



CHAPTER **Leadership** INSTITUTE

July 18–20, 2024

Salt Lake Marriott Downtown
City Creek

Salt Lake City, Utah

SOLD OUT

**Reach ALA's Chapter Officers and
Elected Representatives**

Network with over 80 chapters at the
Chapter Leadership Institute!

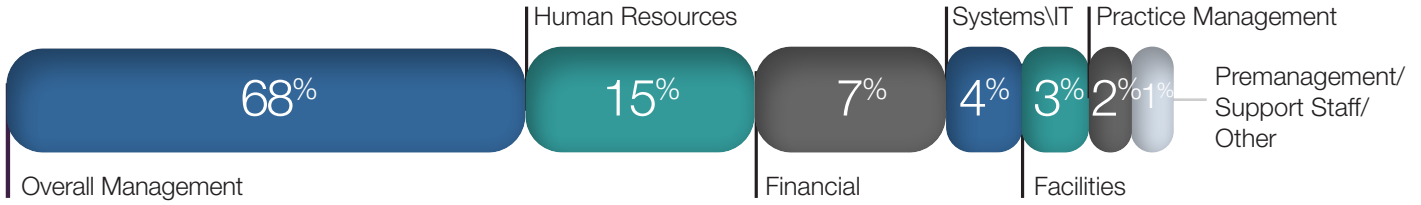
cli.alanet.org

Christina.Kardon@wearemci.com | 410-584-1902

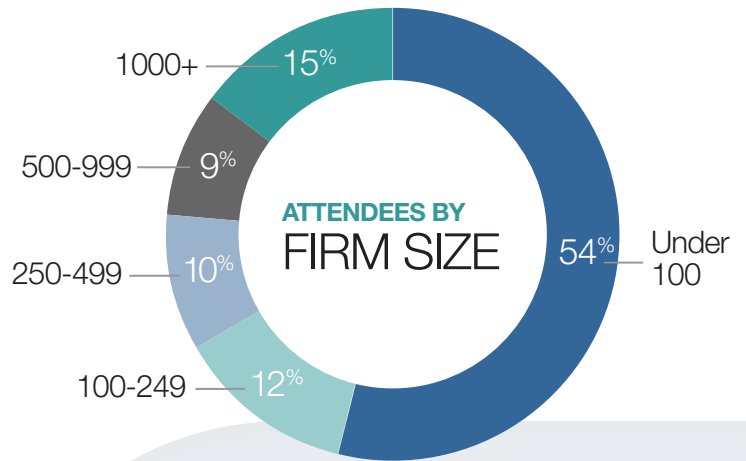
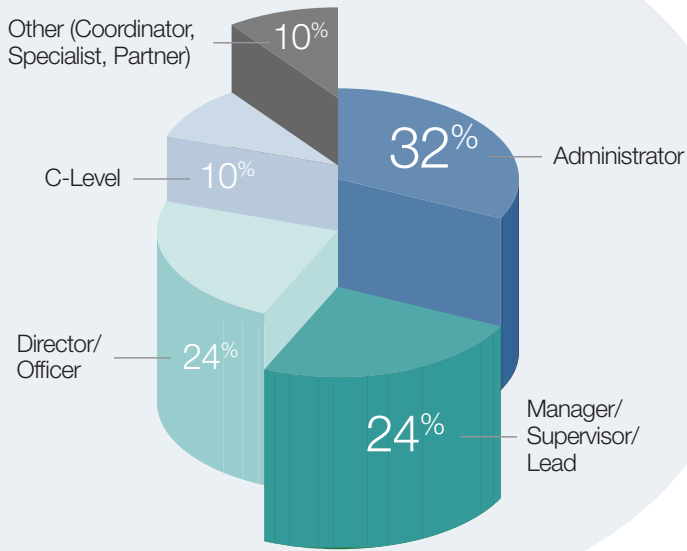
CLI by the Numbers*

*based on attendance from 2022

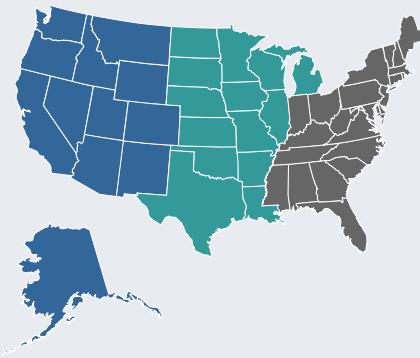
ATTENDEES BY PRIMARY JOB RESPONSIBILITY



ATTENDEES BY TITLE



MEET PEERS ACROSS THE COUNTRY



250+ 
Expected Attendees

60+ 
Chapters Represented

Past Sponsors



ALA's Chapter Leadership Institute

July 18 - 20 | Salt Lake Marriott Downtown at City Creek, Salt Lake City, Utah

Don't miss your chance to make a **bold impression** with **chapter leaders!**

Gold Sponsor | \$7,500

(MAX of 4 available)



Exclusive Attendee Access

- 4 full registrations
- 1 tabletop display
- Gold sponsor badge ribbon
- Access to all conference networking functions



Thought Leadership

- Participation as a thought leader at 1 panel session (*limited based on availability*)



Brand Impressions

- Gold Sponsor positioning: Logo on signage, slide deck, website and marketing materials
- Inclusion in 2 marketing messages (*logo, 25 words, link*) to attending Chapter Leaders
- Chair drop of your collateral or brochure on day two
- 1 handout at registration
- Pre- and post-conference attendee mailing list
- 1 push notification to attendees through the app
- Company listing (logo/description in official event app)

Silver Sponsor | \$3,500



Exclusive Attendee Access

- 2 full registrations
- 1 tabletop display
- Access to all conference networking functions



Brand Impressions

- Silver Sponsor positioning: Logo on signage, slide deck, website and marketing emails
- Inclusion in 1 marketing message (*logo, 25 words, link*) to attending chapter members
- Pre- and post-conference attendee mailing list

To Reserve Your Space, Contact:

Christina.Kardon@wearemci.com

410-584-1902

Exclusive Attendee Engagement

Welcome Reception **\$10,000** (exclusive)

This exclusive opportunity brings your brand and team face to face with the entire audience to launch and set the atmosphere for the Chapter Leadership Institute.



Luncheon Sponsorship **\$5,000** (each day)

Be featured during the attendee lunch. Includes branded tabletop signage at every lunch table, signage at F&B areas during lunch hours, and sponsor-provided chair drop at each lunch table seat. Lunch sponsor mention on conference agenda.

Coffee Breaks **\$3,000** (exclusive)

Have your branded signage greet attendees at each coffee station throughout the conference. Includes mention in the conference app. Your brand is shared through the entire event!



Hotel Key Cards **\$5,500**

Put your brand in the hands of all attendees staying at the host hotel with this exclusive sponsorship opportunity. Attendees will start and end their day with your brand in hand!

Lanyard Sponsorship **\$2,500**

Make an impression during every conversation with your company presented proudly on every lanyard.



Conference Pen Sponsorship **\$1,500**

Make sure our attendees remember you each time they take notes with a conference pen. Have your brand travel back to the office in the pocket of attendees!

Official App Sponsor **\$5,000** (exclusive)

- Banner ad in the app (first placement, sponsor exclusive)
- Logo on app splash page
- Daily push notification
- App sponsor recognition in the "What You Need to Know" email and daily conference attendee emails
- Upgraded app listing

