

# 2024 Exhibitor Prospectus

ILLINOIS LIBRARY ASSOCIATION ANNUAL CONFERENCE  
OCTOBER 8-10, 2024 - PEORIA CIVIC CENTER, PEORIA, ILLINOIS  
#ILAAC24



*Sparking Innovation & Imagination*

Illinois Library Association

Annual Conference 2024 | October 8-10 | Peoria, IL



# Message from ILA Executive Director

Dear Exhibitors,

On behalf of the Illinois Library Association, I encourage you to join us and exhibit at the 2024 ILA Annual Conference October 8-10 at the Peoria Civic Center, in Peoria, which is located in the heart of Illinois.

We will embark on a journey that will spark imagination and innovation with our conference theme - Libraries are Lit: Sparking Innovation and Imagination. We will celebrate the dynamic role libraries play in initiating creativity, inspiring new ideas and fostering innovation within our communities.

In addition to program sessions, the conference will include networking opportunities, social events, and the beloved exhibition hall. Showcasing your products and services as an exhibitor at the 2024 ILA Annual Conference is the ideal environment. As the third-largest state library exposition in the nation and the largest in the Midwest, you will meet one-on-one with more than a thousand potential customers. Exhibitors are the center of our conference with sessions held near the exhibition hall.

We know there are countless opportunities to attend library conferences, and we appreciate your support. Without it, ILA could not provide the educational sessions, speakers, and presenters that advance the growth of Illinois library professionals, staff, and trustees.

I hope you will take a few minutes to review all the options available and find those that best suit your organization's needs.

ILA thanks you for your consideration and looks forward to working with you in Peoria!



**CYNTHIA M. ROBINSON**  
**ILA EXECUTIVE DIRECTOR**



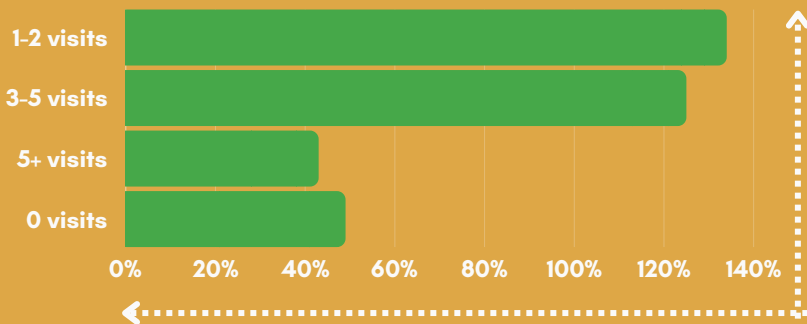
# Why Exhibit?

This year's 2024 theme – Libraries are Lit: Sparking Innovation and Imagination – considers how we celebrate the dynamic role we play in initiating creativity, inspiring new ideas and fostering innovation within our communities. For this conference, we'll explore how we can enrich relationships that spark collaboration, inclusivity, dialogue, and understanding.

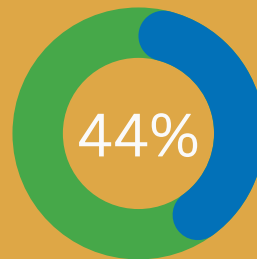
Illinois has one of the most extensive systems of libraries in the country; more than 3,800 libraries are located in the state. ILA's conference is the third-largest state library conference in the nation – and the largest in the Midwest – representing librarians from the state's public, academic, school, and special libraries. It offers an unparalleled opportunity to reach decision-makers from across the state.

“ ILA is a "must do" event for our company. The annual conference is well organized and thoughtfully planned to create quality contacts with library professionals. ”

EXHIBIT HALL VISITS



REASON FOR VISITING EXHIBIT HALL

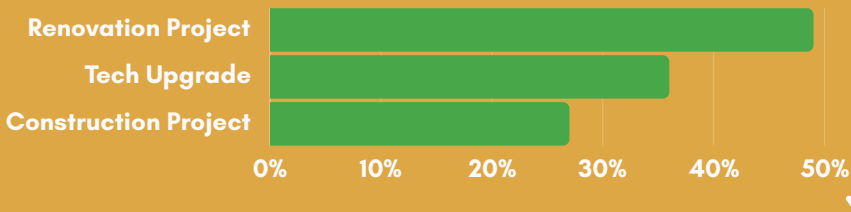


Our 2023 Annual Conference survey revealed that 44% of attendees visited the exhibit hall to browse exhibit booths and talk to vendors.

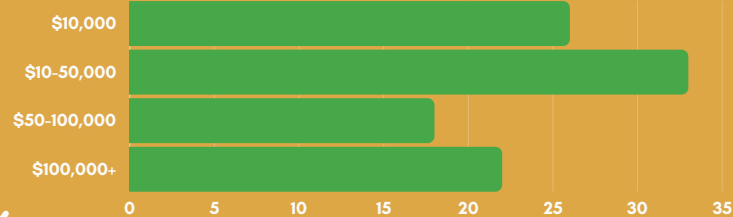
18% stated they visit the exhibit hall to look for new products, services, or technology.

■ Browse and chat w/vendors
 ■ Seeking new products, services, and technology

VISITED EXHIBIT HALL FOR PROJECTS



BUDGET FOR NEW PRODUCTS





# Exhibitor Benefits

## Network with Attendees

- Ten hours of exhibit time with dedicated no-conflict time
- Exhibits opening and closing luncheons and refreshment breaks
- Opportunity to attend conference sessions and events

## Marketing Opportunities

- Company listing in the online and onsite program guide (deadlines apply\*)
- Inclusion in the mobile app
- Full company listing in the online floor plan
- Receive our registered attendee list
- Options to extend your reach beyond the booth with sponsorship and advertising opportunities
- Passport to Prizes
- Early sign up for ILA 2025 in Rosemont

## Exhibitor Booth Price

- \$1,700
- Primary exhibit space is 10'x10'. Inquire about available larger booth spaces at [exhibits@ila.org](mailto:exhibits@ila.org)
- 8' high back drape and 3' side drape
- Company ID Sign
- One Six-Foot table with two side tables and a wastebasket
- ILA Associate Members receive 15% discount off the rental fee!

Costs of electrical service, Internet, and other additional services or items are not covered by this contract. Order forms that include all options available to our exhibitors will be provided by Peoria Expo (our contracted provider). Please advise ILA staff if you will be bringing a freestanding booth and/or any additional special requests that you may have. [exhibits@ila.org](mailto:exhibits@ila.org)

## What else is included

- Six complimentary exhibitor registrations per booth. Booth staff are welcome to attend programs and receptions.
- 2024 Conference Attendee List
- Exhibitor luncheons on Wednesday and Thursday
- Free coffee!

## Book Your Booth!

Questions?

Email [exhibits@ila.org](mailto:exhibits@ila.org)

\*Application deadline:

Exhibitors must be confirmed before September 2, 2024, to be included in the printed program book.



ILA Associate Membership is designed for companies and organizations that work closely with the library community. Membership dues are a flat \$200 rate. If you're interested in becoming an Associate Member, please contact us first before submitting an exhibitor application and we can provide a discount code for extraordinary savings, benefits, and customer service.

In early September, ILA staff will reach out to the primary contact of each exhibitor to register booth staff. If the primary contact for your booth has not received an email to register booth staff by September 19, 2024, please email [exhibits@ila.org](mailto:exhibits@ila.org).



# Sponsorship, Advertising, and Passport to Prizes

## Sponsorship Opportunities

Sponsorship from organizations like yours enables ILA to deliver high-quality professional development and networking to Illinois library workers and trustees.

Sponsorship is a high-impact, high-profile marketing technique, which drives influential professionals to your booth. Sponsorship creates awareness of your company's presence at the conference, builds your image, and generates traffic for your booth.

Take advantage of the sponsorship opportunities that ILA offers. Visit [ila.org/sponsorship](http://ila.org/sponsorship) for more information.

## Conference Advertising

The Conference Program Book is distributed to all conference attendees and referred to multiple times daily during the conference, providing information regarding programs, the map of the convention center, and more. There is a limited supply of ¼ page ads available for \$200 that can be purchased by confirmed exhibitors.

## Passport to Prizes

This exhibitor engagement activity is a fun way to attract and keep attendees on the exhibit floor. Each attendee will receive a "Passport" that includes a list of participating exhibitors. Attendees must stop by those booths to receive a stamp on their passport. Fully completed passports are entered into a prize drawing that is held at the end of both days of exhibits. Attendees must be present at the prize drawing to win.

Participation is limited to 25 exhibitors and is on a first-come, first served basis. The Passport to Prize fee is \$350.

\$100 of each participation fee will go to the ILA Diversity Scholarship Fund. The fund (and your participation) fosters a profession that embraces diversity, equity, and inclusivity and is used to increase financial support by providing travel grants to allow library workers to attend conferences and other continuing education opportunities and expand networking opportunities targeted to members of underrepresented groups.





# Exhibitor Schedule

Check the [ILA website](#) for the complete conference Schedule at a Glance and additional information about featured speakers, evening events, and more!

## Installation Hours:

Tuesday, October 8 9:00 a.m. – 5:00 p.m.

Wednesday, October 9 8:00 a.m. – 11:00 a.m.

## ILA Exhibit Hours:

Wednesday, October 9 Noon – 5:00 p.m.

Thursday, October 10 9:00 a.m. – 2:00 p.m.

## No-Conflict Hours:

Wednesday, October 9

Exhibits Opening Lunch Noon – 1:30 p.m.

Exhibits Afternoon Snack Break 4:00 – 5:00 p.m.

## Dismantling:

Thursday, October 10 2:00 p.m. – 6:00 p.m.

Thursday, October 10

Exhibits Morning Coffee Break 10:00 – 11:00 a.m.

Exhibits Closing Lunch Noon – 1:30 p.m.

## Space Assignment

Exhibit space assignments will be made, whenever possible, in keeping with the preferences requested by the exhibitor, and based on the availability of a particular exhibit space. Final determination in all space assignments will be made by show management in the best interest of the exposition.

## Exhibitor Kit

Approximately sixty days prior to the show, all exhibitors will receive an Exhibitor Kit to the primary contact email. It includes valuable information such as show rules, complete exhibit installation and removal information, a list of contractors, and order forms for various add-on services.





# Floor Plan

[View the Online Floor Plan](#)

## Venue Information

Peoria Civic Center  
201 SW Jefferson Ave  
Peoria, IL 61602  
Exhibit Hall C

625	621	619	617	615	611	609	607		
624	620	618	616	614	610	608	606	602	600
525	521	519	517	515	511	509	507	503	501
524	520	518	516	514	510	508	506	500	
425	421	419	417	415	411	409	407	401	
424	420	418	416	414	410	408	406	301	
325	321	319	317	315	311	309	307		
324	320	318	316	314	310	308	306	201	
225	221	219	217	215	211	209	207		
	218		216	214	210	208	206		

## Conference and Hotel Information

Room blocks have been reserved for Monday, October 7 to Thursday, October 10, 2024.  
Reservations must be made by September 7, 2024.

**Pere Marquette (Marriott) and the Courtyard Peoria Downtown (Marriott)**

Reservations:  
[Book Online](#)  
309-637-6500 and  
309-671-5050  
501 and 533 Main Street  
Peoria, IL 61602  
Single Rate: \$157  
Parking - \$15 Daily

**Fairfield Inn (Marriott)**

Reservations: 309-699-4100 or [Book Online](#).  
Mention "IL LIBRARY ASSOC 24" when placing your reservation.  
200 Eastlight Court  
East Peoria, IL 61611  
Parking: Complimentary  
Rates: \$109-129

**Holiday Inn & Suites**

Reservations:  
[Book Online](#)  
101 Holiday Street  
East Peoria, IL 61611  
Single Rate: \$134

**Embassy Suites (Hilton)**

Reservations:  
309-694-0200 or  
[Book Online](#)  
100 Conference  
Center Drive  
East Peoria, IL 61611  
Single Rate: \$166  
Self parking - \$10.00 /  
night



“The exhibit hall gives our company a unique opportunity to show our completed projects to potential new library clients and celebrate our past successes with our current and past customers in a fun, pressure-free setting. We attend every year and look forward to next year!”

-Andy Dogan, Williams Architects

# Join Us!

**The ILA 2024 Annual Conference will exceed your expectations.  
Mark your calendar for ILA, October 8–10, 2024!**

**ILA Annual Conference  
Exhibitor Contact:**

**Kristin Pekoll  
ILA Exhibit Sales  
[exhibits@ila.org](mailto:exhibits@ila.org)**

**LIBRARIES  
ARE LIT**

*Sparking Innovation & Imagination*

Illinois Library Association

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**ILA**

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