

Library Association of Alberta &
Alberta Library Trustees Association



ALC VISION 2020

ALBERTA LIBRARY CONFERENCE

JASPER

SPONSORSHIP BROCHURE

April 23-26, 2020

www.albertalibraryconference.com

ABOUT US

The Alberta Library Conference is an annual conference of the Library Association of Alberta and the Alberta Library Trustees Association.



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!

THE ALBERTA LIBRARY TRUSTEES ASSOCIATION

ALTA is the collective voice for library trustees. ALTA builds trustee capacity through education, leadership, communication, partnerships, and collaboration.

THE LIBRARY ASSOCIATION OF ALBERTA

The Library Association of Alberta was established in 1930. It is a nonprofit, independent, voluntary association. Our 800+ members include librarians, library personnel, library trustees, institutions, and other interested individuals and companies.

TEAMWORK

Both ALTA and LAA work together to make libraries in Alberta the best they can be.

2020 KEYNOTE SPEAKERS



TANYA TALAGA

An award-winning journalist and author, and the first Ojibwe woman to deliver the CBC Massey Lectures, Tanya Talaga is an acclaimed storyteller. Her book *Seven Fallen Feathers*, a national bestseller that introduced us to seven Indigenous high school students who mysteriously died in Thunder Bay, won the 2018 RBC Taylor Prize. In her powerful keynotes, Tanya shares Indigenous stories from across Canada and the world, humanizing the legacy of residential schools and colonization, and sharing her hope for a more inclusive and equitable future. Tanya is of Polish and Indigenous descent. Her great-grandmother was a residential school survivor and her great-grandfather was an Ojibwe trapper and labourer. For the past 20 years, Tanya has worked as a journalist, and is now a columnist for the *Toronto Star*. She has been nominated five times for the Michener Award in public service journalism. From 2017-2018, Tanya was the Atkinson Fellow in Public Policy through the Canadian Journalism Foundation. Tanya is the bestselling author of two books: *All Our Relations: Finding The Path Forward* and *Seven Fallen Feathers*.



ALFREDO C. TAN

Alfredo C. Tan is the first Chief Digital & Innovation Officer for WestJet Airlines, responsible for building a culture of innovation and in the process transform the airline to become a digital enterprise. His focus is to significantly enhance WestJet's digital experience and transform all their digital platforms, allowing for not only a seamless guest experience, but improved commercial performance. He leads a talented and passionate team of experts in E-Commerce, Mobile, Digital Marketing, Engineering, Software Development, Mobile, Artificial Intelligence, Data Science, Product Management, Content Strategy, UX Research and Design. Alfredo currently sits on the Digital Advisory Board at the World Aviation Festival, the University of Waterloo, the Advisory Board on Innovation at McMaster University, and provides research support for the McMaster Digital Transformation Research Centre.

SPONSORSHIP PACKAGES

GOLD KEYNOTE SPONSOR

\$5500

Opportunity to introduce the keynote speaker and highlight your organization

Signage during the keynote address detailing your generous support

One reserved table for 8 near the podium for the sponsored keynote address

Acknowledgement of your contribution highlighted on the screens in the Beauvert Dining Room

Two reserved tables at the Saturday closing banquet

Signage during the conference detailing your generous support

Acknowledgement in the daily "Info-to-Go" newsletter at the conference

Logo on our website and a direct link from our website to yours

Opportunity to have samples/brochures available at the registration table

Logo prominently displayed in our "Conference at a Glance" booklet

SILVER SHUTTLE SPONSOR

\$4000

Sponsorship signage posted at the JPL shuttle drop off location

Sponsorship signage posted in the shuttle

One reserved table at the Saturday closing banquet

Acknowledgement of your contribution highlighted on the screens in the Beauvert Dining Room

Signage during the conference detailing your generous support

Acknowledgement in the daily "Info-to-Go" newsletter at the conference

Logo on our website and a direct link from our website to yours

Opportunity to have samples/brochures available at the registration table

Logo prominently displayed in our "Conference at a Glance" booklet

SPONSORSHIP PACKAGES

SILVER GRAND OPENING SPONSOR

\$4000

Opportunity to welcome delegates to the conference on opening night and highlight your organization

Acknowledgement of your contribution highlighted on the screens in the Beauvert Dining Room

One reserved table at the Saturday closing banquet

Signage during the conference detailing your generous support

Acknowledgement in the daily "Info-to-Go" newsletter at the conference

Logo on our website and a direct link from our website to yours

Opportunity to have samples/brochures available at the registration table

Logo prominently displayed in our "Conference at a Glance" booklet

BRONZE SPONSOR

\$2500

Acknowledgement of your contribution highlighted on the screens in the Beauvert Dining Room

Signage during the conference detailing your generous support

Acknowledgement in the daily "Info-to-Go" newsletter at the conference

Logo on our website and a direct link from our website to yours

Opportunity to have samples/brochures available at the registration table

SPONSORSHIP PACKAGES

SESSION SPONSOR

\$500

Sponsorship signage posted at sponsored session(s)

Acknowledgement of your contribution highlighted on the screens in the Beauvert Dining Room

Acknowledgement in the daily "Info-to-Go" newsletter at the conference

NETWORKING COFFEE BREAK SPONSOR

\$300

Sponsorship signage posted at networking stations

Acknowledgement of your contribution highlighted on the screens in the Beauvert Dining Room



OVERVIEW

The Alberta Library Conference is a continuing education conference for approximately 800 attendees. There are keynotes, author talks, a multitude of breakout sessions, and innumerable networking opportunities. Attendees are library staff and trustees invested in excellence in library service.



LOCATION

ALC provides a unique experience from other conferences, explaining why more than 800 attendees each year choose to participate. The 'retreat' aspect of ALC is intentional as it engages everyone. Attendees eat together, socialize together, and learn together over the 3 days. Conferences held 'locally' result in broad dispersal of attendees between and after sessions, as people choose to go home to eat, socialize and sleep. The setting at ALC provides an opportunity to build relationships and connections that would not be possible at other venues.



JASPER PARK LODGE

In Alberta, we are incredibly lucky to have access to some of the most beautiful landscapes and facilities in the world. The Fairmont Jasper Park Lodge (JPL) has been the 'home' of the Alberta Library Conference (ALC) for more than 40 years.

WHY SPONSOR US?

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!

1

Gain exposure in the Alberta library & research community.

2

Build relationships and learn what is happening within the library community.

3

Share your latest creative & innovative products.

4

Expand business opportunities and meet established and aspiring library leaders.

5

Support and contribute to excellence in libraries throughout Alberta.

CONTACT US

To discuss your involvement, please contact:

Sharon Day

ALC Planning Committee: Sponsorship



sponsorships@albertalibraryconference.com



For more information on the conference, please visit
www.albertalibraryconference.com

