



Sponsorship Brochure

April 25 - 28, 2019

www.albertalibraryconference.com

Library Association of Alberta &
Alberta Library Trustees Association

Gold Keynote Sponsors Receive:

- One reserved table for 8 near the podium for the sponsored keynote address
- Opportunity to introduce the keynote speaker and highlight your organization
- Signage during the keynote address detailing your generous support
- Logo recognition on our website and a direct link from our website to yours
- Signage during the conference detailing your generous support
- Acknowledgement of your contribution highlighted on the screens in the Beauvert Dining Room – a popular networking spot throughout the conference
- Special acknowledgement on your nametag
- Logo prominently displayed in “Conference at a Glance”
- Two reserved tables for 8 at the Saturday closing banquet
- Acknowledgement in the daily “Info-to-Go” newsletter at the conference
- Opportunity to have samples/brochures available at the registration table

2019 Keynote Speakers

Terry O’Reilly



Terry has won a few hundred national and international awards for writing, and has directed such notable actors as Alec Baldwin, Ellen DeGeneres, Kiefer Sutherland, Bob Newhart, Martin Short and Drew Carey. He has been

a judge at the Cannes Advertising Festival in France, and was named Radio Chairman for both the International Clio Awards in Miami and the London International Advertising Awards. When he’s not creating advertising, he’s talking about it as the host of the award-winning CBC Radio One/Sirius Satellite/WBEZ Chicago radio show, “Under The Influence,” which was the follow-up to the hit series, “The Age of Persuasion.”

Terry has co-written a best-selling book called “The Age of Persuasion: How Marketing Ate Our Culture,” published in Canada by Knopf, and in the U.S. by Counterpoint Press in Berkeley.

Craig Silverman



Craig Silverman is an award-winning author and journalist and one of the world’s leading experts on online misinformation, fake news, and content verification. He is the media editor of BuzzFeed News where he leads a global

beat covering platforms, online misinformation, and media manipulation.

Craig was named to the Politico 50 for his work exposing fake news and its effect on American politics and is the 2018 recipient of the Carey McWilliams Award from the American Political Science Association, which honors “a major journalistic contribution to our understanding of politics.”

Craig previously was the founding editor of BuzzFeed Canada, the former managing editor of PBS MediaShift and has been a columnist for The Globe And Mail, Toronto Star, and Columbia Journalism Review.

Silver Shuttle Sponsor

 \$4000

Silver Shuttle Sponsors Receive:

- Sponsorship signage posted at the JPL shuttle drop off location
- Sponsorship signage posted in the shuttles
- Logo recognition on our website and a direct link from our website to yours
- Signage during the conference detailing your generous support
- Acknowledgement of your contribution highlighted on the screens in the Beauvert Dining Room – a popular networking spot throughout the conference
- Special acknowledgement on your nametag
- Logo prominently displayed in “Conference at a Glance”
- Acknowledgement in the daily “Info-to-Go” newsletter at the conference
- Opportunity to have samples/brochures available at the registration table
- A reserved table for 8 at the Saturday closing banquet

Silver Grand Opening Sponsor

 \$4000

Silver Grand Opening Sponsors Receive:

- Opportunity to arrange for custom signage for displaying during the reception
- Logo recognition on our website and a direct link from our website to yours
- Signage during the conference detailing your generous support
- Acknowledgement of your contribution highlighted on the screens in the Beauvert Dining Room – a popular networking spot throughout the conference
- Special acknowledgement on your nametag
- Logo prominently displayed in “Conference at a Glance”
- Acknowledgement in the daily “Info-to-Go” newsletter at the conference
- Opportunity to have samples/brochures available at the registration table
- A reserved table for 8 at the Saturday closing banquet

Bronze Sponsor

● \$2500

Bronze Sponsors Receive:

- Logo on our website and a direct link from our website to yours
- Signage during the conference detailing your generous support
- Acknowledgement of your contribution highlighted on the screens in the Beauvert Dining Room – a popular networking spot throughout the conference
- Acknowledgement in the daily “Info-to-Go” newsletter at the conference
- Special acknowledgement on your nametag

Session Sponsor

● \$500

Session Sponsors Receive:

- Sponsorship signage posted at sponsored session(s)
- Acknowledgement in the daily “Info-to-Go” newsletter at the conference
- Acknowledgement of your contribution highlighted on the screens in the Beauvert Dining Room – a popular networking spot throughout the conference

Networking Coffee Break Sponsor

● \$300

Networking Coffee Break Sponsors Receive:

- Sponsorship signage posted at networking stations
- Acknowledgement of your contribution highlighted on the screens in the Beauvert Dining Room – a popular networking spot throughout the conference

● Why Sponsor the Alberta Library Conference?

Set in scenic Jasper National Park at the historic Fairmont Jasper Park Lodge, the Alberta Library Conference is one of the premiere conferences in the Canadian library sector. With three days, one venue and approximately 800 delegates, the networking opportunities provided by the Alberta Library Conference are unmatched!

- Gain exposure in the Alberta library & research community.
- Build relationships and learn what is happening within the library community.
- Share your latest creative & innovative products.
- Expand business opportunities and meet established and aspiring library leaders.

● Contact Information

To discuss your involvement, please contact:

Sharon Day
ALC Planning Committee: Sponsorship
sponsorships@albertalibraryconference.com

For more information about the conference, visit **albertalibraryconference.com**