



Core OCTOBER 7-9, 2021
BALTIMORE, MD
▶▶▶▶▶ Together Again
FORUM



*EXHIBITOR
& SPONSOR
PROSPECTUS*

TOGETHER AGAIN

[The Core Forum](#) will be the inaugural conference for ALA's newest division, *Core: Leadership, Infrastructure, Futures*, and ALA's first in-person event since the pandemic began. It will bring together decision-makers and practitioners from the ALA division that focuses on:

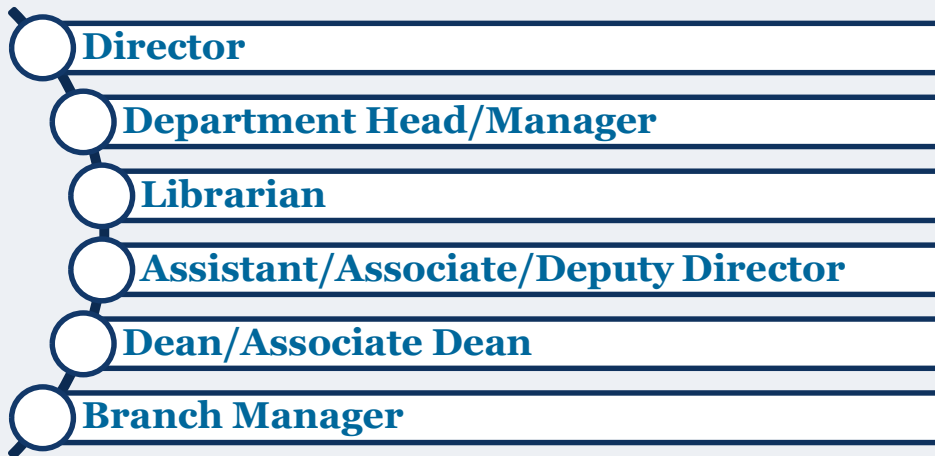
- Access & Equity
- Assessment
- Buildings & Operations
- Leadership & Management
- Metadata & Collections
- Technology

Our program tracks, dine-arounds, and discussions will be structured around these six 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 staffs. 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 Kerry Ward at kward@ala.org or 312-280-5036.

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 2021 CORE FORUM

- Expected to attract more than 200 library technologists from the U.S. and Canada.
- Will be held in Baltimore, Maryland on October 7-9, 2021.
- 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!



PLATINUM SPONSOR (\$5,500, 1 available)

The Forum Reception will be held on Thursday, October 7, and is the perfect opportunity to ignite conversations and network with Core Forum participants. Sponsorship provides the hors d'oeuvres and cash bar for the reception.

- Prominent listing with large-size logo on the Forum website;
- Acknowledgement on event marketing, the program and on social media;
- Prominent logo on signage and printed material during the reception;
- Prominent logo on event signage;
- Podium acknowledgements;
- Exhibitor tabletop display with option to participate in giveaway raffle;
- Opt-in attendee mailing list for one-time email after event;
- 2 conference registrations.



GOLD CAFFEINE SPONSOR (\$3,000, 2 available)

- Prominent listing with large-size logo on the Forum website;
- Acknowledgement on the event marketing, program and on social media;
- Core Staff will include logo on conference wrap-up email to attendees;
- Prominent logo on signage at beverage tables during afternoon breaks;
- Prominent logo on event signage;
- Podium acknowledgements;
- Exhibitor tabletop display with option to participate in giveaway raffle;
- 2 conference registrations.



SILVER CONNECTIONS SPONSOR (\$2,000, 2 available)

- Listing with medium-size logo on the Forum website;
- Acknowledgement on the event marketing, program and on social media;
- Logo on event signage and table tent cards with wifi login credentials on Friday or Saturday;
- Podium acknowledgements;
- Exhibitor tabletop display with option to participate in giveaway raffle;
- 1 conference registration.



BRONZE SAFETY SPONSOR (\$1,500, 1 available)

- Listing with medium-size logo on the Forum website;
- Acknowledgement on the program and on social media;
- Logo on event signage;
- Logo on disinfectant wipes for attendees;
- Podium acknowledgements;
- Exhibitor tabletop display with option to participate in giveaway raffle;
- 1 conference registration.



FORUM SUPPORTER (\$1,000, unlimited)

- Listing with medium-size logo on the Forum website;
- Acknowledgement on the program and on social media;
- Listing on event signage;
- Exhibitor tabletop display with option to participate in giveaway raffle;
- 1 conference registration.

EXHIBITOR (\$600, 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. Giveaways will be shared with attendees as part of one or more raffle drawings during Forum. Deadline to register as an Exhibitor is August 30.

- Listing with small-size logo on the Forum website as an exhibitor;
- Acknowledgement on the program and social media;
- Exhibitor tabletop display;
- 1 conference registration.

Contact Kerry Ward at kward@ala.org or 312-280-5036 today to discuss how you can be part of this exciting event.



CORE FORUM: TOGETHER AGAIN
October 7-9, 2021
[Renaissance Baltimore Harborplace Hotel](#)