Who is LITA?

The Library and Information Technology Association is the leading organization reaching out across types of libraries to provide education and services for a broad membership. 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 an ideal place to interact with the library technologists who are using your products, who will be implementing them, and who are or who will advise the decision-makers. Attendees are working at the cutting edge of library technology and are interested in making connections with technically-inclined members of your staff, who can learn about new directions and projects in libraries.

Forum 2016 is...

The 19th Annual gathering of about 300 technology-minded information professionals. We are expecting a diverse group of attendees from across the U.S. and Canada.

http://forum.lita.org/

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“LITA is the one conference I always make a point of attending each year. The mix of inspiring tech ideas and fun networking dinners with cool colleagues is always amazing.”

“It was a great conference and the best one I've attended in a long time.”

“This is my favorite conference. It has a high concentration of folks in similar job roles. Everyone speaks "my language" -- that is, attendees, broadly, are thinking about the same set of issues and finding solutions to similar problems.”
The 2015 Forum in Minneapolis, MN hosted participants from 37 states and two other countries. Interests of attendees include library management, emerging technologies, technical services, metadata and accessibility, linked data, data management, and digital scholarship. Attendees were predominantly from academic libraries, but also represented public libraries, special libraries, archives, and other information organizations. A significant majority of participants are involved in recommending or purchasing hardware, software, and IT services on behalf of their organizations.

“2016 Keynote Speakers

CECILY WALKER
Librarian,
Vancouver Public Library

WALDO JAQUITH
Director,
U.S. Open Data

TARA ROBERTSON
Accessibility Librarian,
CAPER-BC at Langara College

“It’s the best conference I regularly attend -- a combination of great speakers and interested & active attendees makes it successful.”

“I’ll be back!”

“I really liked the energy from this year. I learned a lot, met a lot of great people.”

LITA FORUM
Fort Worth, TX • November 17 – 20, 2016

LITA 2015, Debra Lund
Sponsorship Opportunities

Petabyte ($5,000 and above)
• Large logo or name on conference website and online program as Petabyte Sponsor
• Large logo on conference T-shirt (b&w vector image required)
• Acknowledgement from podium at opening and closing sessions
• Brochure in conference packet
• Logo on Ballroom “Screensaver”
• Mention in at least 3 eblasts to LITA members
• 3 free conference registrations
• Petabyte “Badge of Distinction” color (gold) printed on nametags of sponsor's attendees
• During poster sessions, time and space for 1 hour worth of presentations (such as lighting talks) on one of two topics:
  - Innovative applications of vendor product (Presented by LITA attendee)
  - Your vision of what libraries will be like 50 years from now

Terabyte ($2,500 - $4,999)
• Medium logo or name on conference website and online program as Terabyte Sponsor
• Acknowledgement from podium at opening and closing sessions
• Brochure in conference packet
• Logo on Ballroom “Screensaver”
• Mention in at least 2 eblasts to LITA members
• 2 free conference registrations
• “Badge of Distinction” color (silver) printed on nametags of sponsor’s attendees

Gigabyte ($1,000 - $2,499)
• Small logo or name on conference website and online program as Gigabyte Sponsor
• Acknowledgement from podium at opening and closing sessions
• Mention in at least eblasts to LITA members
• Brochure in conference packet
• 1 free conference registration
• “Badge of Distinction” color (purple) printed on nametags of sponsor’s attendees
Sponsorship Opportunities continued

Diversity Conference Scholarships ($1,300 each)
LITA Forum values diversity and would like to provide sponsors to also support this important initiative by sponsoring several conference registrations and small travel stipends for selected conference attendees. With this sponsorship opportunity, you receive:

- One representative of your choice to serve on the committee to select scholarship recipients
- Assistance in promoting the Call for Scholarship Applications via LITA Forum marketing channels with your logo or name associated with it
- A press release via LITA marketing channels announcing the scholarship recipients with your logo or name associated with it
- Promotion on the LITA Blog
- Short presentation by one representative of your choice to present the scholarship awards to recipients before a keynote presentation at the conference

Conference Break sponsors ($1,000 - $2,500)
Sponsoring one of the LITA Forum's breaks allows you to mingle with conference attendees over refreshments during the regular conference schedule. With this package, you receive:

- Your logo or name displayed prominently on the refreshment tables
- Opportunity for vendor table and or brochures during event
- Acknowledgement from podium at beginning of event
- Mention on various social media channels at time of event to acknowledge sponsorship

Social Event Sponsors ($1,000 - $2,500)
LITA Forum organizes at least one social event for conference attendees. Contact Jenny Levine (LITA Executive Director) for a list of different social events to sponsor. With this package, you receive:

- Your logo or name displayed prominently on the refreshment tables
- Opportunity for brochures during event
- Acknowledgement with the event's marketing closer to the conference
- Mention on various social media channels at time of event to acknowledge sponsorship

In Kind

- Sponsorship of coffee and snacks with logo displayed prominently on break tables
- Mention on various social media channels at time of break to acknowledge sponsorship
- Opportunity for vendor table and or brochures during break