



## Greetings

On behalf of the Manitoba Library Association (MLA) and the Saskatchewan Library Association (SLA), we invite you to participate in the 2021 MLA-SLA Joint Conference to be held online June 14- 16 2021.

The theme for the conference is **Libraries: Stronger Together** which reflects the essential role of libraries in building and promoting diversity, inclusivity, and equity as well as providing space for cultural and public engagement. Libraries are a proactive, future-oriented force in life-long learning, innovation, social connection, and the economic well-being of our provinces.

The Conference will bring together information professionals throughout both provinces with the potential for far greater reach with the virtual format. The conference will offer exhibitors the opportunity to discuss their products and services with key people from a wide variety of organizations.

All exhibitors will receive the following benefits with paid registration:

- Virtual exhibit booth and ability to brand and customize your profile to connect with attendees
- Branding on conference website <https://pheedloop.com/mlaslaconference/site/exhibitors-directory>
- Recognition in all MLA and SLA communications listed below.

Association	Facebook	Conference Hashtag
MLA	No account	#MBSKLibraries
SLA	<a href="https://www.facebook.com/sasklibraryassociation">https://www.facebook.com/sasklibraryassociation</a>	

Association	Twitter	Conference Hashtag
MLA	<a href="https://twitter.com/MB_Lib_Assn">https://twitter.com/MB_Lib_Assn</a>	#MBSKLibraries
SLA	<a href="https://twitter.com/sklibrary">https://twitter.com/sklibrary</a>	

Association	Instagram
MLA	<a href="https://www.instagram.com/mb_library_assoc">https://www.instagram.com/mb_library_assoc</a>
SLA	<a href="https://www.instagram.com/sasklibrary">https://www.instagram.com/sasklibrary</a>

Association	Website
MLA	<a href="http://mla.mb.ca/">http://mla.mb.ca/</a>
SLA	<a href="https://saskla.ca/">https://saskla.ca/</a>

Thank you for your participation in the 2021 joint Saskatchewan-Manitoba Libraries Conference.

Sincerely,

Kerry Macdonald                      Michael Shires  
Co-Chairs, 2021 MLA-SLA Joint Conference

## Pheedloop is the Conference Platform

We will be available to assist with any questions or issues related to set up and participation. We invite you to view a short video by PheedLoop that explains the online exhibit hall portal that will be used for our conference. Topics discussed are below and the video is at <https://pheedloop.com/more/virtual-exhibitor-training>.

- Lead retrieval and lead capture at exhibit booths
- Accessing and using the exhibit portal
- Logo, video, links, and other design and content settings
- Tracking booth traffic in real-time

## Conference Schedule (NOTE: all times are CDT and event times may be subject to change)

### Monday, June 14

12:00 pm– 3:00 pm – Exhibit Hall is open  
10:00 am Conference Welcome and Opening Ceremonies  
10:30 am – 11:30 am Keynote  
12:00 pm - 12:30 pm Lunch break  
12:30 pm – 2:30 pm Concurrent sessions  
Live chat break out room (TBD)

### Tuesday, June 15

10:00 am - 3:00 pm – Exhibit Hall is open  
10:00 am - 12:00 pm Concurrent Sessions  
12:00 pm - 12:30 pm Lunch break  
12:30 pm -1:30 pm Concurrent Sessions  
1:30 pm -3:00 pm Plenary Address  
Live chat break out room (TBD)

## Connecting with Delegates: Promoting your Business, Services and Products

Exhibitors will be provided a booth to have their organizational branding, showcase products, and communicate with delegates in a virtual exhibit hall. Standard exhibitor booths are available at a cost of \$200.00 (includes all taxes). A more interactive delegate experience in the exhibit hall is available by purchasing an add-on premium exhibit booth for \$99 (includes all taxes). A short video that explains the virtual exhibit hall and exhibit booth is at <https://pheedloop.com/more/virtual-exhibitor-training>.

## Payment and Receipts

Payment can be made online through STRIPE by PayPal/credit card (Visa or Mastercard). Alternately, when filling out the registration form, you can select to make payment by cheque, payable to the Saskatchewan Library Association. If you choose this option a receipt will be issued by SLA as soon as your payment has been processed. Please indicate the email address where the receipt should be sent.

## Inquiries

If you have any questions or concerns regarding your upcoming exhibit experience please contact:

- Dorothea Warren, Executive Director: [slaexdir@sasktel.net](mailto:slaexdir@sasktel.net), phone 306-780-9413 (financial/benefits questions)
- Leslie Charlton, Executive Assistant: [slaadmin@sasktel.net](mailto:slaadmin@sasktel.net), phone 306-780-9413
- Michael Shires [Michael.shires@uregina.ca](mailto:Michael.shires@uregina.ca) (exhibit hall platform questions)

## Liability

Exhibitors assume all risk of loss arising from participation in the Manitoba-Saskatchewan Libraries Conference.

## Cancellations

Refunds for exhibitor fees minus a \$50 administration fee will be given for cancellations made in writing prior to June 4, 2021. After this date refunds will not be provided.

## Sponsorship Opportunities

The table below explains the levels of sponsorship and the benefits associated with each level. We may consult with sponsors regarding sponsorship of significant events. Sponsorship may be applied to a specific event or combination of events, in part or in whole on a first come basis for exclusive sponsorship. Please contact the SLA office if you have questions.

Benefit	Platinum \$4,000 plus	Major \$3,999 - \$2,000	Gold \$1,999 - \$200
Complimentary booth in exhibit hall	✓		
Branding on conference login page	✓		
Recognition in a pre-recorded conference welcome video in conference lobby	✓		
Branding in a global pre-roll recorded video for all concurrent sessions	✓		
Primary tier branding in conference lobby	✓		
Secondary tier branding in conference lobby		✓	
Inclusion on logo carousel on right side in conference lobby		✓	
Branding in push announcements in conference lobby		✓	
Branding in push notifications (must be enabled in browser and/or email by attendees)		✓	
Inclusion on logo carousel on right side in conference lobby			✓
Recognition in a pre-roll pre-recorded video for one concurrent session			✓
Announcement and branding for a live chat break out room			✓

- ☐ Online conference platform **\$4000**
- ☐ Conference session **\$500**
- ☐ Live chat break out room **\$200**
- ☐ Other contribution **\_\_\_\_\_**