



# Sponsorship levels & information

## Overview of Digipalooza 2015

- August 5-7, 2015
- Hosted at the newly renovated Cleveland Convention Center in downtown Cleveland, Ohio.
- 5th international user group conference to celebrate digital media in the library.
- This is a unique marketing and sales opportunity to reach library and school buyers of digital media and services.
- Programming is centered on maximizing the value and circulation of eBooks, audiobooks, music and streaming video.
- Conference is a unique blend of education, networking and fun!

## Why sponsor?

- Expected attendance: 600 public and school librarians.
- Majority in attendance are from North America, and past conferences have brought in attendees from Australia, New Zealand, the UK and South Africa.
- Wide variety of library roles and staff members represented (leadership, collection development, marketing, IT and more), including decision-makers and trendsetters.
- Digipalooza is a unique conference where exhibitors and sponsors mingle with attendees throughout the entire conference and have full access to sessions, meals and the evening events.

*"I loved pretty much everything about Digipalooza! Learned a lot and had tons of fun too, can't ask for more than that."*  
– Digipalooza attendee

*"This is my favorite conference – I've attended twice now, and it is always so well-organized. There's a lot of great information and I felt very well taken care of as an attendee. I loved the opportunity to meet people from around the country who do the same job as I do."*  
– Digipalooza attendee

### Conference Partner

Receive heavy exposure and recognition throughout Digipalooza, and have an exhibit table for direct contact with attendees.

*(more info on page 2)*

### Exhibitor

Attend Digipalooza and have a table in the exhibit hall.

*(more info on page 3)*

### Sponsor

Support an event or other promotional option related to Digipalooza.

*(more info on page 4)*

Sponsorship and exhibitor opportunities will be available on a first-come, first-served basis. Don't miss your chance – there's very limited space! Please complete and return the attached Sponsor & Exhibitor Order Form (pages 5-6) to reserve your space.

## Conference Partner

Become a Conference Partner to make the most of your exposure to Digipalooza attendees and market to key decision makers at the largest libraries and schools within the OverDrive network.

- Recognition as a top sponsor for Digipalooza 2015.
- Company logo on t-shirt distributed to all attendees, in program, on banners throughout venue, on website, pre-event publicity and post-conference summary email.
- Full page ad in conference program.
- Exhibitor space (see page 3 for more information) and registration for all conference sessions, events and meals for three (3) people. Additional tickets are available at \$995 per person.
- Full access to Digipalooza attendees during networking breaks (3), meal times (4) and during the evening events (2).
- The opportunity to participate on stage in a conference session or activity.
- Offer to bundle additional sponsorship opportunities for Digipalooza 2015 at a discounted rate.

**Conference Partner: \$11,500 (5 available)**

Additional value-add for conference partners:

- Write a guest blog post on our blog, <http://blogs.overdrive.com> (4,500 subscribers and over 23,000 monthly page views).
- At least five social media mentions before, during or after the conference (over 10,000 followers).
- If applicable, selected catalog highlighted in a featured collection within Marketplace, the library shopping site (publisher to provide title selections).
  - Promotion of publisher's selected catalog with a featured advertisement within Marketplace.
  - Promotion of publisher's selected catalog in ContentWire newsletter blast, promoting the featured collection to 28,000 public and school librarians.
  - Additional promotional opportunities are available for publishers who promote a sale during or following Digipalooza.

*"I enjoyed the author talks and the publisher presentations about upcoming titles."*

*– Digipalooza attendee*



## Exhibitor

Exhibitors have full access to Digipalooza attendees throughout the conference, including networking breaks, meal times, non-conflict time and evening events.

**Full access to conference plus exhibit space: \$2,500**

- Booth space (6' x 30" table with black table covering) located in the main meal area.
- Meal / exhibitor non-conflict times:
  - Thursday: breakfast, lunch, two breaks and non-conflict exhibitor time
  - Friday: breakfast, lunch and one break
- Registration for all conference sessions, events and meals for one (1) person. Additional tickets are available at \$995 per person.
- Placement of your logo on the Digipalooza website and print program.
- We recommend bundling with sponsorships to extend your reach and make the most of your participation at Digipalooza (see more information about sponsorship opportunities on page 4).

Electricity is an additional cost of \$79.00. Wifi is included.

*"I thought the exhibits were interesting and I had good discussions with the vendors."*

*– Digipalooza attendee*

*"I would have liked to talk to more vendors. Found the information from some to be immensely helpful!"*

*– Digipalooza attendee*

*"Exhibits were relevant and interesting. The meals were wonderful. The opening cocktail reception had such great food and lots of fun mingling."*

*– Digipalooza attendee*





## Sponsor

A wide range of sponsorship opportunities are available to give your brand big exposure at Digipalooza 2015!

**Special Event Sponsor:** Sponsor our special events to help get the party going!

- Registration for all conference meals, sessions and events for one (1) person.
- Your company name and logo prominently displayed at the special event.
- Your company name recognized as a sponsor in the print program and on the Digipalooza website.
- Recognition during event by OverDrive CEO, Steve Potash, and one (1) minute on stage for remarks.
- Recognition in post-conference summary email.

Opening night reception at OverDrive's Blue Sky Campus on Wednesday, August 5

**Special Event Sponsor:** \$5,000 (2 available)

Digipalooza party at the Rock and Roll Hall of Fame on Thursday, August 6

**Special Event Sponsor:** \$6,000 (2 available)

**Meal Sponsor:** Sponsor a meal or networking break during Digipalooza.

- Your company name and logo prominently displayed at meal entrance.
- Your company name recognized as a sponsor in the print program and on the Digipalooza website.
- Recognition prior to break and during the meal by OverDrive CEO, Steve Potash.

*For Breakfast & Lunch sponsorships:*

- Registration for all conference meals, sessions and events for one (1) person.
- One (1) minute on stage during meal for remarks.

**Networking Break:** \$2,000 (3 available)

**Breakfast:** \$3,000 (2 available)

**Lunch:** \$4,000 (2 available)

**Keynote Speaker Host:** Promote one of your big name authors via our keynote speech.

*Contact us for more information (1 available)*

**Swag Sponsor:** Get your logo on a giveaway item that every attendee will receive in their welcome packets.

**Swag Sponsor:** \$2,000 (2 available)

**Advertisement in Conference Program:** Submit a full page or half page ad in the conference program that will be seen by hundreds of Digipalooza attendees (and many more after the conference).

**Full page ad:** \$1,000 each

**Half page ad:** \$500 each

### Additional sponsorship opportunities could include...

- Interactive Sponsors (charging stations, mobile experience, etc.)
- Fun & Games Champions (yoga, miscellaneous activities)
- Digipalooza Scholarship Donor
- Signage at the Cleveland Convention Center

We are happy to discuss bundling options or more outside-the-box sponsorship opportunities.

Please contact us at [digipalooza2015@overdrive.com](mailto:digipalooza2015@overdrive.com) for more information.

## Sponsor & Exhibitor Order Form

To sponsor or exhibit at Digipalooza 2015, please complete and return the form below (two pages).

### Digipalooza 2015 • Sponsor & Exhibitor Order Form

- \_\_\_\_\_ Conference Partner | \$11,500 each (5 available)
- \_\_\_\_\_ Special Event Sponsor: Opening Night Reception at OverDrive's Blue Sky Campus | \$5,000 each (2 available)
- \_\_\_\_\_ Special Event Sponsor: Digipalooza Party at Rock Hall | \$6,000 each (2 available)
- \_\_\_\_\_ Exhibit Space | \$2,500 each
- \_\_\_\_\_ Electricity for Exhibit Space | \$79 each

### Meal Sponsor

- \_\_\_\_\_ Breakfast | \$3,000 each (2 available)
- \_\_\_\_\_ Lunch | \$4,000 each (2 available)
- \_\_\_\_\_ Networking Break | \$2,000 each (3 available)

### Swag Sponsor

- \_\_\_\_\_ Swag Sponsor | \$2,000 each (2 available)

### Advertisement in Conference Program

- \_\_\_\_\_ Full page | \$1,000 each
- \_\_\_\_\_ Half page | \$500 each

### Additional Tickets

- \_\_\_\_\_ Number of additional tickets (\$995 each)

### Custom Sponsorship Package

Contact us at [digipalooza2015@overdrive.com](mailto:digipalooza2015@overdrive.com)

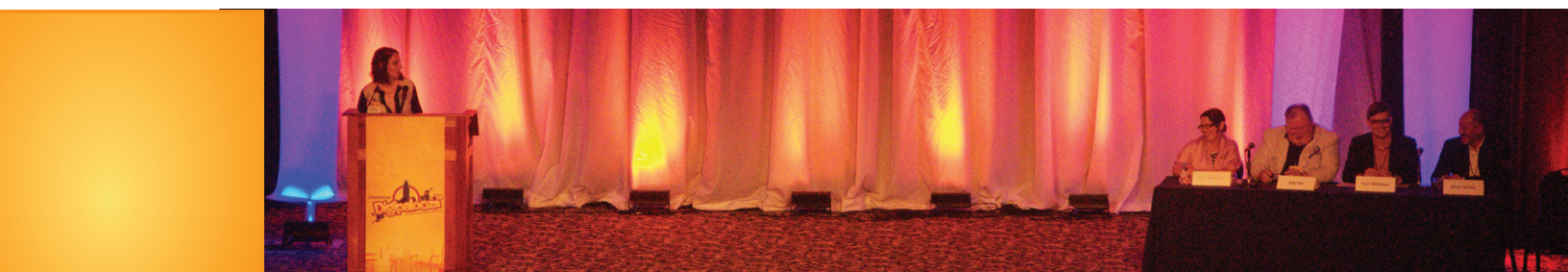
- \_\_\_\_\_ Custom package details \_\_\_\_\_
- \_\_\_\_\_ Custom package amount \_\_\_\_\_

Sponsorships and Exhibit Space will be assigned on a first-come, first-served basis. Your signature represents your commitment to pay for selected sponsorship(s) and/or exhibit space above, as stipulated herein:

Total \_\_\_\_\_

Your signature: \_\_\_\_\_

*Continue form on next page.*



## Sponsor & Exhibitor Order Form (continued)

**Date & Location:** August 5 - 7, 2015

CLEVELAND CONVENTION CENTER

300 Lakeside Avenue  
Cleveland, OH 44113  
Phone: 216.928.1600

THE WESTIN CLEVELAND DOWNTOWN

777 St Clair Ave NE  
Cleveland, OH 44114  
Phone: (216) 771-7700

**ROOM BLOCK:** To make a hotel reservation, visit

[www.digipalooza.com/venue](http://www.digipalooza.com/venue). Room reservations made after July 8, 2015 will not be guaranteed the Digipalooza rate.

**REGISTRATION:** Approved sponsors and exhibitors must register their staff (based on the number included with the sponsorship or exhibit space.) We will follow up with more information.

### Payment Information

All sponsors and exhibitors will be invoiced by OverDrive. Full payment must be received in order to receive sponsorship benefits. Please include contact information for appropriate contact.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Print company name exactly as you would like it to appear on event materials. \_\_\_\_\_

Please include hi-res company logo when submitting this form.

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

**Cancellation & Payment Policy:** This Order Form serves as a contract. Execution of this Order Form signifies assumption of legal responsibility to pay for sponsorship(s) and/or exhibit space as stipulated on the Order Form. Full payment must be received within thirty (30) days of receipt of invoice. Payment must be made in U.S. dollars drawn on a U.S. bank. OverDrive reserves the right to cancel this Order Form in the event of non-payment within thirty (30) days of receipt of invoice unless alternate payment arrangements have been agreed upon, in writing, by OverDrive.

**Additional Information:** Promotional specifications for sponsorships and exhibit space will be distributed in early 2015.

For more information, contact [digipalooza2015@overdrive.com](mailto:digipalooza2015@overdrive.com).

### Complete and Return to:

Attn: Cassandra Renner, Melissa Marin

Email: [digipalooza2015@overdrive.com](mailto:digipalooza2015@overdrive.com)

or

Fax: (216) 573-6888