

Charleston Conference™
ISSUES IN BOOK AND SERIAL ACQUISITION

November 5 - 9 , 2018

O, Wind, if Winter comes, can Spring be far behind?

Opportunities to Participate

Why support the conference? Here are a few comments from attendees:

I am always so impressed by how well-organized this conference is, the quality speakers and sessions, the food - it's all just top notch!

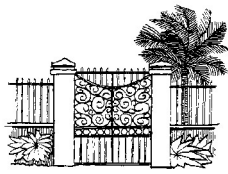
Great opportunity to meet with customers. Relevant sessions. Great idea that the Showcase is just one day, allowing time for customer meetings and session attendance.

Fantastic opportunity to meet others, especially publishers in an environment other than the confrontational one that goes on during negotiations.

Smarter than average people, talking about more important than average topics. Peer-level relations with vendors after Day 1 are vastly more satisfying intellectually and socially than is the case at other trade shows.

Information about the Charleston Conference:

- Almost 2,000 attendees in 2017.
- Roughly 60% academic librarians, 35% publishers and vendors, and 5% others (consultants, students, etc.).
- Attendees from around the world, with over 20 different countries in attendance.
- Attendee evaluations ranked the conference an average of 4.4 out of 5 for overall experience, and 4.5 out of 5 as a learning experience. 93% of attendees said the conference met or exceeded their expectations.
- Unique conference philosophy that places an emphasis on inviting diverse viewpoints, giving a platform to new voices, and equally valuing the input from all sides of the information and scholarly communications industry.



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38th Annual Conference on Issues in Book and Serial Acquisition

The Charleston Conference and its continuing impact would not be possible without the contributions of our friends like you and your company. We ask for your monetary support, and have structured our sponsorships to show our appreciation in a number of ways. Any amount you send will be greatly appreciated and recognized for its generosity. From all of us at the Charleston Conference, thank you very much for all your support.

Sponsorship Opportunities:

The following opportunities for sponsorship, as well as an undesignated monetary gift or combinations thereof, will qualify you/your company at the various levels of sponsorship listed below::

- Reception at the SC Aquarium - \$12,500
- Attendee Tote Bags - \$11,000
- Free WiFi for Attendees - \$10,000
- Conference Shuttles - \$9,000
- Welcome Reception - \$8,500
- Live Stream Broadcast - \$8,000
- First Timers Welcome Event - \$7,000
- T-Shirts - \$7,000
- Continental Breakfast (3 available) - \$6,000
- Photo Desk Calendars - \$5,500
- Sponsored Luncheon (4 available) - \$4,500 + F&B
- Notepads - \$4,500
- Lanyards - \$4,500
- Photo Booth - \$4,000
- Refreshment Break (7 available) - \$4,000
- Post-It Notes - \$4,000
- Create Your Own Session - \$3,500
- Pens - \$3,000
- Goodie Bag - \$3,000
- Printed Napkins - \$3,000
- Speaker Honorarium - \$1,500
- Charleston Seminar Series - \$1,500
- Create Your Own Sponsorship - TBD - Work with the Conference Planning Committee to create a unique sponsorship that meets the needs of your company!

Sponsorship Levels:

All sponsors will receive the following:

- Listing on the conference website
- Recognition during opening speech
- Company info and branding in program (online and print)
- Sponsor ribbons for name badges
- Recognition sign at the conference

Contact Leah Hinds for more info:
leah@charlestonlibraryconference.com
 or 864-353-1181

In addition, sponsors at different levels will receive promotional benefits as listed below:

For your sponsorship at this level, we offer you:	Diamond (\$11,000+)	Platinum (\$8,000 - 10,999)	Gold (\$5,500 - \$7,999)	Silver (\$3,500 - \$5,499)	Bronze (\$1,500 - \$3,499)	Pewter (Under \$1,500)
Premier Vendor Showcase Booth Placement	1	1	-	-	-	-
Brochure in Conference Tote Bag	2	1	-	-	-	-
Use of Conference Mailing List	2	1	-	-	-	-
B&W Ad in Program	1	1	1	-	-	-
Recognition at Gala Reception	1	1	1	1	-	-
Banner Ad on Website	1	1	1	1	-	-
Space on Promo Lit Table	2	1	1	1	1	-

Additional Opportunities to Participate

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November 5 - 9, 2018
Historic Downtown Charleston, SC
Gaillard Center
Francis Marion Hotel
Embassy Suites Historic District
Courtyard Marriott Historic District

CHARLESTON PREMIERS

Five minute previews of the new and noteworthy! These sessions will be set up “lightning round-style” with back to back five minute presentations for publishers and vendors to demonstrate and promote their newest and most innovative products on the market. We will incorporate audience voting for several “Best Of” categories and awards. More information available at <http://www.charlestonlibraryconference.com/events/charleston-premiers/>.

JURIED PRODUCT DEVELOPMENT FORUMS

Publishers and vendors have a unique opportunity for feedback from librarians regarding the design, features, feasibility or pricing of a particular product or service in development. These focus group-style sessions have been very popular and well received for many years at the conference.

- Applications and additional information will be available at <http://www.charlestonlibraryconference.com/jpdf-application-information/>.
- Applications will be reviewed and selected by a committee of librarians currently working in libraries.
- Application deadline is August 17th, 2018.
- Cost: \$2,000 payable 30 days after notification of acceptance with limited space available.

For additional information, please contact **Caroline Goldsmith** at caroline@charlestonlibraryconference.com.

Please Note: Ms. Goldsmith is the conduit for all communications between applicants and the selection committee. The membership of the selection committee will not be made public.

ADDITIONAL ADVERTISING OPPORTUNITIES

There are a number of opportunities for advertising your company or service prior to and during the Conference:

- **Your Company Brochure in Conference Goodie Bag** — \$1,600
Anticipate approx 1,800 attendees / goodie bags.
- **Full page black & white ad in Conference Programs** — \$975
Full page = 7" x 10" image size / press quality PDF file.
- **Half page black & white ad in Conference Programs** — \$675
Half page horizontal = 7" x 4 ¾" image size / press quality PDF file.
- **Conference Mailing List** (one time use only) — \$850
Only available as an add-on for conference sponsors or Vendor Showcase exhibitors. Copy of item being mailed must be provided for review prior to mailing.
- **Half Banner Ad or Company Logo on the official Conference Website** — \$550
Placed on Website after payment is confirmed.
- **Tabletop Brochure Display Space** (8 1/2" x 11" x 6") — \$300
No personnel allowed — tabletop space only.

Contact Leah Hinds <leah@charlestonlibraryconference.com>, 864-353-1181 for more info.