



Exhibitor Manual



2020 ARSL CONFERENCE
SEPTEMBER 28-OCTOBER 2
NOW ONLINE!

The 2020 annual conference of the Association for Rural & Small Libraries will be held online using Whova on September 28–October 2. While we were looking forward to having a bustling Exhibit Hall in Wichita, we are excited for this opportunity to try new things and to reach more library professionals than ever before. We are expecting another record-breaking year, and we're thrilled to offer you a great opportunity to reach out to so many decision-makers from libraries across this country. We have new opportunities for an exhibitor passport game, lead generation, one-on-one meetings, and more!

We greatly appreciate the support that you show the Association for Rural & Small Libraries and our library communities through your participation in our conference.

We hope to see you online!
2020 Conference Planning Committee



THE ASSOCIATION FOR
RURAL & SMALL
LIBRARIES

PO Box 33731 | Seattle, WA, 98133
info@arsl.org | (206) 453-3579

EXHIBITOR OPPORTUNITIES

Register online: arsl.org/2020-conference-sponsors-exhibitors

Due Date: August 31

Exhibit Hall Hours

The Exhibit Hall will be open September 28–October 2, from 9:00 am–1:15pm (Pacific Time). There will be dedicated exhibitor time every day from 11:15 am–12:15pm (Pacific Time), during which we encourage all exhibitors to live-stream, hold raffles, or otherwise actively engage with visitors. One-on-one meetings may be scheduled at any time during the conference.

Conference App

The conference will be held using [Whova](#), which is the same app our attendees know and love from previous ARSL conferences. Whova will allow you to create custom virtual exhibitor pages, generate leads, host giveaways and raffles, schedule one-on-one meetings with attendees, and more.

Vendor Levels

Virtual Exhibit Space | \$200

- Interactive Booth allows *you* to add:
 - YouTube video
 - Zoom link for live streaming
 - Company description
 - Contact information
- Participation in the ARSL Passport Program
- Lead Generation
- Coupons, raffles & giveaways
- Live Chat
- 5 Hours of dedicated exhibitor time during conference week

Bronze Sponsor | \$400

Standard Exhibitor space, plus:

- Recognition on ARSL website with logo
- Listing in Sponsor Center

Silver Sponsor | \$600

Bronze Sponsorship benefits, plus:

- Banner ads in both mobile conference app & virtual platform

Gold Sponsor | \$800

Silver Sponsorship benefits, plus:

- One push notification via app
- Promotion on ARSL social media as a featured sponsor

Platinum Sponsor | \$1,000 (only 5 available)

Gold Sponsorship benefits, plus:

- Conference Sessions Sponsor for a day – Logo in Zoom Waiting Room before each session
- Sponsor listing on room track labels
- Opportunity to present a sponsored 1-hour educational (non-marketing) during conference week

BENEFITS	Standard	Bronze	Silver	Gold	Platinum
YouTube video	*	*	*	*	*
Link for live-streaming	*	*	*	*	*
Company description	*	*	*	*	*
Contact information	*	*	*	*	*
ARSL passport program	*	*	*	*	*
Lead generation	*	*	*	*	*
Coupons & giveaways	*	*	*	*	*
Live chat	*	*	*	*	*
5 hours of exhibits time	*	*	*	*	*
Logo on ARSL website		*	*	*	*
Listing in Sponsor Center		*	*	*	*
Banner ad			*	*	*
App push notification				*	*
Social media promotion				*	*
Session Sponsorship					*
Room track labels					*
Educational session					*

Cancellation Policy

No refunds will be issued for the virtual conference.