

MASL 2023

PRO-ADVOCACY: STANDING UNITED FOR TOMORROW



Maryland Association of School Librarians is happy to be back in person for the 2023 MASL Conference. Our one-day conference brings together more than **300 school librarians, school library administrators, and future school librarians** from around the state to lead, learn, celebrate, advocate, and connect. For 2023, we are offering opportunities to connect with the Maryland school library community **in person** and **virtually** using our Whova virtual conference app.

We are also looking for ways to add value to your relationship with MASL and its members by increasing your visibility both **before, during, and after** the conference. Most levels include inclusion of **logos** on our conference website, in our conference app, and on the MASL website, as well as an opportunity to reach out via **email** to conference attendees. Other opportunities include attending the pre-conference **welcome event**, delivering a 40 minute **conference presentation**, and a post-conference 60 minute **webinar**; not to mention 100 minutes of **dedicated vendor time**. We invite you to join us at these events to connect with Maryland School Librarians.

This year's event will be held **April 15, 2023** at the **Maritime Conference Center** in Linthicum, Maryland. The past few years have highlighted the need for School Librarians to advocate effectively, so our theme this year is **Pro-Advocacy: Standing United for Tomorrow**. Whether as a sponsor or an exhibitor, we look forward to working with you to advocate for Maryland School Libraries.

MASL's Mission:

The Maryland Association of School Librarians connects, engages, and celebrates the school library community by providing opportunities for leadership development, growth, innovation, and advocacy.

MASL's Vision:

A robust school library program and a certified school librarian for every child.

MASL's Values:

- MASL values the active membership of all school library staff and school library students.
- MASL values a full time certified school librarian for every learner.
- MASL values equitable access to a diverse collection of high-quality resources in a variety of formats.
- MASL values the freedom to read self-selected materials.
- MASL values equity, diversity, and inclusion within the school library community.
- MASL values a supervisor of school libraries in leading each local school district.

If you have questions, please contact
Brittany Tignor- Treasurer@maslmd.org
MASL Treasurer & Vendor Liason



Platinum \$1,500 (3 Available)

Logo Placement:

- Full Screen Logo in Auditorium Slideshow
- Logo on signage during event
- Logo on Conference Website
- Logo on MASL Website
- Logo and Company name listed with session in Program
- Promotion on Social Media each time event is mentioned
- Promotion on Social Media highlighting Platinum Level
- Banner ads in the virtual conference Whova app
- Listing in Sponsor Center on Whova app

Communication with Attendees:

- One Pre-Conference Email to All Registered Attendees
- One Push Notification to Event Attendees during the conference via Whova App
- Five minutes of Podium Time to introduce Speaker

Sponsored Presentation:

- 40 Minute Sponsored Presentation

Exhibitor Space:

- First Choice of Exhibitor Space
- Table & 2 Chairs

Post-Event Benefits:

- Webinar highlighting an issue in librarianship (Your choice of topic & speaker, MASL handles registration and logistics, 60 Minutes)

Choice of:

- Opening Keynote-Mona Kerby
- Author Keynote- Laurie Halse Anderson
- Virtual Author Panel Sponsorship

Gold \$1,000 (3 Available)

Logo Placement:

- Screen Logo in Auditorium Slideshow (3 Logos/Slide)
- Logo on signage during event
- Logo on Conference Website
- Logo on MASL Website
- Logo and Company name listed with event in Program
- Promotion on Social Media each time event is mentioned
- Promotion on Social Media highlighting Gold Level
- Banner ads in the virtual conference Whova app
- Listing in Sponsor Center on Whova app

Communication with Attendees:

- One Pre-Conference Email to All Registered Attendees
- One Push Notification to Event Attendees during the conference via Whova App

Sponsored Presentation:

- 40 Minute Sponsored Presentation

Exhibitor Space:

- Choice of Exhibitor Space
- Table & 2 Chairs

Post-Event Benefits:

- Webinar highlighting an issue in librarianship (Your choice of topic & speaker, MASL handles registration and logistics, 60 Minutes)

Choice of:

- Pre-Conference Welcome Event (Includes 2 tickets)
- Morning Snack Break
- Afternoon Snack Break

Silver \$500 (6 Available)

Logo Placement:

- Screen Logo in Auditorium Slideshow (4 Logos/Slide)
- Logo on Conference Website
- Logo on MASL Website
- Logo and Company name listed with room in Program
- Promotion on Social Media highlighting Silver Level
- Banner ads in the virtual conference Whova app
- Listing in Sponsor Center on Whova app

Communication with Attendees:

- One Pre-Conference Email to All Registered Attendees
- Ability to distribute materials in room for each of 3 breakout sessions (Sponsor must distribute)

Exhibitor Space:

- Choice of Exhibitor Space
- Table & 2 Chairs

Post-Event Benefits:

- Webinar highlighting an issue in librarianship (Your choice of topic & speaker, MASL handles registration and logistics, 60 Minutes)

Choice of:

- A100 (50)-Elementary
- A300 (80)-Black-Eyed Susan
- A302 (50)-Secondary
- A303 (50)-Best Practice
- A304 (50)-Elementary
- A306 (50)-Collaboration

Bronze \$200 (20 Available)

- Assigned Exhibitor Space
- Table & 2 Chairs
- Company Listed on Conference Website

In Kind Donations

Is your company looking for other ways to connect with Maryland School Librarians? An In-Kind Donation may be right for you!

Some ideas include:

- Conference Bags
- Conference Swag (Distributed to each attendee at registration, Sponsor Provides all materials)

Maryland School Librarian of the Year Sponsorship

Are you looking for ways to make lasting relationships with school librarians around the state? Sponsoring the MD SLOY Award may be the opportunity you were looking for.

Opportunities Include:

- Gift Certificates for MD SLOY Recipient
- Gift Certificates for MD SLOY Finalists
- Plaque Sponsorships
- MD SLOY Swag (t-shirts, yard signs, etc.)
- Promotional Products for Finalists and/or Recipient