Exhibit Hall will be open to attendees only during show hours, and exclusively to exhibitors only when ARSL staff is in the hall. No admittance is permitted at other times except by prior arrangement with Management. Management reserves the right to alter hours as required for the best interest of the exhibition. Exhibitor agrees not to sponsor or conduct any group function outside the exhibit hall without prior permission from Management.

DISPLAY REGULATIONS: No exhibit may intrude upon neighboring exhibits or aisles or obstruct view or access to any other display. Items placed along the side rails may not exceed a height of 4' from the floor. The back and/or side portion of displays shall be maintained as to not be objectionable to nearby exhibitors, and Management reserves the right to require such maintenance if found. Nothing may be nailed, tacked, screwed, or otherwise attached to any portion of the building without express permission from Management and facility. All sound devices must be operated at a level that does not permit sound to travel beyond exhibitor's assigned space. Distribution of printed matter, souvenirs, or any other articles shall be restricted to the contracted booth area. No part of the facility other than the exhibitor's booth shall be used for display, order taking, or selling purposes of any kind. Management reserves the right to require removal of any objectionable display elements or prohibit any unauthorized exhibitor selling activity.

INSTALLATION AND DISMANTLE: Exhibitor agrees to abide by established hours for display installation and dismantling, to have display ready for the official opening hour, to keep display in place until the official closing time, and to remove all exhibit materials from the hall by the established deadline. Exhibitors are permitted to set up and dismantle their own displays in accordance with the rules of the facility.

EARLY DISMANTLE FEE: An early dismantle fee of \$150 will be applied to any exhibitor who chooses to dismantle and move out from the exhibit hall before the official closing time set by the Sponsor and Management.

SECURITY: Doors to the Exhibit Hall will be locked during the hours the show is closed. It is the sole responsibility of the exhibitor to safeguard goods, materials, equipment, and displays at all times. Neither the Sponsor, Management, nor the show facility will be liable for any damages or loss of property arising from the exhibitor's occupancy of the exhibit space and participation in the exhibition.

COMPLIANCE WITH REGULATIONS: Exhibitor shall comply, at exhibitor's sole expense, with all national, state, city, municipal, facility, and other government and facility rules and regulations, including but not limited to fire safety laws, the Americans with Disabilities Act, all applicable trademark and copyright laws including any performance, reproduction, or use of musical, artistic, or literary works.

LIABILITIES AND INSURANCE: The Sponsor, Management, the facility, the official contractor, the building owners, and their employees and agents will not be liable for injuries to any person or damage or loss of any property owned or controlled by exhibitors to which claims for damages may arise or be connected in any way to exhibitor's participation in the exhibition, nor for any claim or liability that may arise as a result of copyright and trademark laws and regulations. Exhibitor agrees to hold harmless and defend the Sponsor, Management, the facility, the official contractor, the building owners, and their employees and agents from all such claims. It is the sole responsibility of the exhibitor to obtain any required business interruption, property damage, or other insurance coverage.

The exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify, and save the Facility, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses, or damages to persons or property, governmental charges, or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Facility and its employees or agents.

The exhibitor shall obtain and keep in force during the term of the installation and use the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

SIGNAGE: Each full booth exhibitor will be provided an identification sign. Additional signage may be displayed providing it causes no damage to any equipment or building element and does not interfere with access or view of any neighboring display or infringe on aisle space. Exhibitor will be liable for any damages incurred by signage or other display elements, at exhibitor's sole cost.

EXHIBITOR CANCELLATION: Requests for cancellation of exhibit booths must be received by Management in writing by email or post no less than 30 days prior to the scheduled exhibitor load-in date for the conference (September 16, 2026). All requests for refunds are subject to an administrative cancellation fee of \$75. Exhibitors will be responsible for all actual costs incurred by the Sponsor and Management as part of the setup process for their exhibit booth prior to the date of the refund request. These costs could include, but are not limited to, the cost of exhibit booth materials, signage, and/or boxed meals ordered on the exhibitor's behalf. Actual costs will be withheld from any refunds issued. Hardship cases, e.g., illness, death in the family, may be submitted to Management for determination of whether all or portions of exhibitor fees may be refunded.

EVENT CANCELLATION: In the event the exhibition is canceled or postponed, Sponsor and Management will refund all monies paid by exhibitor for participation in the event. This refund shall be the sole and exclusive remedy of the exhibitor with respect to any damages sustained by exhibitor in relation to non-performance, cancellation, or postponement of the event. Sponsor and Management reserve the right to cancel or postpone the exhibition for any of the following reasons: damage or destruction of the facility, Acts of God, national or unforeseen emergency, war or insurrections, strikes or the possibility of strikes, the authority of the law, or for any cause beyond their control where Sponsor and Management deem it unsafe or unwise to hold the exhibition as planned.

CODE OF CONDUCT: All exhibitors present in the exhibit hall and interacting with attendees through the conference app are expected to abide by the [ARSL Meetings, Events & Activities Code of Conduct](#).

This agreement shall be construed solely as a license for the use of the exhibitor space to be occupied by the exhibitor, and exhibitor agrees that it has not relied on any oral or written representation not contained in this agreement.