



SPONSOR & VENDORS

**ALLA
& SELA**

2027

JOINT

CONFERENCE



Will be Held on

April 14-16, 2027
Renaissance Mobile
Riverview Plaza Hotel

Organized by

ALLA/SELA
Sponsor/Vendor
Committee

WELCOME



Welcome from the Conference Chairs

Welcome to the 2027 Alabama Library Association and Southeastern Library Association Joint Conference

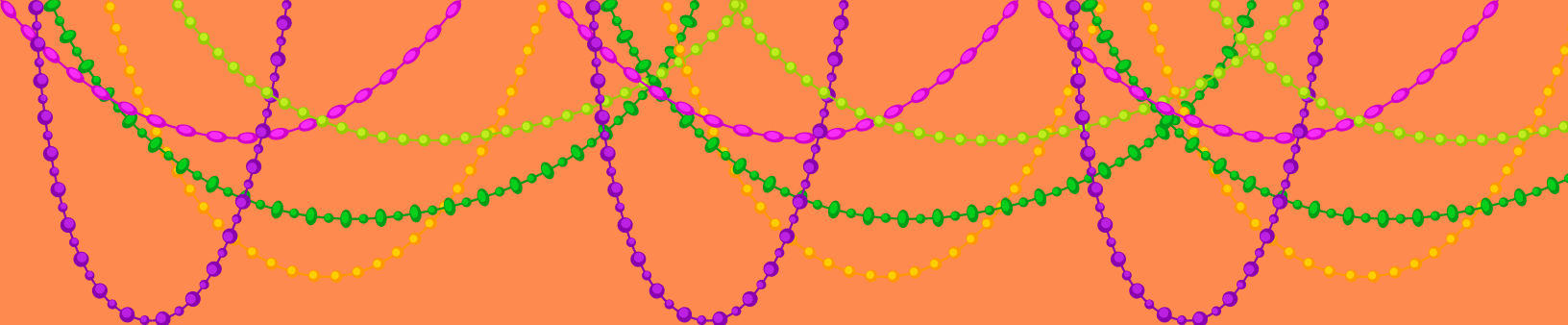
We are excited to bring together librarians, educators, publishers, technology providers, and industry leaders from across the Southeast for four days of professional development, networking, and innovation in beautiful downtown Mobile.

As a sponsor or vendor, your organization will have the opportunity to engage directly with decision-makers representing:

- Academic Libraries
- Public Libraries
- School Libraries
- Special Libraries
- State Agencies
- Library Consortia
- Archives & Museums
- Friend Groups
- Library Trustees



We invite you to partner with us in creating an exceptional conference experience.



WHY EXHIBIT?

The Alabama Library Association and Southeastern Library Association represent thousands of library professionals throughout Alabama and the Southeast.

Conference attendees include:

Library Directors
Collection Development Librarians
Technology Managers
Youth Services Librarians
Acquisitions Staff
Archivists
Faculty Librarians
Trustees
Library School Students



Expected Attendance

400-500 attendees

Vendor Hall Features

Dedicated Exhibit Hours
No competing educational sessions during vendor receptions
Passport/Scavenger Hunt
Open Reception in Exhibit Hall
Refreshment Breaks in Exhibit Hall



CONFERENCE VENUE



Renaissance Mobile Riverview Plaza Hotel located in downtown Mobile, Alabama

Features include:

River Ballroom
Large Exhibit Hall
Meeting Rooms
Connected parking
Walking distance to restaurants
Riverfront Park
Gulf Coast attractions

Nearby Attractions:

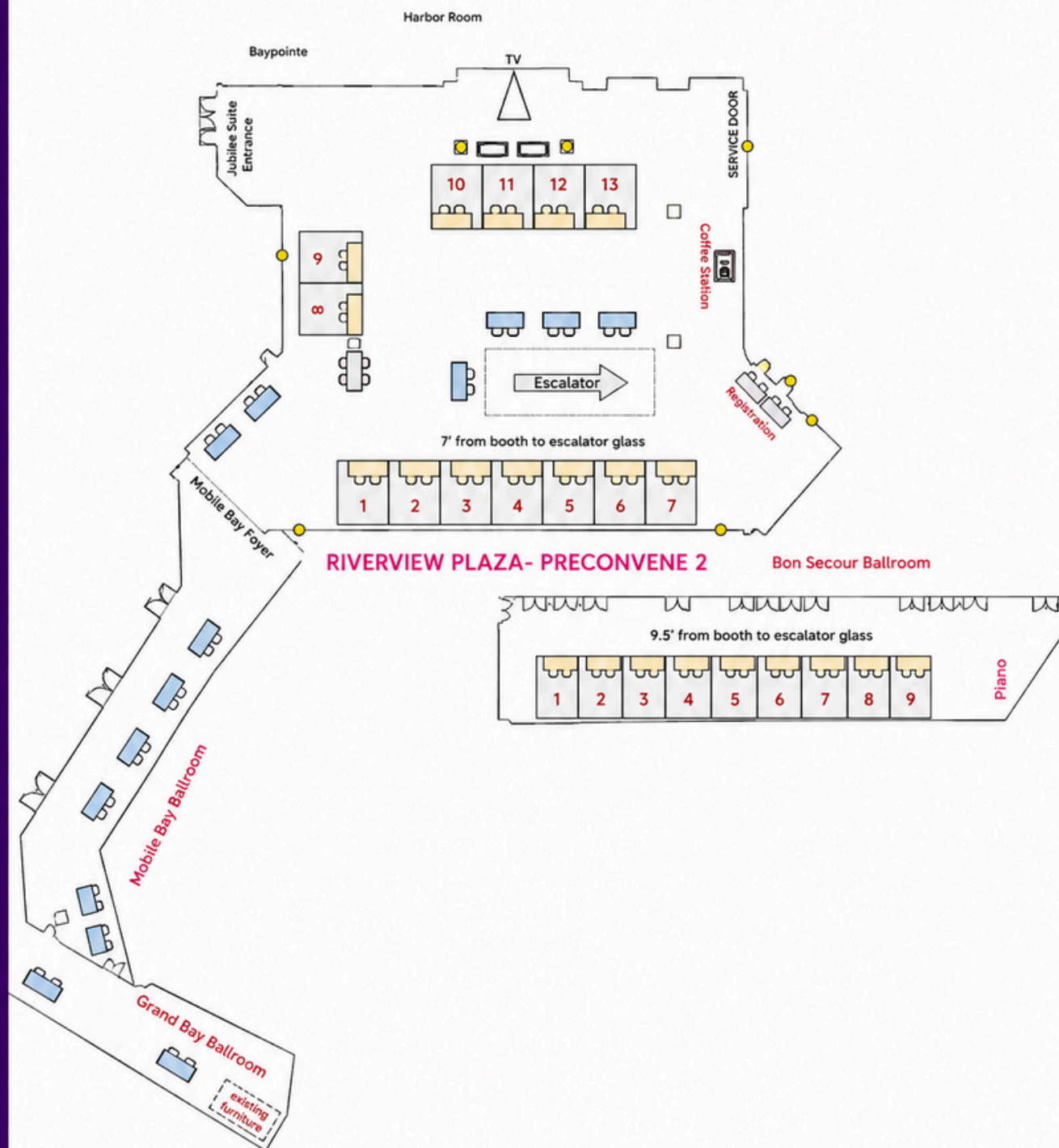
USS Alabama Battleship Memorial Park
GulfQuest National Maritime Museum
Mobile Carnival Museum
History Museum of Mobile
Oakleigh Historical House Museum
Dauphin Street Entertainment District



ALLA & SELA

2027 JOINT CONFERENCE

VENDOR FLOOR PLAN



APRIL 14-16, 2027

Renaissance Mobile Riverview Plaza Hotel
Mobile, Alabama

BOOTH PACKAGES

BOOTH TYPE

STANDARD/NONPROFIT/LOCAL BOOTH

1 6FT TABLE, GREY TABLECLOTH, WASTEBASKET, 2 CHAIRS, WIFI
\$500

INCLUDES:

- TWO EXHIBITOR REPRESENTATIVES
- LISTING IN THE DIGITAL CONFERENCE PROGRAM
- LISTING ON THE CONFERENCE WEBSITE
- OPPORTUNITY TO INCLUDE ONE PROMOTIONAL ITEM IN ATTENDEE REGISTRATION BAGS (SUBJECT TO DEADLINES)
- PARTICIPATION IN THE VENDOR PASSPORT PROGRAM

PREMIUM BOOTH

8 X 10 SPOT, 1 6FT TABLE, GREY TABLECLOTH, PIPE & DRAPE = 8FT WALL BEHIND TABLE WITH BLUE DRAPE, WASTEBASKET, 2 CHAIRS, WIFI **\$1000**

INCLUDES:

- TWO EXHIBITOR REPRESENTATIVES
- ENHANCED LISTING IN THE DIGITAL PROGRAM
- LOGO ON CONFERENCE WEBSITE
- ONE PRE-CONFERENCE SOCIAL MEDIA SPOTLIGHT
- PROMOTIONAL ITEM IN ATTENDEE BAGS
- PARTICIPATION IN THE VENDOR PASSPORT PROGRAM

DELUXE EXHIBITOR BOOTH

8 X 10 SPOT, 1 6FT TABLE, GREY TABLECLOTH, PIPE & DRAPE = 8FT WALL BEHIND TABLE WITH BLUE DRAPE, WASTEBASKET, 2 CHAIRS, WIFI **\$1500**

INCLUDES:

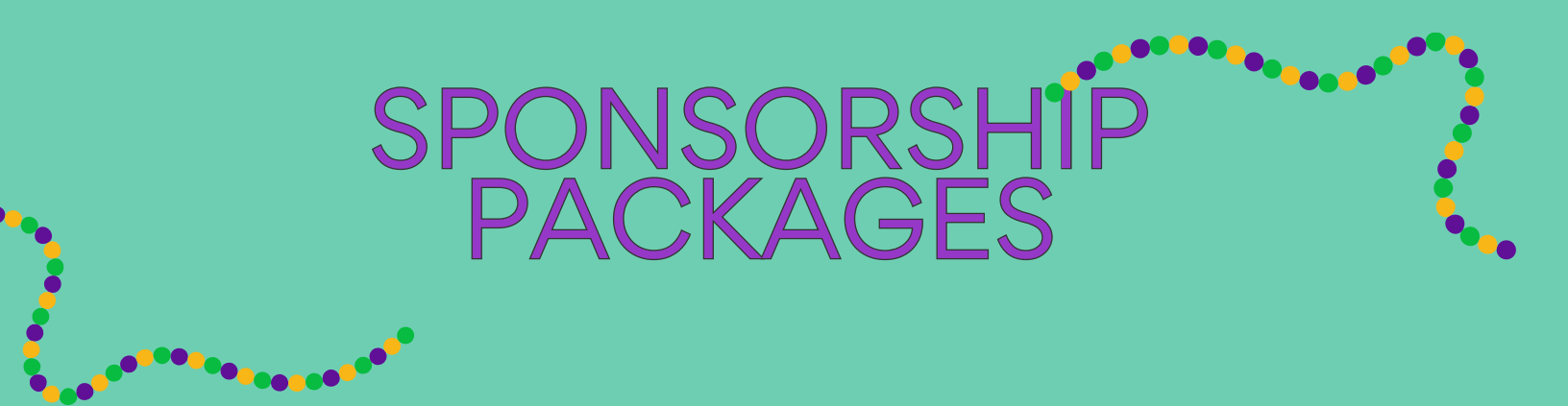
- THREE EXHIBITOR REPRESENTATIVES
- HALF-PAGE DIGITAL PROGRAM ADVERTISEMENT
- LOGO ON SPONSOR SIGNAGE
- RECOGNITION ON GENERAL SESSION SCREENS
- SOCIAL MEDIA SPOTLIGHT
- REGISTRATION BAG INSERT
- PARTICIPATION IN THE VENDOR PASSPORT PROGRAM

Special Services: Additional \$200 per service

Upon Request & Availability

1) WiFi 2) Electricity 3) Shipping and Handling (only with 8x10 booth)





SPONSORSHIP PACKAGES

Exhibit booths and sponsorships may be purchased separately.

Sponsors at the Bronze level and above receive a complimentary exhibit booth as part of their sponsorship package.

Organizations that only wish to exhibit may purchase one of the booth packages listed on the previous page.

Presenting Sponsor — \$5,000

Includes:

Premier Conference Recognition
Largest/Prominent Logo Placement
Recognition as “Presenting Sponsor”
Deluxe Booth
Recognition during General
Sessions/Openings
Dedicated social media recognition
Premium Program Placement
5 Bag items
(subject to deadlines)

Silver Sponsor — \$1,500

Includes:

Premium Booth
Sponsor Recognition
2 Bag items
(subject to deadlines)

Friend of ALLA/SELA Libraries

\$750

Includes:

General Supporter Recognition
Website/Program Recognition
1 Bag item
(subject to deadlines)

Gold Sponsor — \$2,500

Includes:

Deluxe Booth
Prominent Sponsor Signage
Enhanced Website/program recognition
Social Media Spotlight
5 Bag items
(subject to deadlines)

Bronze Sponsor — \$1,000

Includes:

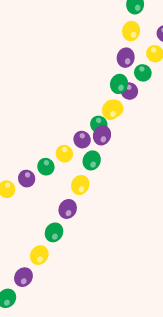
Standard Booth
Sponsor Recognition
1 Bag item
(subject to deadlines)

SELA’s 75th Anniversary of the Southern Book Competition Celebration

\$750

Includes:

Recognition specifically tied to the 75th
Anniversary/Southern Book Competition
Celebration
Website/Program recognition
1 Bag item
(subject to deadlines)



VENDOR DISCOVERY PROGRAM

Drive Booth Traffic - Build Relationships - Win Prizes

What is the Vendor Discovery?

The Vendor Discovery Program encourages attendees to spend meaningful time in the exhibit hall by visiting participating exhibitors, learning about new products and services, and building professional relationships.

Instead of simply walking past booths, attendees interact with vendors by asking them “What is your favorite book?” and writing it in the vendor’s box, for the chance to win exciting prizes.

How It Works

1. Receive Your Discovery Passport - Every registered attendee receives an official ALLA/SELA Discovery Passport during conference registration.
2. Visit Exhibitors
 - a. Learn about products
 - b. Watch demonstrations
 - c. Ask questions
 - d. Meet vendor representative
3. Attendees ask each vendor, “What is your favorite book?”
 - a. Each attendee writes the name of the book in the vendor’s box
4. Turn it in
 - a. Return the completed passport to the Registration Desk before the deadline.
5. Win Great Prizes!
 - a. Completed passports are entered into the conference prize drawings.

Prize Ideas

Complimentary ALLA Membership
Free 2028 Conference Registration
Alabama Gift Baskets
Technology Accessories
Book Packages
Gift Cards
Mobile Attractions
Vendor Donated Prizes

Sponsors and exhibitors may donate prizes or sponsor the Discovery Program for additional conference recognition. Participation deadline 03/12/2027.

À LA CARTE SPONSORSHIP OPPORTUNITIES

Sponsors may purchase these opportunities independently or in addition to an exhibit booth.

Opening Reception Sponsor

\$2,500

Keynote Sponsor

\$2,000

Awards Luncheon Sponsor

\$2,000

President's Reception Sponsor

\$1,500

Vendor Discovery Passport Program

\$1,500

Conference Lanyard Sponsor

\$1,500

Conference Tote Bag Sponsor

\$1,500

Premium Snack Break Sponsor

\$1,500

Wi-Fi Sponsor

\$1,000

Coffee Break Sponsor

\$750

First-Time Attendee Sponsor

\$750

Student Scholarship Sponsor

\$500

Session Room Sponsor

\$250

VENDOR EXHIBIT HALL SCHEDULE

Wednesday, April 14

Vendor Set-up 11am - 2pm

Vendor exhibit time: 2pm - 5pm

Thursday, April 15

8:00 a.m. – 5:00 p.m.

The Exhibit Hall remains open throughout the conference day, providing continued opportunities for networking, demonstrations, and product discussions.

Friday, April 16

8:00 a.m. – 1:30 p.m.

Final exhibit hours conclude following the morning conference activities and lunch.

Exhibitor Move-Out

1:30 p.m. – 4:00 p.m.

Exhibitors may begin dismantling booths after lunch.

Please do not begin packing prior to the official close of the Exhibit Hall unless prior arrangements have been approved.

Shipping assistance and outbound freight coordination will be available for exhibitors using carrier services.

EXHIBITOR INFORMATION

Deadline for completed vendor/sponsor requests & modifications: 03/12/2027

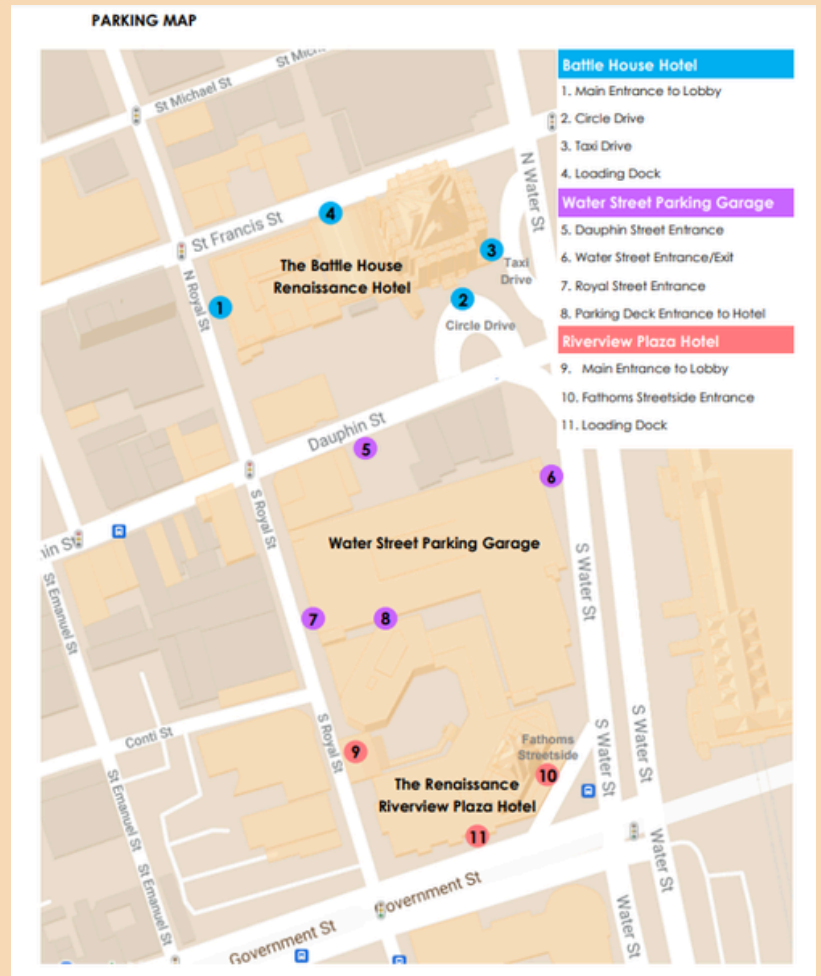
Vehicle Unloading and Parking

- Exhibitors may unload their vehicles at the Riverview Plaza Hotel Entrance on **South Royal Street**. Please reference #9 on the parking map to the right.
- Vehicles must be actively loaded or unloaded while parking in this area. Please place items at your booth and then relocate your vehicle before starting to set up your booth. **You cannot leave your vehicle unattended more than 10 minutes.**
- There is no parking fee to unload at the loading dock. Please reference #11 on the parking map to the right.
- Carts are available at both locations.
- Bellmen are not available to load or unload.
- They have both FedEx and UPS pick up in the building.

Freight Delivery

Only Available for 8 x 10 booths

- The Riverview Plaza will not accept advance shipments of freight or materials prior to Friday, April 9, 2027, for storage purposes.
- To ensure proper delivery of packages, all shipments to be delivered to the Riverview Plaza Hotel shall be addressed as follows:
 - **Renaissance Riverview Plaza Hotel, 64 South Water Street, Mobile, AL 36602**
 - Include the following:
 - Name of Company
 - Date of Meeting
 - Name of Meeting: **Alabama Library Association AllaCon 2027**
 - Number EACH package (for example: Box 1, Box 2, Box 3 of 3)



RULES & REGULATIONS

Deadline for completed vendor/sponsor requests & modifications: 03/12/2027

Decorations

- Gaffers tape is required to taping anything to the floors
- Painters tape is required for taping anything to the walls
- Easels: Bring your own

Food Policies

- Vendors can bring candy for their tables.
- They cannot provide coffee, snacks, bottled water, or homemade foods at their booth.
- They can arrange those services with the hotel if they want them.

Security

- You can leave items at your booth overnight.
- They have security and cameras watching
- No insurance requirements.

Daily Wastebasket Pickup

- Move the basket to the side of the booth for pickup

Parking

Hotel Parking:

- **Water Street Parking Garage**
 - **(See map on page 8)**
- Cost of parking daily is \$17.00
- If you stay in the hotel: \$15.00

Vendor Cancellation & Refund Policy

The Alabama Library Association (ALLA) understands that circumstances may arise that require a registered vendor or exhibitor to cancel participation in ALLA Con 2027.

To provide fairness to our vendor partners while allowing ALLA adequate time to make exhibit-space adjustments, the following cancellation and refund policy will apply:

- Cancellations received on or before February 1, 2027:
 - Vendor will receive a 75% refund of booth or table registration fees paid.
- Cancellations received February 2 through March 1, 2027:
 - Vendor will receive a 50% refund of booth or table registration fees paid.
- Cancellations received after March 1, 2027:
 - No refund will be issued.

All cancellation requests must be submitted in writing to the **Alabama Library Association** in care of **pwebb@southalabama.edu**

At ALLA's discretion, a vendor registration may be transferred to another representative of the same company or organization in lieu of cancellation.

This policy recognizes the commitments of our valued vendor partners while protecting ALLA from expenses and lost opportunities associated with late cancellations and reserved exhibit space.

PARKING



PARKING GUIDE FOR CONFERENCE ATTENDEES 2027 ALLA/SELA JOINT CONFERENCE



RENAISSANCE MOBILE RIVERVIEW PLAZA HOTEL

64 South Water Street • Mobile, Alabama 36602

APRIL 14–16, 2027



STREET PARKING (RECOMMENDED)

- ROYAL STREET**
2–5 minute walk
Numerous metered spaces
- WATER STREET**
Directly beside the convention hotel
Metered parking available
- GOVERNMENT STREET**
Several metered spaces within walking distance
- ST. FRANCIS STREET**
Additional metered parking
Approximately 5-minute walk
- ST. MICHAEL STREET**
Additional downtown parking
Approximately 5–8 minute walk



PARKING TIPS

- ✓ Download the ParkMobile app before arriving.
- ✓ Most downtown meters accept:
Credit/Debit Cards • ParkMobile • Coins
- ✓ Check posted signs for:
Time limits • Enforcement hours • Handicap parking restrictions
- ✓ Always verify meter instructions before leaving your vehicle.

DOWNTOWN MOBILE PARKING MAP



NEARBY PUBLIC PARKING GARAGES

If street parking is unavailable, several public garages are within walking distance, including:

- Government Plaza Garage
 - Mobile Convention Center Garage
 - Bienville Square Garage
 - St. Louis Street Garage
 - Washington Square Garage
- Most are only a few blocks from the Renaissance Hotel.



WALKING DISTANCE

Most downtown parking is within
2–8 MINUTE WALK
to the Renaissance Mobile Riverview Plaza Hotel.



ACCESSIBILITY PARKING

Accessible parking spaces are available in public garages and throughout downtown Mobile. A valid state-issued accessible parking placard or license plate is required.



CITY OF MOBILE APP

Use the official City of Mobile app for real-time parking availability, mobile payments, parking maps, and more. Search "City of Mobile AL" in your app store.



.. Thank you for joining us in beautiful downtown Mobile! ..

VENDOR/ SPONSORSHIP RESERVATION INFO



Note: You will have to register with a new account
alla.memberclicks.net/conventionsponsors#

CONTACT INFORMATION

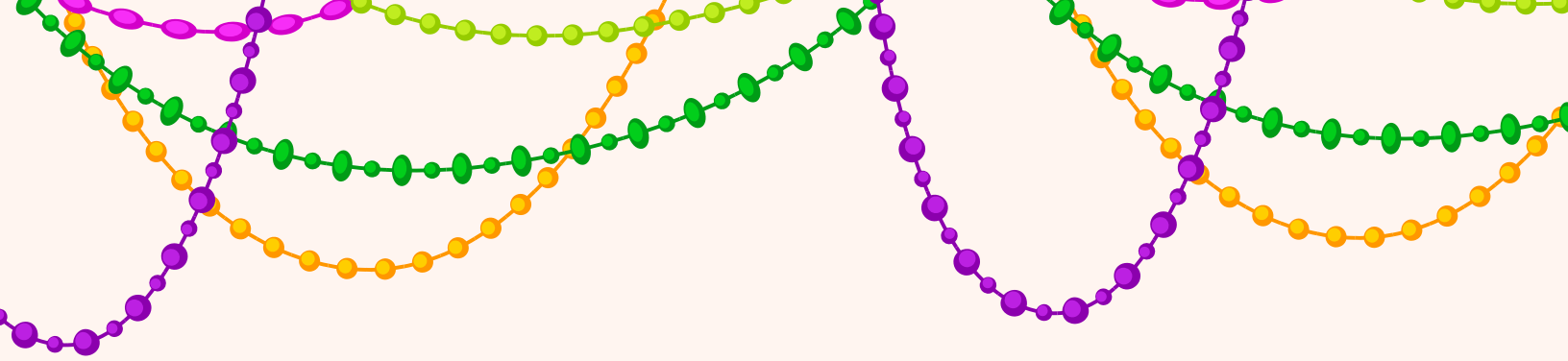


Questions & Issues?
Contact:
Paula Webb
pwebb@southalabama.edu
Text: 251-652-5062

Laura Slavin
lcs0017@uah.edu
Text: 606-269-2704

Craig Scott
craig@gadsdenlibrary.org





THANK YOU!



Further Information

Text 251-652-5062

Email pwebb@southalabama.edu