

# NFAIS Conference Sponsor Prospectus

60th Anniversary Annual Conference  
February 28 - March 2, 2018  
Alexandria, VA



The National Federation of Advanced Information Services is the premier membership association for organizations that create, organize and facilitate access to reliable information. The NFAIS community encompasses corporate, government and nonprofit entities from around the world.

The 60th anniversary NFAIS annual conference will take place February 28 - March 2, 2018, at the Hilton Alexandria Old Town, with anticipated attendance of more than 200 people. Our conference title this year is Information Transformation: Open. Global. Collaborative.

Conference events include keynote speakers, panel discussions, breakout sessions, networking events, and receptions—all designed to encourage the flow of information by promoting communication and collaboration across the global information community. Attendees will find opportunities to share and solve challenges with other subject matter experts. There is no better place to connect with government, academia, nonprofit and commercial business leaders in the world-wide information field.

Sponsorship of programs such as the 2018 conference can deliver increased awareness, brand building and propensity to purchase in your target market. It's a low cost way to create visibility and traffic for your organization.

As a sponsor of NFAIS, your organization not only supports NFAIS' efforts to increase the communication within the global information industry, you will have the unique opportunity to connect to a variety of forward-looking individuals with your message, to share your expertise and to drive people to your website.

## Who attends NFAIS conferences?

Conference attendees include a veritable cross-section of creative information and technology experts who embrace change, and who seek to move forward in creating the future of information services, including:

- Database creators
- Publishers
- Libraries
- Host systems
- Information technology developers
- Content management providers

***"This is an assembly of some of the best and brightest when it comes to organizing, displaying, and exposing information on the web. I had no idea what I was in for, but all through the conference I was scrawling notes and frantically tweeting."***

Angela Cochran  
Director of Journals  
American Society of Civil Engineers

# Conference Sponsorships

60th NFAIS Annual Conference | February 28 - March 2, 2018 | Alexandria, VA



## BASIC \$500

- Listing in sponsor section of website.
- Listing in printed program.
- Recognition as an NFAIS supporter on NFAIS letterhead stationery for a year.

## BRONZE \$1,000

- Listing in sponsor section of website.
- Listing in printed program.
- Recognition as an NFAIS supporter on NFAIS letterhead stationery for a year.
- Opportunity to distribute one piece of literature in attendee portfolios.
- Separate listing as speaker sponsor in conference program curriculum.

## SILVER \$3,000

- Listing in sponsor section of website.
- Listing in printed program.
- Recognition as an NFAIS supporter on NFAIS letterhead stationery for a year.
- Opportunity to distribute one piece of literature in attendee portfolios.
- Acknowledgement of sponsorship in live announcement in opening remarks.
- 1/4 page ad in printed program book.
- Recognition in online conference program.
- Recognition in pre- and post-program marketing.

### PLUS YOUR CHOICE OF:

#### **Breakout Session sponsorship** (2 available)

- Recognition in opening slide.
- Recognition & logo on screen and/or in- room signage.
- Separate listing as event sponsor in conference program curriculum.
- Thank you by session moderator.

#### **Attendee Portfolio sponsorship** (1 available)

- Exclusive logo with NFAIS logo on portfolios.

#### **AM networking break sponsorship** (2 available)

- Recognition & logo on screen and in- room signage.
- Separate listing as event sponsor in conference program curriculum.

#### **PM networking break sponsorship** (1 available)

- Recognition & logo on screen and in-room signage.
- Separate listing as event sponsor in conference program curriculum.

***“When I moved into academia, I saw enormous value in being active in NFAIS because here is the place where important conversations are happening between the non-profit, for-profit, the government and the libraries. When I go to NFAIS’s Annual Conference, I’m learning how other people are seeing the issues and opportunities and other ways to address common problems.”***

Judith Russell, Dean of University Libraries, George A. Smathers Libraries, University of Florida

# Conference Sponsorships

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## GOLD \$4,500

- Listing in sponsor section of website.
- Listing in printed program.
- Recognition as an NFAIS supporter on NFAIS letterhead stationery for a year.
- Opportunity to distribute one piece of literature in attendee portfolios.
- Acknowledgement of sponsorship in live announcement in opening remarks.
- 1/4 page ad in printed program book.
- Recognition in online conference program.
- Recognition in pre- and post-program marketing.
- Opportunity for table top exhibit booth (3' x 6').

### PLUS YOUR CHOICE OF:

#### **Keynote sponsorship** (2 available)

- Recognition & logo in opening slide.
- Separate listing as sponsor of a speaker in conference program curriculum.
- Thank you by moderator.

#### **Afternoon Tea preceding Miles Conrad Lecture sponsorship** (1 available)

- Recognition & logo on screen and/or in-room signage.
- Separate listing as event sponsor in conference program curriculum.

#### **Continental breakfast sponsorship** (2 available)

- Recognition & logo on screen and/or in-room signage.
- Separate listing as event sponsor in conference program curriculum.

#### **Reception following Miles Conrad Lecture sponsorship** (1 available)

- Recognition & logo on screen and in-room signage.
- Separate listing as event sponsor in conference program curriculum.

## PLATINUM \$6,500

- Listing in sponsor section of website.
- Listing in printed program.
- Recognition as an NFAIS supporter on NFAIS letterhead stationery for a year.
- Opportunity to distribute one piece of literature in attendee portfolios.
- Acknowledgement of sponsorship in live announcement in opening remarks.
- 1/2 page ad in printed program book.
- Recognition in online conference program.
- Recognition in pre- and post-program marketing.
- Opportunity for table top exhibit booth (3' x 6').

### PLUS YOUR CHOICE OF:

#### **Members-only luncheon sponsorship** (1 available)

- Opportunity to introduce speaker.
- Separate listing as event sponsor in conference program curriculum.
- Recognition & logo on screen and in-room signage.

#### **Welcome reception sponsorship** (1 available)

- Separate listing as event sponsor in conference program curriculum.
- Recognition & logo

## PREMIER \$10,000

- Listing in sponsor section of website.
- Listing in printed program.
- Recognition as an NFAIS supporter on NFAIS letterhead stationery for a year.
- Opportunity to distribute one piece of literature in attendee portfolios.
- Acknowledgement of sponsorship in live announcement in opening remarks.
- Full page ad in printed program book.
- Recognition in online conference program.
- Recognition in pre- and post-program marketing.
- Opportunity for table top exhibit booth (3' x 6').
- Complimentary conference registration.

### PLUS YOUR CHOICE OF:

#### **Awards luncheon sponsorship** (1 available)

- Recognition & logo on screen and in-room signage.
- Representative from your organization to announce speaker.

#### **A/V sponsorship** (1 available)

- Recognition & logo on screen and in-room signage.
- Representative from your organization to address attendees.

## WIFI

### **\$1500 or \$600/day** **(\*indicates \$1500 benefit)**

- Listing in sponsor section of website.
- Recognition as an NFAIS supporter on NFAIS letterhead stationery for a year.
- Opportunity to distribute one piece of literature in attendee folders.
- 1/8 page ad in printed program book\*.
- Acknowledgement of sponsorship in live announcement in opening remarks\*.
- Listing in printed program\*.
- Recognition in online conference program\*.
- Signage at registration desk\*

## AUDIENCE RESPONSE TECHNOLOGY

### **\$8,000**

- Full page ad in printed program book.
- Acknowledgement of sponsorship in live announcement in opening remarks.
- Display logo & link from NFAIS' website to sponsor's website.
- Listing in sponsor section of website.
- Listing in program.
- Recognition in online conference program.
- Recognition in pre- and post-program marketing.
- Opportunity to distribute one piece of literature in attendee folders.
- Recognition as an NFAIS supporter on NFAIS letterhead stationery for a year.
- Recognition/product placement at each session that uses clickers.
- Opportunity for table top exhibit booth (3' x 6').
- Complimentary conference registration.

## TABLE TOP EXHIBIT BOOTH

**\$750** (No stand-alone exhibits permitted.)

Exhibit booth hours during the following events (does not include conference registration):

- Continental Breakfasts
- AM/PM Networking Breaks
- Afternoon Tea preceding Miles Conrad Lecture
- Reception following Miles Conrad Lecture

