

Core OCTOBER 19-21, 2023
NEW ORLEANS, LA
FORUM
▶▶▶ *Let the Good Times Roll!*



*EXHIBITOR
& SPONSOR
PROSPECTUS*

LET THE GOOD TIMES ROLL!

[The Core Forum](#) is the premiere event for ALA's newest division, *Core: Leadership, Infrastructure, Futures*. It will bring together decision-makers and practitioners from the ALA division that focuses on:

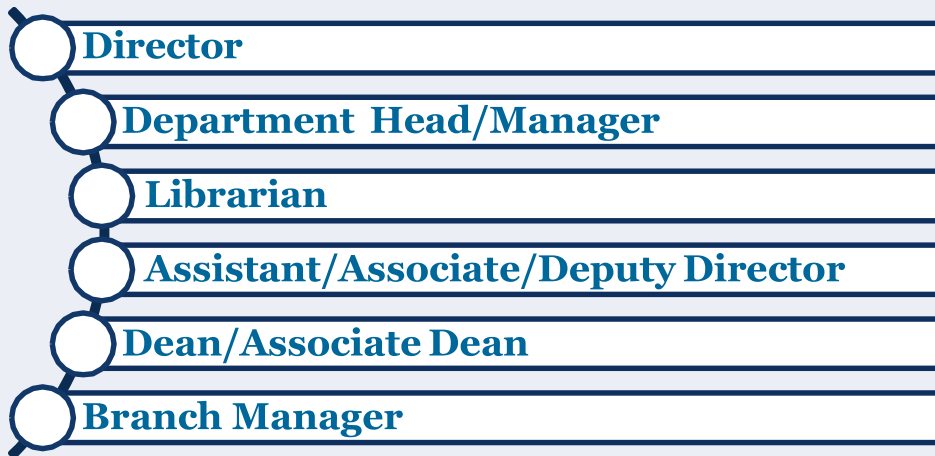
- Access & Equity
- Assessment
- Buildings & Operations
- Leadership & Management
- Metadata & Collections
- Preservation
- Technology

Our program tracks, dine-arounds, and discussions will be structured around these seven topics, particularly the ways in which they integrate together.

Areas that used to be separate and siloed now complement each other to explore and collaborate in all the areas where these topics overlap.

WHO WILL BE THERE?

Core members play a central role in every library, shaping the future of the profession by striking a balance between maintenance and innovation, process and progress, collaborating and leading. Some of the most often cited job titles in our member's profiles are:



Through Forum, you can reach every level of responsibility for the implementation and maintenance of core services, from the practitioners who keep things running day-to-day to the innovators going in new directions to those making funding decisions, as well as the library school students who will shape the future.

What do these folks have in common? They are all working to build and maintain the best spaces and services for their communities and staff. They come to Forum to share information, learn from each other, and go back to their organization with actionable ideas they won't find anywhere else.

By supporting the Forum, you can help make connections and partnerships happen. If you attend, you can be part of the conversation and talk directly with library service and technology leaders to help them enhance their libraries and improve their communities.

We welcome your support! Sponsorship opportunities are listed below; to discuss sponsoring the Core Forum, please contact Julie Reese at jreese@ala.org or 312-280-5030.

ABOUT CORE

[Core: Leadership, Infrastructure and Futures](#) is the division of the [American Library Association](#) whose mission is to cultivate and amplify the collective expertise of library workers in core functions through community building, advocacy, and learning.

QUICK FACTS ABOUT THE 2023 CORE FORUM

- Expected to attract more than 300 library professionals from the U.S. and Canada.
- Will be held in New Orleans, Louisiana, on October 19-21, 2023.
- Library services & technology vendors, service providers, and open source projects are welcome to attend.
- Vendor staff are welcome to submit a conference program proposal in conjunction with staff at customer libraries.

SPONSOR LEVELS

Don't just sponsor Forum - be part of it!



DIAMOND SPONSOR (\$10,000, 1 available)

The Forum Reception will be held on Thursday, October 19, and is the perfect opportunity to ignite conversations and network with Core Forum participants.

- One 60-minute sponsored program
- Opportunity to provide branded lanyards for attendee badges
- Sponsorship and prominent logo on signage during one of the following:
 - Welcome Reception on Thursday
- Opt-in attendee mailing list for one-time email after event
- Attendee list prior to event with name and library
- 4 conference registrations
- Exhibitor tabletop display
- Prominent listing with linked large-size logo on the Forum website
- Acknowledgment on event marketing, the program and on social media
- Acknowledgment and logo on conference wrap-up email to attendees
- Prominent logo on event signage
- Podium acknowledgments



PLATINUM SPONSOR (\$7,500, 2 available)

- One 60-minute sponsored program
- Sponsorship and prominent logo on signage during one of the following:
 - Opening General Session on Thursday
 - Game Night Reception on Friday
- Opt-in attendee mailing list for one-time email after event
- Attendee list prior to event with name and library
- 3 conference registrations
- Exhibitor tabletop display
- Prominent listing with linked large-size logo on the Forum website
- Acknowledgment on event marketing, the program and on social media
- Acknowledgment and logo on conference wrap-up email to attendees
- Prominent logo on event signage
- Podium acknowledgments



GOLD SPONSOR (\$4,500, 3 available)

- Sponsorship and prominent logo on signage at break stations on one of the following event days:
 - Thursday
 - Friday
 - Saturday
- Attendee list prior to event with name and library
- 2 conference registrations
- Exhibitor tabletop display
- Prominent listing with linked large-size logo on the Forum website
- Acknowledgment on event marketing, the program and on social media
- Prominent logo on event site



SILVER SPONSOR (\$3,000, 3 available)

- Sponsorship and prominent logo on signage for wifi login credentials on one of the following event days:
 - Thursday
 - Friday
 - Saturday
- Attendee list prior to event with name and library
- 2 conference registrations
- Exhibitor tabletop display
- Prominent listing with medium-size logo on the Forum website
- Acknowledgment on event marketing, the program and on social media
- Prominent logo on event signage
- Podium acknowledgments



BRONZE SPONSOR (\$2,000, 5 available)

- Sponsorship and logo on signage for preconferences/tours on Thursday
- 1 conference registration
- Exhibitor tabletop display
- Listing with medium-size logo on the Forum website
- Acknowledgment on the program and on social media
- Logo on event signage
- Podium acknowledgments



FORUM SUPPORTER (\$1,500, limited number available)

- 2 conference registrations
- Exhibitor tabletop display
- Listing with medium-size logo on the Forum website
- Acknowledgment on the program and on social media



EXHIBITOR (\$750, limited number available)

This is an opportunity to display your brand at a tabletop display and engage directly with attendees during Thursday welcome reception and meeting breaks on Friday and Saturday. You have the option of providing a physical item, online item, or service to give to attendees. This is a great way to promote your organization or product and give the gift of awesome. Deadline to register as an Exhibitor is August 30.

- Exhibitor tabletop display
- 1 conference registration
- Listing with small-size logo on the Forum website as an exhibitor
- Acknowledgment on social media

Contact Tom Ferren at tferren@ala.org or 312-280-5038 today to discuss how you can be part of this exciting event.



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October 19-21, 2023
Hilton New Orleans Riverside