

October 1, 2014
10:00 am–5:00 pm ET
Expected registrants: 7,000+



DRIVE BOOTH TRAFFIC AND SALES WITH POWERFUL EVENT SPONSORSHIP AND MARKETING OPPORTUNITIES

Three levels of affordable sponsorship allow you to maximize your ROI by building awareness and driving traffic to your virtual booth. Gain an edge on your competitors with the heightened visibility you need to separate yourself from the competition.

Use this powerful combination to:

- **Generate qualified leads** via access to comprehensive data you can view in real time
- **Demonstrate your products and services** in a scheduled webcast and live group chat setting
- **Rank leads** by your pre-determined criteria and attendee profile information
- **Communicate with prospects** using the conference's instant messaging capability

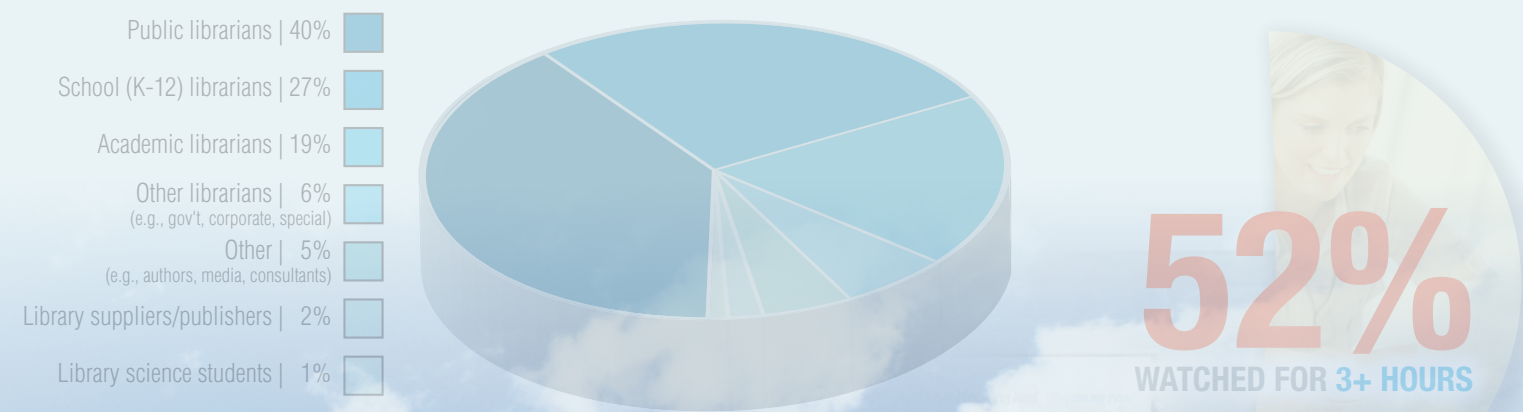
Virtual Show Sponsorship Features	Booth Sponsor	Gold Sponsor	Platinum Sponsor
Number of sponsorships available	UNL	6	2
Guaranteed # of leads	200	Live Attendee List	Full Registration List
Maximum # of content tabs in booth	10	10	10
No-conflict time for scheduled booth chats published on show schedule	√	√	√
Booth and logo on Exhibit Hall Floor	√	√	√
Unlimited booth reps	√	√	√
Listing in Exhibitor Directory	√	√	√
Attendee data of those entering your Virtual Booth	√	√	√
Logo/Link inclusion in pre-show marketing		√	√
Poster Session webcast including librarian presenter		1	2
Logo in Lobby, Exhibit hall, Resource Center directly linked to booth		√	√
Opportunity to place key customer on session panel			1
Pre show Q&A vendor coverage to appear on the Digital Shift		√	√
Booth/Logo in the center of Exhibit Hall floor			√
1 piece of marketing collateral in Attendee Briefcase & 2 marquee messages			√
Option to add a pre-recorded webcast into the on24 platform Program Schedule as an On-Demand option			√
Investment Level	\$4,500	\$9,000	\$15,000

VIRTUAL BOOTH FEATURES

- Live chat with attendees
- Product demonstration videos
- Downloadable content (e.g. white papers, pre-recorded, webcasts, product brochures, sales materials, giveaways)
- Booth visitor details, including full contact information
- Unlimited booth staff

CONTACT YOUR ACCOUNT REP

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52%
WATCHED FOR 3+ HOURS



The Digital Shift™

LIBRARIES @ THE CENTER

Library Journal and School Library Journal present **The Digital Shift: Libraries @ the Center.**

Now in its 6th year, this highly regarded online summit will focus the attention of librarians, sponsors, and library professionals on the future of libraries. Participants will engage in a dynamic day-long conversation about our shared digital future. How will libraries adapt and adopt emerging technologies and tools, new ways of learning, and the evolving publishing ecosystem? How will libraries continue to be at the center of their communities?

The Digital Shift: Libraries @ the Center program is being developed around the following areas of focus:

• **Content, Containers and Beyond**

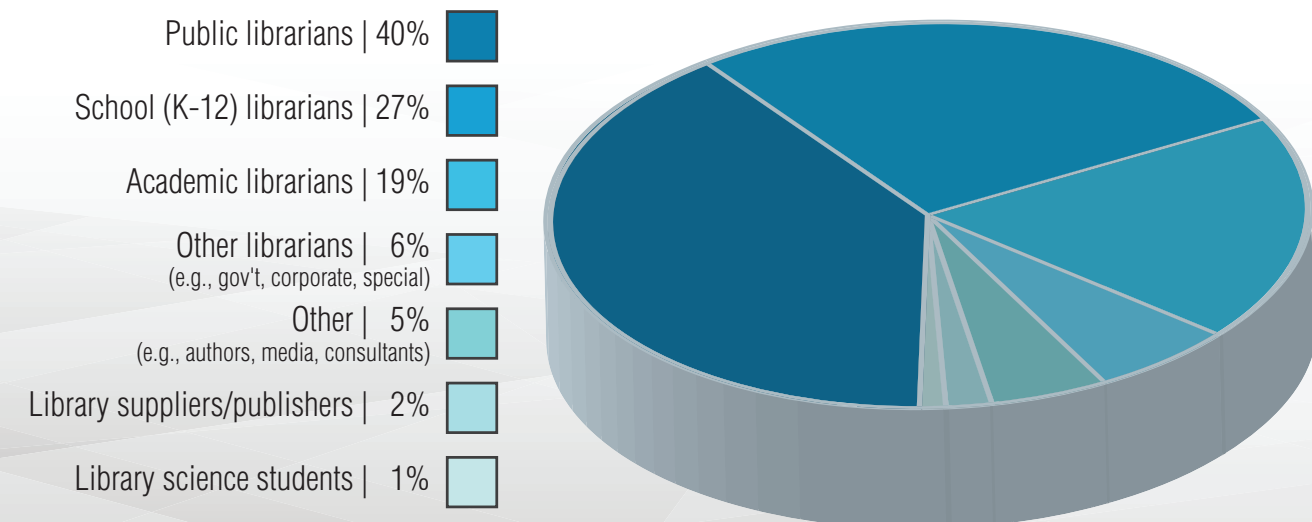
We'll look at how libraries are creating, curating, licensing, digitizing, archiving, and delivering content in today's fast-changing digital world. Topics/focus might include streaming media; licensed vs. purchased content; the new all-digital libraries; new ebook models (PDA and beyond); the library as publisher; open access; privacy and surveillance; alt-metrics; digital repositories; and the DPLA.

• **Collaboration and Innovation**

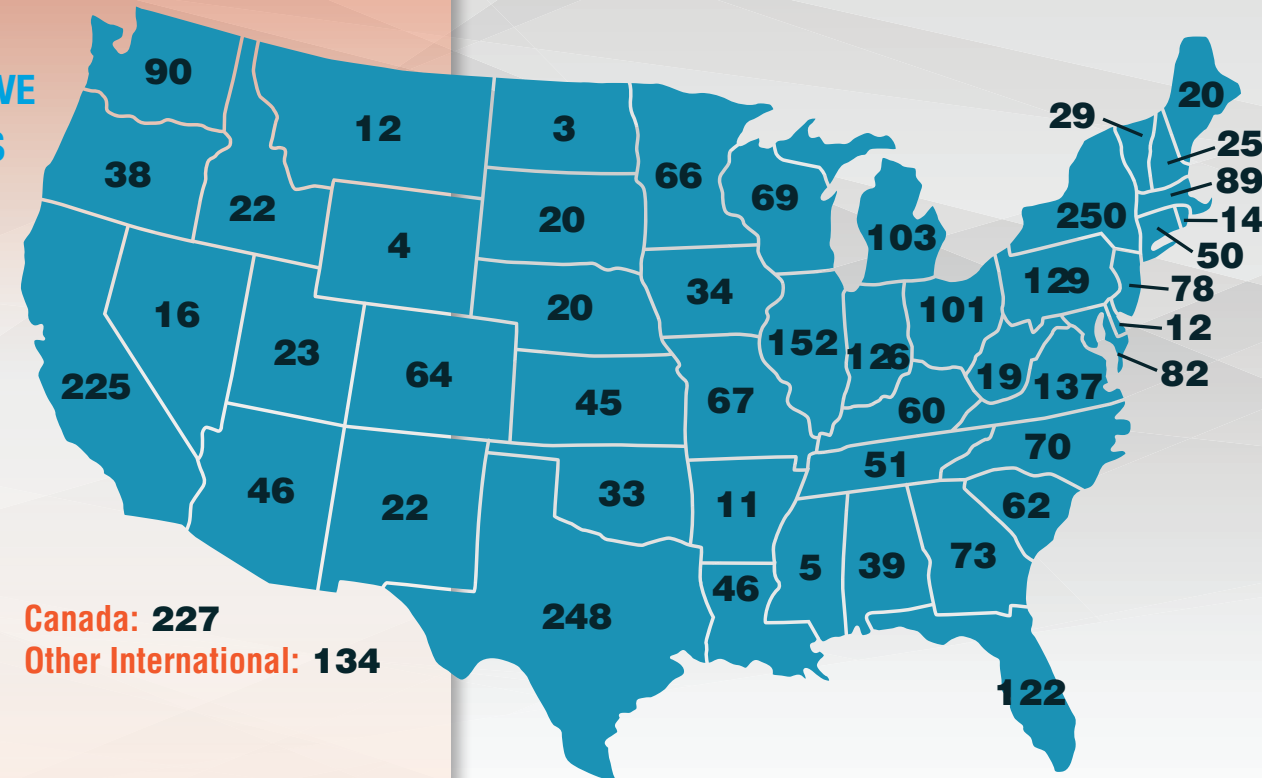
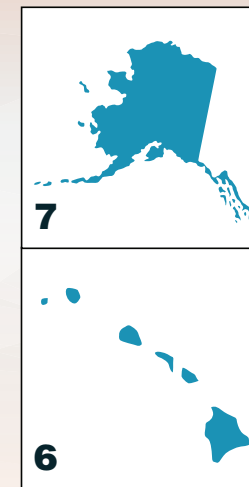
We'll explore programs on how libraries are repositioning themselves as the digital nexus for their communities. Topics/programs might include digital librarianship; embedded librarianship; one to one computing; the Common Core and the digital shift/digital divide; leveraging the E-Rate; creating and sustaining innovative community partnerships (internal and external); maker-spaces; and expanding the library's community footprint.

• **Leading the Learning Revolution**

We'll investigate libraries as essential links in a learning continuum. Topics/focus might include tech-centric GED and early literacy/literacy education; digital literacy at all ages and stages; college readiness; distance learning; workforce development and the new economy; DIY; green issues @ the library; business incubation; gaming; coding; hacking; and next-generation MOOCs.



LOCATION OF LIVE
TDS ATTENDEES



Expected registrants:
7,000+

2013 Audience Breakdown
and Statistics:

- Registrants: 7,859
- Live Attendees: 3,504
- Average Number of Booths Visited per Attendee: 5.4

Join Us

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(includes unlimited access to the archived content for an additional three months)

See next page for sponsorship levels>

