

LITA FORUM

Who is LITA?

As the center of expertise about information technology, the Library and Information Technology Association (LITA), a division of the American Library Association (ALA), is the leading organization in exploring and enabling new technologies to empower libraries. The membership includes new professionals, web services librarians, systems librarians, digital initiatives librarians, library administrators, library schools, vendors and anyone else interested in leading edge technology and applications for librarians and information providers.

What is LITA Forum?

The Forum is a national conference providing an ideal place to interact with the library technologists who are using your products, may be considering implementing them, and are decision-makers or influence the decision-making process. Attendees are working at the cutting edge of library technology and are interested in making connections with technically-inclined members of your team, who can share new developments and projects in libraries.

Forum 2017 is...

Celebrating its 20th anniversary and we expect a diverse group of about 300 technology-minded information professionals coming from across the U.S. and Canada.

“It was a great experience. The size was perfect, and it was nice to be able to talk shop with people doing similar work in person over food and drinks. I'd really enjoy local LITA meetings or happy hours that allow me to do this on a more regular basis.”

“Great job with the Forum. It was a good experience for a first year librarian and I look forward to attending future meetings.”

“I thought it was great. I'm hoping I can come again in the future.”

“This was an amazing conference experience. I enjoyed the emphasis on ethics in the keynote speakers. The variety of sessions was quite good. And the opportunities for socializing and meeting other librarians was excellent.”

“I really enjoyed how small the sessions were, and how easily accessible speakers were after sessions ended.”

“Overall, this was an interesting conference. I got to talk to people doing really great things, and have been able to come away with ideas to implement or investigate at my own library.”

2016 Forum Recap

ATTENDEES FROM...

academic libraries public libraries
school libraries special libraries
archives and more!

44
U.S. states
3
other countries

ATTENDEE INTERESTS

library management linked data
emerging technologies data management
technical services digital scholarship
metadata & accessibility

FORUM
LOCATION
Fort Worth, TX



DENVER, COLORADO • NOVEMBER 9-12, 2017

SPONSORSHIP OPPORTUNITIES

Co-Sponsor a Meal

\$5,000 (3 available)

Foster conversations by sponsoring the plated, sit down lunch served on Saturday. Sponsorship provides the food and drinks while attendees sit down, relax and socialize.

This sponsorship includes:

- Signage or printed material during the meal
- A list of conference attendee's titles and organization names before the conference
- LITA Staff will send out a custom message to conference attendees on your behalf after the conference

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Co-Sponsor the Opening Reception

\$5,000 (3 available)

The LITA Forum Opening Reception takes place on Friday evening and is the perfect opportunity to ignite conversations and network with LITA Forum attendees. Sponsorship provides the hors d'oeuvres and cash bar for the reception.

This sponsorship includes:

- Signage or printed material during the reception
- A list of conference attendee's titles and organization names before the conference
- LITA Staff will send out a custom message to conference attendees on your behalf after the conference

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Sponsor a Snack Break

\$2,000 (3 available)


LITA Forum attendees appreciate an afternoon break. Sponsorship provides for the food and drinks for the two afternoon breaks (Friday and Saturday).


This sponsorship includes:

- Signage or printed material during the reception

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 Number of free conference registrations

 Medium (M) or large (L) size logo on the conference website

 Acknowledgement from the podium during opening and closing sessions

 Printed material in the conference packet (if provided)

Sponsor Preconference Breaks

\$1,500 (1 available)

About 50 LITA Forum attendees participate in preconferences. Sponsorship provides for a snack break on Thursday afternoon and Friday morning's continental breakfast.

This sponsorship includes:

- 1 free preconference registration
- Signage or printed material during the preconference breaks

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Sponsor Lightning Talks

\$1,500 (1 available)

Lightning Talks are short presentations that quickly introduce LITA Forum attendees to innovative ideas or projects. Sponsorship provides for the space for LITA Forum attendees to share, inspire and participate in these lively discussions.

This sponsorship includes:

- Opportunity to co-moderate lightning session with another LITA Forum attendee (appointed by the LITA Forum Planning Committee)

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Sponsor Conference Swag

\$1,500 (3 available)

Who doesn't like to be bring home some great conference swag? Sponsorship provides for items given to all conference attendees.

This sponsorship includes:

- Your choice of a branded water bottle, power bank OR lanyard given to all conference attendees at check-in

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Sponsor a Social Event

\$2,500 (3 available)

Some of the best conversations and ideas take place outside of regular conference hours and sponsoring a social event provides a place for those networking opportunities. Sponsorship provides for that social event experience.

This sponsorship includes:

- Your choice of sponsoring and attending one of the following planned social events: Game Night (Saturday night), outside adventure (TBA), or local brewery tour (TBA)

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General Sponsorship

Any Amount

This sponsorship includes:

- Acknowledgement on the conference website and program
- Listing on the website as a sponsor

In-Kind Donations

These could include items for raffles or prizes, subscriptions to services or software, books, journals, or extended free trials, for example. Contact us to work out ideas and details.

This sponsorship includes:

- Listing on the website as a sponsor

lita

**Empowering libraries
through technology**

The Library and Information
Technology Association