SCASL 2027 Conference
Sponsorship & Exhibitor Prospectus

March 17–19, 2027 Columbia Metropolitan Convention Center

Partner with South Carolina's School Librarians
Join hundreds of school librarians, educators, and decision-makers from across South Carolina as they gather for the annual SCASL Conference. Showcase your products, build lasting relationships, and connect directly with the people making purchasing decisions in schools every day.

Why Sponsor?
When you partner with SCASL, your organization receives:
✔ Face-to-face time with school librarians
✔ Exposure before, during, and after the conference
✔ Brand recognition across SCASL marketing channels
✔ Networking with educational leaders
✔ Opportunities to generate qualified leads

Every booth includes	Exhibit Hall Hours
• One 6' draped table • Two chairs • Vendor identification sign • Complimentary Wi-Fi • Two exhibitor registrations	Wednesday: Setup: 12:00 PM–5:00 PM; Opening Reception: 5:30 PM–7:00 PM Thursday: 8:00–10:30 AM, 12:00–6:00 PM Friday: 8:00 AM–12:00 PM

Vendor Engagement
- Vendor Passport: Every attendee receives a Vendor Passport encouraging visits to exhibitor booths. Attendees who complete their passport are entered to win exciting prizes.

All exhibitors are encouraged to provide a door prize.
- Door prizes may include:
  - Gift Cards
  - AirPods
  - Coolers
  - Technology
  - Classroom Supplies
  - Product Bundles

	BRONZE	SILVER	GOLD	PLATINUM	Diamond
Investment	$600	$1,000	$1,500	$2,500	$5,000
Booth	✔	✔	Premium	Double Booth	Double
Registrations	2	2	3	4	6
Website Recognition	✔	Enhanced	Featured	Year - Round	Year - Round + Awards
Conference Program	Listing	Quarter Page	Half Page	Full Page	Full Page
Social Media Promotion	–	1 Feature	3 Features	Dedicated Spotlight	Awards Campaign
Vendor Passport Logo	–	✔	Premium	Premium Placement	Premier
Booth Selection	Standard	Prefered	Priority	First Choice	First Choice
Attendee List	After Conference	Early Access	Early + Final	Early + Final	Early + Final
Conference Signage	–	✔	Premium	Featured Throughout	Premier
Stage Recognition	–	–	✔	General Session Recognition	Awards Ceremony
Professional Awards	-	-	-	-	Presenting Sponsor

Diamond Sponsor

$5,000

Our **premier** partnership level - created for organizations committed to recognizing and advancing excellence in South Carolina school librarianship.

Everything in Platinum PLUS:

- Exclusive designation as the Presenting Sponsor of SCASL Professional Awards & Scholarships
- Prominent logo recognition on professional awards webpages and awards-related conference
- Recognition from the stage during the professional awards cere
- Sponsor acknowledgment in awards announcements and the awards social media ca

- Opportunity for one sponsor representative to assist with award presentation and photo
- Six exhibitor registrations and premier Vendor Passport place

Bronze Sponsor

$600

Perfect for companies looking to connect with South Carolina librarians.
Includes:

- Standard exhibit booth
- Two exhibitor registrations
- Website listing
- Conference program recognition
- Final attendee list

Silver Sponsor

$1,000

Increase your visibility before and during the conference.
Everything in Bronze PLUS:

- Preferred booth selection
- Quarter-page program advertisement
- Featured logo on Vendor Passport
- One social media spotlight
- Early attendee list

Gold Sponsor

$1,500

Stand out as one of our premier conference partners.

Everything in Silver PLUS:

- Premium booth location
- Half-page program advertisement
- Three social media promotions
- Premium conference signage
- Stage recognition
- Enhanced website recognition

Platinum Sponsor

$2,500

Our highest level of general conference partnership.

Everything in Gold PLUS:

- Double exhibit booth
- First booth selection
- Full-page program advertisement
- Year-round website recognition
- Opening ceremony recognition
- Dedicated sponsor spotlight
- Premium passport placement

Exclusive Sponsorship Opportunities

Opportunity	Investment
Opening Reception Sponsor	$10,000
Book Awards Luncheon	$3,500
Wi-Fi Sponsor	$3,000
General Session Sponsor	$2,000
Preconference Lunch	$900
Breakfast Sponsor	$900

Badge Sponsor	$800
Water Station Sponsor	$150