

A photograph of the Wichita skyline at sunset, with buildings silhouetted against a warm orange and yellow sky. The image is partially obscured by the logo above and the text below.

SPONSOR & EXHIBITOR PROSPECTUS

Hyatt Regency - Downtown

400 West Waterman
Wichita, Kansas, 67202
Phone: 316-293-1234



Wichita

More than 70% of all libraries nationwide serve rural and small communities - and the 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!

The conference theme is *Unite & Ignite*! Our conference provides an opportunity to unite as a professional community and foster a sense of togetherness across a nation of small but mighty libraries. When we come together to share and learn we'll light fires of innovation and change that can burn bright all year long.

We look forward to continuing our successful hybrid event model for 2023. We will be able to bring the ARSL community together again in Wichita, Kansas, and we'll also be able to reach those who are unable to travel via virtual access. So come exhibit with us on **Thursday, September 21, 2023 and Friday, September 22, 2023** at the **Hyatt Regency- Downtown Wichita, 400 West Waterman, Wichita, Kansas, 67202** to *unite* with our attendees and *ignite* interest in your products and services with our key organizational decision-makers. Your exhibitor registration includes both 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 2023 ARSL Conference as an Exhibitor and as a Sponsor. We invite you to participate by **registering online beginning April 25, 2023**. Information on setup and other details are included in the following Sponsor & Exhibitor Prospectus.

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

We hope to see you in Wichita!

2023 ARSL Conference Committee

Contact ARSL:

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

EXHIBITOR OPPORTUNITIES

Register online: <https://www.arsl.org/2023-conference-sponsors-and-exhibitors>

Registration deadline: August 16 to be recognized in the printed program

Why exhibit at the 2023 ARSL Conference?

Join us on **Tuesday, May 23rd, 2023 at 10:30am CDT** or **Wednesday, May 24th at 3:00pm CDT** for a quick 20-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!

At the ARSL Conference your organization will...

- Talk to **buyers**. Many attendees control buying or influence purchasing decisions.
- Meet many new prospects from rural and small libraries across the United States.
- Find new customers who do not attend other national conferences (like ALA).
- Enjoy an active show schedule with **14-18 hours of exhibit time** – with refreshments, receptions, and raffles in the hall to draw traffic and encourage repeat visitors.
- Connect with virtual attendees and generate leads through our conference app.
- Receive an electronic copy of our registered attendee 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. Registration will be open until space is sold out. However, your registration must be submitted **by August 16** if you want your company listed in the printed conference program. Registrations after August 16 will be accepted based on space available, but we advise registering early.

Priority booth placement is granted to Gold, Platinum, and Diamond Sponsors ([see Sponsorship on page 14](#)). 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.

NEW THIS YEAR: Premium Booths

Catch attendees' attention with **guaranteed premium placement** on the show floor!

As of 6/21/2023 all Premium Single booths have been claimed! Premium Single booths will be located in prominent/high-traffic areas of the exhibit hall like aisle corners and near attendee amenities for increased attendee engagement opportunities.

As of 5/10/2023 all 4 Premium Double booths have been claimed! Premium Double booths will feature 160 square feet of exhibit space and be located at the endcaps of our center aisles. These booths can be open on up to 3 sides. **Only 4 Premium Double booths will be available in the 2023 exhibit hall!**

As of 8/17/2023 all Standard Single and Standard Double booths have been claimed! Standard Single and Standard Double booths are still available. See the table below for pricing.

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)	\$800	\$960	\$1600	\$1920	\$1000	\$1200	\$2000	\$2400
MEDIUM BUSINESS (50-249 employees)	\$650	\$780	\$1300	\$1560	\$750	\$900	\$1500	\$1800
SMALL BUSINESS	\$500	\$600	\$1000	\$1200	\$550	\$610	\$1100	\$1320

(<50 employees)								
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NONPROFIT BOOTH RATES

NEW THIS YEAR: Nonprofit Organization Tabletop Exhibits

In addition to regular 10' x 8' booths, qualifying nonprofit organizations will be able to register for tabletop exhibits in the hallway outside the main exhibit hall space. **Limited Nonprofit Tabletop Exhibits will be available for 2023!** See below for full details about this exciting new opportunity!

	ARSL Member Pricing				Nonmember Pricing			
	Standard Single	Premium Single	Standard Double	Premium Double	Standard Single	Premium Single	Standard Double	Premium Double
NONPROFIT BOOTH	\$500	\$600	\$1000	\$1200	\$550	\$610	\$1100	\$1320
NONPROFIT TABLETOP	\$300	n/a	n/a	n/a	\$350	n/a	n/a	n/a

BOOTH FURNISHINGS

Standard single booth exhibit fees include one 10' x 8' draped booth, 1 draped 6' table, 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.

Premium single booth exhibit fees include one 10' x 8' draped booth **situated in a prominent/high-traffic location** (including but not limited to aisle corners and adjacent to hall doors), 1 draped 6' table, 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 double booth exhibit fees include one 20' x 8' draped booth, 2 draped 6' tables, 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.

Premium double booth exhibit fees include one 16' x 10' draped booth **situated at a center aisle endcap**, 2 draped 6' tables, 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.

Nonprofit tabletop exhibit fees include 1 draped 6' table, 2 chairs, and 2 exhibitor badges. No draped walls will be provided for these exhibits. Additional exhibitor badges available upon request. Electricity will be available at an additional cost through the facility; the order form will be emailed to all tabletop exhibitors.

Note: tabletop exhibits will be unsecured during non-exhibit hours. Organizations choosing to exhibit at a tabletop booth will be responsible for securing their exhibit materials outside of exhibit hours. Lockable space may be available in the exhibit hall for storage of tabletop exhibit materials during non-exhibit hours; exhibitors will be responsible for storing and retrieving their exhibit materials during designated times in the event that this space is available.

CONFERENCE APP & VIRTUAL EXHIBIT BOOTH

The 2023 ARSL Conference will be hybrid. The virtual conference will be held using [Whova](#), which 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 embedded videos, link for live streaming, your company description, contact information, coupons, raffles, giveaways, and downloadable promotional documents. You'll be able to participate in lead generation and live chat. We will provide additional information about setting up your virtual exhibit space in August.

ADDITIONAL INFORMATION

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.

Hotel Rooms & Conference Meals

Our conference hotel is the Hyatt Regency - Downtown Wichita. Additional rooms are available in our conference room block at the Drury Broadview and Fairfield Inn & Suites hotels, each located within easy walking distance of the Hyatt Regency.

Booking instructions will be available on the [ARSL website](#). We recommend booking your room by August 15.

Exhibitor boxed lunches will be available to purchase in the online registration form. Exhibitors may also purchase tickets to attend conference meals and events. We welcome your participation! Registration for conference meals and events will open June 14.

Pre-Show Informational Webinar

Approximately two weeks (tentatively Thursday, August 31, 2023) prior to the conference, ARSL will have an exhibitor and sponsor meeting via Zoom to go over the conference schedule, discuss open sponsorship opportunities and answer any last minute-questions before the conference.

SHOW LOCATION AND TENTATIVE SCHEDULE

Show Location

Hyatt Regency - Downtown Wichita

400 West Waterman
Wichita, Kansas, 67202
Phone: 316.293.1234

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.

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, or otherwise actively engage with those participating virtually as well.

Set up: Wednesday, September 20, 1:30–6:00 pm
Thursday, September 21, 7:30–10:30 am

Dismantle: Friday, September 22, after 4:00 pm

Exhibit Hall Hours: Thursday, September 21, 9:30 am - 4:00 pm
Friday, September 22, 9:30 am - 4:00 pm

Looking for printed advertising options? In an effort to make our events more sustainable ARSL has made the decision to discontinue our 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 on the next page!

SPONSORSHIP OPPORTUNITIES

Register online: <https://www.arsl.org/2023-conference-sponsors-and-exhibitors>

Submit your sponsorship by August 16 to be recognized in the printed program

Don't miss the chance to get your message out to library staff from across the country who will gather for the 2023 ARSL Conference, September 20-23 in Wichita, Kansas. We are pleased to offer you several ways to be a visible presence at the conference, both virtually and in person!

NEW THIS YEAR: ARSL Supporters Alliance

Your support of ARSL can continue year-round as a member of the **ARSL Supporters Alliance!** Receive exclusive conference and membership benefits in addition to high-level brand visibility within the ARSL community. Visit the [Supporters Alliance page](#) to learn how YOU can **help libraries do more with more!**

Sponsorship Levels At a Glance

BENEFITS	Bronze	Silver	Gold	Platinum	Diamond
Logo visible during event	*	*	*	*	*
Flyers or giveaways to attendees	*	*	*	*	*
Listing in Sponsor Center	*	*	*	*	*
Logo & link on website	*	*	*	*	*
Logo in print program	*	*	*	*	*
Symbol for exhibitors	*	*	*	*	*
Banner ad in app		*	*	*	*
Acknowledgement at podium		*	*	*	*
Description on website & in program		*	*	*	*
App push notification			*	*	*
Social media promotion			*	*	*
Premier exhibit booth placement			*	*	*
Logo throughout facility & app				*	*
Newsletter promotion				*	*
Podium time (5 minutes)				*	*
Welcome speaker (10 minutes)					*
Educational session (45 minutes)					*
Free conference registrations (4)					*

Add-on! ARSL Angels Scholarship Donation

In addition to your exhibitor, sponsor, or advertiser package, you may contribute any amount to our ARSL Angels Scholarship Fund. Scholarship supporters will receive special acknowledgement for your generosity on the ARSL website. 100% of donations will go directly to conference attendees.

- \$1,290 | full conference registration, travel, and lodging
- \$1,000 | travel and lodging
- \$290 | full conference registration
- Other | any contribution will go towards the ARSL Angels Scholarship Fund

Bronze Sponsor | \$750

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

- Pronounced logo placement during your sponsored event
- Your handouts or giveaway items provided to attendees (limited to one piece per sponsor)
- Listing in Sponsor Center in the conference app
- Logo on sponsorship page of conference program
- Logo and link on conference website
- A unique sponsorship symbol in conference program for sponsors that also choose to exhibit

Silver Sponsor OR Scholarship Sponsor | \$1,500

Sponsor a reception or other all-attendee event OR sponsor full conference attendance for one attendee. You'll receive Bronze Sponsorship benefits, plus:

- Banner ads in both mobile conference app & virtual platform
- Acknowledgement at the podium during your sponsored event
- Logo, link and 15-word description (provided by sponsor) on conference website
- Logo, link, and 15-word description (provided by sponsor) on sponsorship page of conference program

Gold Sponsor | \$2,500

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

- One push notification via conference app
- Promotion on ARSL social media 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:

- Pronounced logo placement throughout conference facility and app
- Promotion in ARSL Tuesday weekly e-newsletter 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
- 10-minute welcome speaker at one all-attendee event
- Pronounced logo placement on all conference materials
- Complimentary 20x 8 Standard Double or 16 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

Custom Opportunities

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

RULES AND REGULATIONS GOVERNING ARSL EXHIBITS

Applicant hereby confirms attendance at the 2023 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 20, 2023). 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.