AASL Sponsorship and Marketing Opportunities 2021-2022

Stand out from the crowd and showcase your company at the AASL National Conference

There is no better way to stretch your marketing dollars further! The AASL sponsorship and recognition program is designed to highlight those vendor partners who support the work of the association and the school librarians we serve. An AASL National Conference sponsorship will enhance attendees’ conference experience and increase your company’s presence, networking opportunities, and impression with customers, while also helping to underwrite AASL’s expenses.

For more information, or to discuss sponsorship opportunities not listed, please contact Allison Cline at 312-280-4385 or acline@ala.org.
AASL General Sessions

General sessions offer an opportunity for you to reach all attendees in one room with podium time, an opportunity to provide a takeaway, and high-profile sponsor recognition. This year’s slate of speakers will give school librarians the inspirational lift needed after a year of challenges. The general sessions are great opportunities to have your company associated with moments attendees will never forget.

Opening Ceremony and General Session ($25,000)

More than a speaker session, the ceremony is a celebration of school librarians, a grand opening of the national conference, and most-attended event at conference. After the AASL Chapter processional, dignitary introductions, and presidential address, the sponsor of the general session takes the stage to welcome attendees and make a lasting impression.

Thursday, October 21 | 3:30 p.m. – 5:00 p.m.

“Why settle for outstanding when you can be UPstanding?”

Dr. Omékongo Dibinga is a professor of Inter-cultural Communication and a faculty affiliate to the Antiracist Research & Policy Center at American University. He is also an international speaker whose life’s mission is to inspire all across the globe to take a stand when they witness an injustice, no matter how small or large.

*Additional sponsor recognition includes acknowledgment on all pre-conference and on-site marketing material, as well as the opportunity for a marketing piece to be distributed as attendees enter the general session room.

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Friday General Session (ON HOLD)

“A Conversation with Administrators” will be a critical general session as AASL leaders sit down to have an engaging, interactive, and intimate conversation with six administrators from across the country. The sponsor of this general session will welcome all attendees as they start their day and kick off the event.

Friday, October 22 | 8:00 a.m. – 9:30 a.m.

Hear six administrators share their perspectives about the leadership of school librarians. Speakers include:

- Shawn Arnold, superintendent, Valdez City Schools
- Sean Doherty, superintendent, School District of Clayton
- April Grace, superintendent, Shawnee Public Schools Friday
- Kelly Gustafson, principal, Pine-Richland School District
- Joel Hoag, principal, Franklin Special School District
- Melita Walker, principal, Columbia Public Schools

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Saturday General Session ($15,000)

A great way to stand out from the crowd, sponsorship for Saturday’s general session offers an exclusive author spotlight. The AASL National Conference offers several opportunities for authors and school librarians to connect, but this is the only general session dedicated solely to one author to have a shared experience with all attendees.

Kekla Magoon is the author of over a dozen novels and nonfiction books for young readers. Magoon has received the Boston Globe-Horn Book Award, an NAACP Image Award, and three Coretta Scott King Honors, and she has been long listed for the National Book Award.

Saturday, October 23 | 8:00 a.m. – 8:50 a.m.

*Additional sponsor recognition includes acknowledgment on all pre-conference and on-site marketing material, as well as the opportunity for a marketing piece to be distributed as attendees enter the general session room.

NOTE: The author’s appearance is supported by her publisher and will also be noted on all materials as “appearance made possible by...”

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Closing Ceremony and General Session ($10,000)

Make a last lasting impression! At the closing ceremony and general session, attendees will come together to unpack and discuss all the amazing content from the conference. Connect this positive experience to your support. After greetings from the conference program chairs, the sponsor of the closing session will address the audience.

ADDITIONALLY, attendees will receive a “notes” workbook at registration that will include your logo. The notes will be part of this interactive session and referenced long after attendees return home. In this session Dr. Joe Sanchez and Dr. Jennifer Moore will facilitate an interactive discussion focusing on the questions What? So what? and Now what?

Saturday, October 23 | 3:30 p.m. – 5:00 p.m.

By sponsoring this event you will enable AASL to provide light refreshments and beverages to attendees. An additional level of recognition for this event includes thank-you table signs at refreshment and beverage stations.

*Additional sponsor recognition includes acknowledgment on all pre-conference and on-site marketing material, as well as the opportunity for a marketing piece to be distributed as attendees enter the general session room.
Events

Welcome Home – AASL Welcoming Session ($5,000)

Whether it is their first national conference or tenth, AASL feels like home. Every AASL National Conference has something new for even the veterans. New sessions and presenters, new events, new city, and most important, new attendees!

At the event, attendees will discover, explore, and plan for the best conference they will ever attend. This is a fun and interactive event where attendees will wander through a series of rooms to meet school librarians, learn about the conference, and leave prepared to get the most out of three packed days. The sponsor of this event will receive recognition well in advance of conference with acknowledgment on the “First Timers” webpage and a pre-event recorded orientation video.

Thursday, October 21 | 12:30 p.m. – 1:30 p.m.

*Additional sponsor recognition includes acknowledgment on all pre-conference and on-site marketing material, as well as the opportunity for a marketing piece to be distributed as attendees enter the room.

IdeaLab, AASL Best Practice Showcase ($5,000)

As attendees fill the convention center eagerly awaiting the official start of the AASL National Conference the IdeaLab is often their first professional development experience of the conference. Picture a “science fair” setting in which attendees peruse a hall of tables set up to display and discuss programming and best practices from the past two years. This year promises to bring those innovations discovered during school closures to life in a must-see event.

Thursday, October 21 | 1:00-3:00 p.m.

*Additional sponsor recognition includes acknowledgment on all pre-conference and on-site marketing material, as well as the opportunity for a marketing piece to be distributed as attendees enter the room.

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Concurrent Sessions

Single session: $500  
Single room (two days eight sessions): $2,500

**Friday, October 22 | 10:30 a.m., 11:40 a.m., 2:00 p.m., and 4:30 p.m.**
**Saturday, October 23 | 9:00 a.m., 10:10 a.m., 1:10 p.m., 2:20 p.m.**

As attendees enter a concurrent session room your company will be acknowledged with standing signs as supporting the professional development opportunity. Additional recognition will include a “Sponsor by...” in the mobile app next to the individual session(s).

**Rock Out Celebration! ($15,000)**

After three days of intense learning, networking, and participating, attendees are ready to ROCK OUT! Help attendees celebrate a terrific conference, good friends, and have some fun. This event is available for full sponsorship or in-part. As the sponsor of the full event, recognition will include a thank-you banner, signage at the door and throughout the event, verbal thank-you from conference chairs, and podium/microphone time to address the audience.

**Saturday, October 32 | 6:30 p.m.**

Available items:
Photo Booth ($2,500)  
Food Stations ($10,000)  
Bar & Beverage Stations ($10,000) (includes one drink ticket per attendee)

**Morning Jump Starts**

AASL is offering two great “jump starts” each morning for attendees to choose their own pace.

**Yoga/Mindful Meditation:** $5,000 for one day; $8,500 for both days  
Each attendee will leave with a yoga mat/carrying case with your logo! Sponsorship of this event will enable AASL to offer whole fruit and juice/water for attendees to grab and go before starting their full day of professional learning.

**Walk/Run:** $5,000 for one day; $8,500 for both days  
Each attendee will leave with a water bottle with your logo! Sponsorship of this event will enable AASL to offer power bars and beverages for attendees to grab and go before starting their full day of professional learning.

For more information, or to discuss sponsorship opportunities not listed, please contact Allison Cline at 312-280-4385 or acline@ala.org.
Lunch Vouchers

Each full conference attendee will receive two five-dollar vouchers to use in the exhibit hall concessions Friday and Saturday. As attendees head into the hall see them carrying their vouchers with your message/ad on the back. This item will make a lasting impression of support for attendees.

Available in:

- Increments of 500 vouchers ($3,000 each)
- Daily vouchers Friday or Saturday ($10,000 per day)
- All attendee vouchers $17,500

Morning Coffee Breaks ($2,500 per station – 4 stations available each day)

Each morning AASL will offer complimentary coffee in the exhibit hall for attendees. As attendees head straight to the coffee stations be sure that they walk away holding a cup with your name on it! Each station will also have table signage acknowledging your support.

Friday, October 22 | 9:30 - 10:30 a.m.
Saturday, October 23 | 9:00 - 10:00 a.m.

*Number of stations and locations are limited and will be based on a first-come/first-serve basis and proximity to “regions” of exhibit hall floor.
Marketing Items

**Conference Bags ($15,000)**

In preparing for a “less touch” conference, AASL will be handing each attendee a conference registration bag filled with everything they need to get started. Each bag will include ample room for materials as well as side pockets designed for water bottles, name badges, business card holder, and more. This is a great opportunity for your company’s logo to be seen literally EVERYWHERE at conference.

*The bag currently selected will be black with white imprint. Changing the bag and imprint from one-color to four-color will impact sponsorship pricing. Bag color must be mutually decided upon to ensure continuity of conference design theme. Additional bags can be ordered for distribution in your exhibit hall booth.

**Personal Protective Equipment**

While the permissibility of large gatherings will be back, attendees will certainly feel reassured by having as many precautionary items as possible on hand during conference.

**Face Mask with Lanyard ($10,000)**

Help attendees always keep their face mask ready to wear with these comfy two-ply face masks with lanyard. And have your company’s logo planted across every attendee’s face! The masks offer a contoured design that fits comfortably on the face, soft 100% cotton jersey inner layer and water repellent 100% polyester outer layer, and they are washable and reusable. Lanyard has a breakaway release and clamps onto the mask for easy lanyard removal.

**Hand Sanitizer Stand**

Help prevent the spread of germs and have grateful customers looking at your logo while sanitizing throughout the conference. Your company’s logo will appear on both the stand sign and sanitizer bottles. Pricing below is based on both level of traffic expected (high market value) and amount of sanitizer replacement required throughout the event.

Registration (3 stands available): $1,500 each

Exhibit hall food station areas (5 available): $1,500 each

General session entrance/exit (4 available): $1,000 each

Concurrent room hallways (8 available): $1,000 each

**Clip N Go Hand Sanitizer ($5,000)**

Go and spread your logo with these hand sanitizers! Clip N Go hand sanitizer includes 1.8 ounces of clear and lightly citrus scented hand sanitizer gel. Includes a screw-on cap with flip-top lid and a metal carabiner for attachment purposes.

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**Knowledge Quest**

2021-2022 AD RATES AND SPECS

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**KQ Print Advertising**

**CIRCULATION** (as of April 2021)

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<thead>
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<th>Non-paid</th>
<th>Total</th>
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**CLOSING AND RELEASE DATES**

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<td>Dec. 21, 2021</td>
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<td>May/June 2022</td>
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**PAGE RATES**

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*Add 10% to quoted rates for specific placements.*

**PREMIUM POSITIONS**

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<tr>
<td>1–9 (B/W)</td>
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<td>$870</td>
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*Note: cover positions include 4-color process.*

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**MECHANICAL SPECIFICATIONS**

**SPACE WIDTH X DEPTH (IN INCHES)**

- Full page: 7” x 9.25” *
- 2/3 page: 4.583” x 9.25”
- 1/2 page vertical: 4.583” x 7”
- 1/2 page horizontal: 7” x 4.5”
- 1/3 page vertical: 2.167” x 9.25”
- 1/3 page horizontal: 7” x 2.75”
- 1/4 page: 4.583” x 4.5”
- 1/6 page vertical: 2.167” x 4.5”

*Full page bleed ads are accepted: 8” x 10.5” plus .125” bleed in all margins.*

**PUBLICATION SPECS**

- Publication trim size: 8” x 10.5”
- Untrimmed size: 8.25” x 10.75”
- Three column format: 2.167” x 9”
- Binding: Saddle-wire stitched

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**SPECIAL AD PACKAGES AVAILABLE**

Looking to get more bang for your buck or get your message out via multiple KQ media vehicles? Special ad packages are available upon request!

Contact Meg Featheringham at (312) 280-1396 or e-mail mfeatheringham@ala.org for more information.
**Knowledge Quest Website**

### AD RATES

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<th>Mo.</th>
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<td>—</td>
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<tr>
<td>BUTTON</td>
<td>—</td>
<td>$500</td>
<td>$1,200</td>
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*ad appears top of right column

**Sponsored KQ Blog Posts**

Submit a blog post to be featured on the *Knowledge Quest* website. Use your post to introduce *KQ* readers to your product and direct customers to your website or product page. *KQ* blog posts reach more than 1,000 readers a day. Sponsored blog posts will be cross-posted to AASL’s social media accounts. In addition, notifications will be sent to all subscribers of the *KQ* website. “[SPONSORED CONTENT]” will appear above the text of the blog post.

**SPECs**

- Headline
- 500-1,000 words of text
- Author name (can be either the name of an individual at the company or the company name)
- Up to 2 images
- Up to 5 links

**Cost:** $1,200 per post

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**AASL FRIDAY FORECAST E-NEWSLETTER SPONSORSHIP**

Reach all AASL members with a sponsorship in the AASL Friday Forecast. The AASL Friday Forecast is a weekly e-newsletter sent to all AASL members that provides a quick and easy reference to deadlines, events, and the work of the association. A sponsorship in AASL Friday Forecast enables you to be the sole advertiser in a widely read, weekly e-newsletter.

**SPECs:**

- Link for sponsorship line at top of e-mail (“This issue of Friday Forecast is sponsored by [COMPANY NAME].”)
- Tag line above JPG image
- 650 x 200 JPG with URL link

**Cost:** $250 per issue; $750 per 4 issues (1 month)

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**ADVERTISING CONTACT**

To advertise in AASL’s Knowledge Quest vehicles, please contact:

Meg Featheringham  
American Association of School Librarians  
225 N. Michigan Ave., Suite 1300  
Chicago, IL 60601  
ph: (312) 280-1396  
e: mfeatheringham@ala.org
### SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Reach</th>
<th>Value</th>
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<tr>
<td><strong>Logo in Conference Program Thank-You Ad</strong></td>
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<td><strong>Logo in KQ Thank-You Ad</strong></td>
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<tr>
<td><strong>Opening and Closing Ceremony Recognition</strong></td>
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<td><strong>Access to Hotel/Center Meeting Space</strong></td>
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<td><strong>Sponsor Display for Booth</strong></td>
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<td><strong>Private Meeting Room on Exhibit Floor</strong></td>
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<td><strong>4-Color Logo in Pocket Program</strong></td>
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<td>•</td>
<td>•</td>
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<td>•</td>
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<tr>
<td><strong>Full-Page 4-Color Ad in Knowledge Quest</strong></td>
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* AASL SPONSORSHIP OPPORTUNITIES