Welcome And Conference Overview

On behalf of the ARLIS/NA Executive board and the 2021 conference planning committee, I am pleased to invite you to participate in the 2021 ARLIS/NA Virtual Conference. Our conference theme is “Convergence = Créativité + Collaboration” and these ideas are woven throughout the program. Panel sessions, talks, discussion forums, and other events will feature new and continuing projects, explore the impact of the COVID-19 pandemic on libraries and arts institutions, and showcase the scholarship of our members. Hosted by the ARLIS/NA MOQ (Montréal, Ottawa, Québec) Chapter, this year’s annual conference promises to be a dynamic online event that will feature highlights from the city, museums, and libraries of Montréal.

Creativity and collaboration have also been part of the conference planning process as we pivoted to a virtual event. Thanks to Jennifer Garland and John Latour for their collaboration in building an outstanding program, one that includes sessions postponed from the 2020 annual conference. Thanks to Adèle Flannery and Viveca Pattison Robichaud for their creativity in planning engaging events and activities in the online environment. Thanks to Pierre B. Landry for deftly liaising with the Development Committee to converge support for the conference. Thanks also to all the MOQ Chapter members and volunteers on the conference planning committee for their assistance imagining and implementing the virtual conference.

The 2021 conference will be hosted in an interactive virtual conference platform that supports all the hallmarks of the ARLIS/NA annual conference: sessions, workshops, keynotes, discussion forums, posters, space for vendors, tours, and networking events. There will be many opportunities to connect with colleagues and meet new members throughout the conference. We will also have opportunities for a little armchair travel as we visit some of Montréal’s cultural institutions via virtual tours.

Join us as we converge online in May to celebrate the creativity and collaboration of ARLIS/NA members, the rich and varied field of visual arts information, and the arts and culture of Montréal.

Best,
Amy Trendler
ARLIS/NA President
Convergence = Créativité + Collaboration, the ARLIS/NA 2021 theme, refers to our conference city of Montreal – a vibrant gathering place of Indigenous and settler cultures where French and English are commonly spoken and where different languages, cultures and ideas come together. Convergence extends to the art information professionals working towards common goals in small and large institutions including academic and public libraries, museums, and other arts and cultural organizations.

Our conference theme recognizes the challenges that impact all aspects of our profession today due to the COVID-19 pandemic and in relation to social, political, environmental, and cultural upheaval. It also looks for opportunities to work together in innovative ways to effect positive change.

The annual conference is all about getting together, interacting, making connections and discoveries. When the pandemic made it impossible to physically meet in Montréal this year, we saw an opportunity to rethink our approach and to find creative ways to deliver an exciting and enriching conference experience… and to give a taste of the vibrant city of Montréal! With this in mind, we selected the virtual conference platform developed by Showcare, a Canadian/American company with offices in Montréal, Washington D.C., and Toronto. It combines the familiar features of a real-life conference with the effectiveness of social media technologies.

Our online conference will not only provide attendees with a dynamic program of sessions and keynote speakers, but it will also give them an opportunity to discover ARLIS/NA's valued exhibitors through their virtual booths. This is where you showcase your organization or company, distribute your catalogs and brochures, and interact with potential clients. More than a static web page, the virtual booths will enable you to chat with conference participants, make or accept appointments for video calls and showcase your company information or videos, all in real time – the same as in a normal conference setting. To find more about the conference virtual booths, please visit the ARLIS/NA 2021 Conference Web Page at www.arlisna.org/exhibitor-sponsor-page. We will post video demos to demonstrate the functionalities offered to exhibitors and outline how to upload content to make your booth an engaging experience for your clients.

The virtual conference platform also offers a wide array of sponsorship opportunities. You can bring your organization to the attention of all attendees by having a video or banner displayed on the conference main page, or, you can associate your company name and logo to specific sessions, workshops or tours. Marketing analytics are available for virtual booths and sponsorship opportunities.

We look forward to putting together an exciting conference program, and hope that you will participate as a sponsor or as an exhibitor. We invite you to join us online from May 11 to May 13 and be part of this creative and collaborative effort!
ORGANIZATION OVERVIEW

Art Libraries Society of North America

The Art Libraries Society of North America is a growing, dynamic organization promoting the interests of more than 1,100 members. The membership includes architecture and art librarians, visual resources professionals, artists, curators, educators, publishers, students, and others throughout North America interested in visual arts information. To serve this diverse constituency, the Society provides a wide range of programs and services within an organizational structure that encourages participation at all levels.

Core Values

ARLIS/NA believes that lives are enriched by engagement with the visual arts, design, and cultural heritage.

ARLIS/NA believes that art information professionals are uniquely equipped to serve the art information needs of a broad audience for education, scholarship, and artistic practice.

ARLIS/NA believes that diversity and inclusion in all aspects of the profession strengthens the practice of art librarianship and enriches library collections and user experiences.

Strategic Directions

Leadership and Advocacy

The Society shall speak and act on behalf of its members to advance, validate, sustain, and advocate for the profession and the value of art libraries.

Organizational Advancement

As the leading art information organization, the Society shall strengthen the profession through increased visibility, collaborative partnerships, international networks, and membership engagement.

Art Information Professionals

The Society shall support the evolving role of art information professional development opportunities that foster excellence and innovation.

Diversity and Inclusion

The Society shall promote diversity and inclusion within the design of services and programming, the development of intercultural fluency skills and competencies, and the practice of inclusive collections building.

Innovation and Technology

The Society shall serve as a community of practice for the exploration, cultivation, and sharing of innovative approaches and emerging technologies in libraries and art librarianship.

Collections and Access

The Society shall seek opportunities for collaboration across institutions and cultural organizations to promote the informed management, preservation, discovery, and access to collections amid their evolving publishing manifestations.
EXHIBIT INFORMATION

Exhibit Deadline: April 12, 2021

Exhibit Hall Hours
Times subject to change.

Open Hours and Events *All times listed in EDT

Tuesday, May 11, 2021
9:00 AM – 3:30 PM General Open Hours
12:30 PM – 1:40 PM (Dedicated Exhibit Time)

Wednesday, May 12, 2021
9:00 AM – 4:00 PM General Open Hours
12:20 PM – 1:30 PM (Dedicated Exhibit Time)

Thursday, May 13, 2021
9:00 AM – 1:30 PM General Open Hours
12:20 PM – 1:30 PM (Dedicated Exhibit/Poster Hour)

Exhibit Package – $750

- Two complimentary conference registrations
- Virtual Exhibit Booth
  » Upload your own logo, banner, company description (can include hyperlinks), PDF documents, photos and videos
  » Network with conference participants through open chat, news/activity feed, one-on-one conversation or video calls, video demo room
  » Max space available per booth 5GB
- Live video chat feature
- 50% off broadcast email to attendees
- Post Conference Analytics

Additional Exhibitor Registrants
Additional registrants can be added at $150 for each person beyond those included in the described Exhibit Package.

Add-On Opportunities

Engagement Points I $250
Your company will be included in this attendee engagement feature. Attendees will need to visit your exhibit booth to earn points towards a prize.

Double Tile Booth I $250
Your exhibit booth will be double the size of a standard booth
Contract and Deadlines
In order to support our valued exhibitors and their significant investment as partners of the society and as participants at the annual conference, ARLIS/NA shall have the sole authority to accept or decline exhibitor contracts. All decisions made by ARLIS/NA regarding exhibitor participation are final. Exhibit contracts are considered on a first-come, first-served basis.

Conference Registrations
The contract on page 9 must be completed and returned to Michaela Sawicki at m.sawicki@arlisna.org or you can register online at www.arlisna.org/2021-conference-home.

The contract confirms your sponsorship and/or exhibit commitment. An email will be sent with instructions on how to obtain any complimentary registrations that may be included with your sponsorship or exhibitor package and how to register those individuals.

Payment and Cancellation
Full payment is required for reservations. Cancellations, in writing, made prior to April 10, 2021 will receive a refund, less a $50 processing fee. No refunds will be processed on cancellations received on or after April 10, 2021.

Distribution of Marketing Materials
Canvassing or distribution of advertising material outside of an exhibitor’s booth is prohibited. Should an exhibitor like to distribute materials, please see the Conference Advertising section for available opportunities.

Tours and Other Ticketed Events
Exhibitors who wish to participate in ticketed events, or special tours must register in advance and pay any related fees for these events. Please visit the conference website (www.arlisna.org) for more information and to register for these events.

Payment of Exhibit or Sponsorship
All payments must be received by May 9, 2021. If payments are not received by the conference dates, ARLIS/NA reserves the right to deny participation in the conference until payment is made.

Sponsorship Levels
Sponsorship Levels are determined by your combined purchase of Sponsorship Opportunities (Page 7-8) and Exhibit Package (Page 5).

<table>
<thead>
<tr>
<th>Benefit</th>
<th>*Benefactor</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition on the conference virtual platform homepage with your support level</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Recognition on the conference website with your support level</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Verbal Recognition at ceremonies during the conference</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Pre-registration attendee list for attendees who opt in (distributed by April 27)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company logo in 1 marketing email blast to entire database</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company recognition in social media post prior to conference</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Final attendee list of all attendees who opt in (provided electronically after the conference)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Number of additional complimentary conference registrations</td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inclusion in the Engagement Points feature</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Banner ad on virtual platform</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

*Benefactors are recognized as any company/organization who donates $100 or more to ARLIS/NA and/or spends $1,000 or more on conference exhibits or sponsorships.
SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunities may be purchased a la carte or combined to achieve your desired Sponsorship Level (Benefactor, Silver, Gold, or Platinum).

Sponsorship Opportunities may be combined with your Exhibit Booth to achieve those same Sponsorship Levels.

Each Sponsorship Opportunity provides the following inclusions:

- Your Company announced as Sponsor at the beginning of the session/workshop/tour/event
- Company logo on conference agenda next to selected session/workshop/tour/event
- Logo can link to company homepage or exhibit booth.

Leadership Institute | $2,500  
(sold sponsorship)

This event will be open to all attendees. The session is geared to cover relevant topics to those serving in a leadership role.

Sessions | $500  
(multiple available; session selection to be determined at a later date)

Opportunities to sponsor specific topic areas presented during the Annual Conference demonstrate your support of the field.

Convocation Speaker | $1,500  
(sold sponsorship)

Keynote Speaker | $1,500  
(sold sponsorship, two opportunities)

Tours | $500  
(multiple sponsorships available, tour selection to be determined at a later date)

Opportunities to sponsor pre- and post-conference tours that enhance attendees’ knowledge of local artists, special collections, and architecture.

Welcome Address | $1,500  
(sold sponsorship)

Workshops | $500  
(limited workshops available; selection to be determined at a later date)

While the number of workshops is limited, they can provide an ideal opportunity for sponsors to align their interest with specialized content to provide new skills and new ideas to the profession.

Poster Session | $1,000  
(shared sponsorship)

Over 30 participants showcase a wide range of professional and research projects in a creative and interactive environment. Colleagues learn directly from each other.

SOLD

Over 30 participants showcase a wide range of professional and research projects in a creative and interactive environment. Colleagues learn directly from each other.
ADVERTISING OPPORTUNITIES

Broadcast Email | $400
Exhibitors receive a 50% discount.

One broadcast email sent to conference attendees. This is an opportunity to reach out to conference attendees before or during the conference. You can use this opportunity to encourage attendees to visit your exhibit, present them with a promotion, or invite them to network with you. The content must be received by April 26, 2021. Exhibitors may select a date for the email to be sent. Emails and date selection should be sent to Megan Brouwer at m.brouwer@arlisna.org.

Social Media Post | $200

A social media post will be sent out ARLIS/NA’s FaceBook, Twitter and LinkedIn. This is an opportunity to reach out to ARLIS/NA’s followers. You can use this opportunity to encourage attendees to visit your exhibit, present them with a promotion, or invite them to network with you. The content must be received by April 26, 2021. Exhibitors may select a date for the email to be sent. Emails and date selection should be sent to Megan Brouwer at m.brouwer@arlisna.org.

Banner Ad on Conference Platform | $1,000
Ad links to either company homepage or virtual exhibit booth.

Ad will run in rotation on the virtual platform throughout conference. Artwork due by April 26, 2021 (specifics to be provided after you sign up). Post Conference Analytics provided (how many clicks, contact information of everyone who clicked on your ad)

Two-Minute Commercial | $2,000
To be played on Virtual platform homepage.
ARLIS/NA CONTRACT

Register Online at www.arlisna.org/exhibitor-sponsor-page or complete following Contract:

Company Name ____________________________________________ Date ___________________________________________
Address __________________________________________________ Country ______________________
City ______________________ State/Prov. ___________ Zip ______________ Phone _____________________________________
Email _________________________________________ Company URL ________________________________________________
Contact Name ____________________________________________ Title _____________________________________________

Exhibits
(exhibitor deadline is April 12, 2021) 

Conference Attendees
Name One: 
Email (Name One)
Name Two:
Email (Name Two)
Add on – Engagement Points
Add on – Double Tile Booth

Advertising

Social Media Blast ($200) $
Banner Ad ($1,000) $
Broadcast Email ($400/$200 for Exhibitors) $ 

Sponsorship Opportunities

Educational Opportunities (See page 7) $ 
E1 E2 E3 E4 E5 E6 E7 E8
Total Exhibits, Advertising & Sponsorships $ 

Sponsorship Level Awarded

Benefactor ($1,000) ☐
Silver ($2,000) ☐
Gold ($3,500) ☐
Platinum ($5,000) ☐

Payment Options

☐ Check enclosed or in mail (payable to ARLIS/NA) ☐ Invoice me 
☐ Visa ☐ Mastercard ☐ Discover ☐ Am. Express
Card Number ____________________________________________
Expiration Date _________________________________________
Authorizing Signature ____________________________________
Date _____________________________________________
Print Name on Card _____________________________________
Billing Address ______________________________________
Email _____________________________________________
An emailed receipt will be sent to the above email address once the credit card is processed.

Cancellation Policy: Cancellations, in writing, made prior to April 10, 2021 will receive a refund, less $50 processing fee. No refunds will be processed on cancellations received on or after April 10, 2021.

Make a copy for your records and send completed form with payment to:
ARLIS/NA
Attn: Michaela Sawicki at m.sawicki@arlisna.org
Phone: 978-674-6211
4 Lan Drive, Suite 310
Westford, MA 01866

2021 Sponsor, Exhibitor, & Advertiser Prospectus | www.ALISNA.org