



WLA 2026 ANNUAL COMMUNITY EVENT



CULTIVATING COMMUNITIES

EXHIBITOR PROSPECTUS

April 16th – 18th, 2026

Yakima Convention and Events Center | Yakima, Washington

Sponsorship and Advertising Opportunities Designed to Highlight Your Brand,
Increase Visibility and Connect with Conference Attendees



A Message from the 2026 Conference Committee

The 2026 WLA Conference will bring together library professionals from Academic, Public, School, and Special libraries across the state for a conference packed full of professional development opportunities and exciting networking events. We have limited space at this year's conference facility, and we expect to sell out of booth spaces quickly, so **be sure to register early!**

The Washington Library Association (WLA) is the leading voice for libraries and library professionals across Washington State. With over 1,200 individual and 40 institutional members representing public, academic, school, and special libraries, WLA champions intellectual freedom, professional development, and innovation. Through advocacy, education, and networking, WLA strengthens the library community and promotes equitable access to information. Its core values—community, integrity, inclusivity, and leadership—guide programs that empower members and advance the role of libraries in democracy and lifelong learning. Partnering with WLA offers sponsors and exhibitors direct access to decision-makers and influencers in the library field.

The 2026 conference theme is Connecting Communities. This event is the largest of the year for WLA, connecting our community of members. Our conference sees on average over 400 attendees each year, with attendees throughout Washington state and work in various types of libraries: Public, School, Academic and Special Libraries. All Sponsors and Exhibitors will receive a copy of the attendee list ahead of the conference, as well as a final list post-conference. There are many ways to market your company through the 2026 WLA Conference as an Exhibitor and as a Sponsor. We invite you to participate by registering online here. Conference exhibitor set-up information will be sent closer to the event in a "Know Before You Go" email.

We greatly appreciate the support that you show our library communities through your participation in our conferences. We hope to see you in Yakima!



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Why Exhibit at the 2026 WLA Conference?

- Meet many new prospects from all around Washington's academic, public, school, and special libraries.
- Talk to buyers. Many attendees control buying or influence purchasing decisions.
- Find new customers who do not attend national conferences.
- Enjoy an active show schedule with at least 15 hours of exhibit time – with refreshments, receptions, and raffles.

Please note, space is limited, and we anticipate selling out. Priority for space assignments will be based on the date of receipt of your exhibitor registration form and payment. We will attempt to follow the preferences and special requests you note in your online registration. Registration will be open until space is sold out. However, **your registration must be submitted by March 31st, 2026** if you want your company listed in the printed conference program.



Exhibitor Opportunities

Conference Exhibitor Booths	WLA Organizational Member Premium Booth*	WLA Organizational Member Standard Booth*	Non-Member Premium Booth*	Non-Member Standard Booth*
Corporate Rate (<i>Five or More Employees</i>)	\$850	\$690	\$1,030	\$840
Small Business Rate (<i>Fewer than Five Employees</i>)	\$580	\$480	\$780	\$630
Nonprofit Rate (<i>Granted Tax-Exempt Status by the IRS</i>)	\$420	\$360	\$590	\$510

*Premium booths offer priority locations in the exhibit hall that will allow for optimal visibility, e.g. on corners, near entrances, coffee stations, and event programming.

Booth Furnishings

The exhibit fee includes one 8x8' draped booth, one draped 6' table, two chairs, two exhibitor badges, one wastebasket and company ID sign*. Add-on furnishings and electricity will be available at an additional cost in the Exhibitor Kit, which will be emailed to all exhibitors. The exhibit hall will not be carpeted.

*booth sizing and included furnishing is subject to change.

Sponsorship Opportunities

[Sponsor Now!](#)

Registration due March 31st to be recognized in the printed conference program.

Don't miss the chance to get your message out to library staff from across the state who will gather for the 2026 WLA Conference, April 16th – 18th, in Yakima, Washington. We are pleased to offer you several ways to be a visible presence at the conference! Please note, only the Diamond Sponsorship includes a booth. For all other sponsors that would like to have a booth, you must purchase the booth in addition to the sponsorship.

Custom Furnishings

To combine or create your own level, please contact the WLA office. We'd love to hear your creative ideas!

Sponsorship Levels and Benefits	Bronze	Silver	Gold	Platinum	Diamond
Logo Visibility During Event	✓	✓	✓	✓	✓
Listing in Sponsor Center	✓	✓	✓	✓	✓
Logo and Link on Conference Website	✓	✓	✓	✓	✓
Logo in Conference Print Program	✓	✓	✓	✓	✓
Banner Ad in App		✓	✓	✓	✓
Acknowledgement at Podium		✓	✓	✓	✓
Description in Conference Print Program		✓	✓	✓	✓
App Push Notification			✓	✓	✓
Social media Promotion			✓	✓	✓
Logo throughout Conference Facility				✓	✓
Logo throughout Conference App				✓	✓
WLA Newsletter Promotion				✓	✓
Podium Time				✓	✓
Logo on All Conference Materials					✓
Educational Session Slot					✓
Prime Booth Location					✓
Four Conference Registrations					✓



Diamond Conference Sponsor | \$5,000

Only One Available!

Main sponsor of the conference. You'll receive Platinum Sponsorship benefits, plus:

- Ten-minute welcome speaker at the opening, all-attendee event
- Pronounced logo placement on all conference materials
- Opportunity to present a 45-minute educational session
- Prime location exhibitor booth
- Free full conference registration for up to four representatives

Platinum Conference Sponsor | \$1,200

Sponsor an all-attendee keynote or meal and receive recognition from an attentive audience. You'll receive Gold Sponsorship benefits, plus:

- Pronounced logo placement throughout the conference facility
- Pronounced logo placement throughout the conference app
- Promotion in the WLA Wednesday weekly e-newsletter as a featured sponsor
- Five minutes at the podium during your sponsored all-attendee event

Gold Conference Sponsor | \$900

Sponsor a reception or other all-attendee event. You'll receive Silver Sponsorship benefits, plus:

- One push notification via conference app
- Promotion on WLA social media as a featured sponsor

Silver Conference Sponsor | \$700

Sponsor a reception or other all-attendee event. You'll receive Bronze Sponsorship benefits, plus:

- Banner ads in the mobile conference app.
- Acknowledgement at the podium during your sponsored event
- Logo, link and 15-word description (provided by sponsor) on the conference website
- Logo, link and 15-word description (provided by sponsor) on the sponsorship page of the conference program

Bronze Conference Sponsor | \$500

Sponsor a coffee or refreshment break during the conference. You'll receive:

- Pronounced logo placement during your sponsored event
- Distribution of your handouts or literature
- Listing in the Sponsor Center in the conference app
- Logo on the sponsorship page of the conference program
- Logo and link on conference website
- A unique sponsorship symbol in the conference program for sponsors who also choose to exhibit

Accessibility Conference Sponsor | \$1,500

WLA is committed to providing accessible events. Accessibility Sponsors cover the cost of providing closed captioning and/or sign language interpretation at our conference programs. You'll receive:

- Special acknowledgements before, during and after conference
- Platinum Sponsorship benefits

Conference Scholarship Sponsor | \$1,200

Do you want to make a direct impact on the Washington library community? You can turn library professionals' dreams into reality by sponsoring an annual conference attendance scholarship. Scholarships will increase access for people who are underrepresented in the field and/or face obstacles in attending a professional conference. For example, your scholarship(s) might support attendees who are BIPOC, Indigenous, students, small/rural librarians, support staff, early career, etc. You'll receive:

- Organization's name tied to sponsored conference attendance scholarship
- Special acknowledgements before, during, and after the conference



Sponsorship Opportunities

[Sponsor Now!](#)

Registration due March 31st to be recognized in the printed conference program.

There are several opportunities to promote your organization through print advertising in our print conference program. Please email your high-resolution PDF to info@wla.org by **February 2nd, 2026**.

Conference Program Ads to be Submitted by Sponsor	Price	Specs
Back or Inside Cover	\$800	Full Page, Color, 5.5" x 8.5"
Interior Full-Page	\$500	Black/White, 5.5" x 8.5"
Interior Half Page	\$300	Black/White, Vertical (2.75" x 8.5") or Horizontal (5.5" x 4.25")
Interior Quarter Page	\$175	Black/White, 2.75" x 4.25"



Rules and Regulations Governing WLA Exhibits

Applicant hereby confirms attendance at the 2026 WLA Conference and agrees to abide by the rules and regulations of WLA and its agents as stated on the form above and contract below. The contract will need to be acknowledged and signed in the online registration form.

MANAGEMENT: Exhibits the conference are sponsored by WLA, herein known as "Sponsor" and managed by their contracted management company, referred to herein as "Management." Sponsor and Management reserve the right, at their sole discretion, to alter the exhibit hours or floor plan arrangement in any manner that is in the best interest of the exhibition.

ASSIGNMENT OF SPACE: Management will make space assignments in the order applications are received. Location preferences will be accommodated as much as possible. Sponsor and Management reserve the right to determine the eligibility of exhibit space applicants and individual products to be exhibited.

PAYMENTS: Payment in full must accompany this application. Failure to complete payments as required may result in space reassignment or cancellation by Management.

EXHIBITOR FEE: WLA donates a small portion of each exhibitor registration fee to benefit the tribe(s) on whose ancestral lands the WLA Conference takes place.

NO ASSIGNMENT OR SUBLETTING: The rights of an exhibitor are not assignable to any other persons or firm. No exhibitor may assign, sublet, or apportion the whole or any part of the space allotted nor exhibit therein any goods other than those sold in the regular course of business by the exhibitor without specific permission from Management.

EXHIBIT HOURS: Exhibit hours will be determined by Management, and exhibitor agrees to maintain and staff displays during all hours exhibits are open. The Exhibit Hall will be open to attendees only during show hours, and exclusively to exhibitors only when WLA staff is in the hall. No admittance is permitted at other times except by prior arrangement with Management. Management reserves the right to alter hours as required for the best interest of the exhibition. Exhibitor agrees not to sponsor or conduct any group function outside the exhibit hall without prior permission from Management.

DISPLAY REGULATIONS: No exhibit element may exceed a height of 8' from the floor. No exhibit may intrude upon neighboring exhibits or aisles or obstruct view or access to any other display. Items placed along the side rails may not exceed a height of 4' from the floor. The back and/or side portion of displays shall be maintained as to not be objectionable to nearby exhibitors, and Management reserves the right to require such maintenance if found. Nothing may be nailed, tacked, screwed, or otherwise attached to any portion of the building without express permission from Management and facility. All sound devices must be operated at a level that does not permit sound to travel beyond exhibitor's assigned space. Distribution of printed matter, souvenirs, or any other articles shall be restricted to the contracted booth area. No part of the facility other than the exhibitor's booth shall be used for display, order taking, or selling purposes of any kind. Management reserves the right to require removal of any objectionable display elements or prohibit any unauthorized exhibitor selling activity.

INSTALLATION AND DISMANTLE: Exhibitor agrees to abide by established hours for display installation and dismantling, to have display ready for the official opening hour, to keep display in place until the official closing time, and to remove all exhibit materials from the hall by the established deadline. Exhibitors are permitted to set up and dismantle their own displays in accordance with the rules of the facility.

SECURITY: Doors to the Exhibit Hall will be locked during the hours the show is closed. It is the sole responsibility of the exhibitor to safeguard goods, materials, equipment, and displays at all times. Neither the Sponsor, Management, nor the show facility will be liable for any damages or loss of property arising from the exhibitor's occupancy of the exhibit space and participation in the exhibition.

COMPLIANCE WITH REGULATIONS: Exhibitor shall comply, at exhibitor's sole expense, with all national, state, city, municipal, facility, and other government and facility rules and regulations, including but not limited to fire safety laws, the Americans with Disabilities Act, all applicable trademark and copyright laws including any performance, reproduction, or use of musical, artistic, or literary works.

LIABILITIES AND INSURANCE: The Sponsor, Management, the facility, the official contractor, the building owners, and their employees and agents will not be liable for injuries to any person or damage or loss of any property owned or controlled by exhibitors to which claims for damages may arise or be connected in any way to exhibitor's participation in the exhibition, nor for any claim or liability that may arise as a result of copyright and trademark laws and regulations. Exhibitor agrees to hold harmless and defend the Sponsor, Management, the facility, the official contractor, the building owners, and their employees and agents from all such claims. It is the sole responsibility of the exhibitor to obtain any required business interruption, property damage, or other insurance coverage. The exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify, and save the Facility, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses, or damages to persons or property, governmental charges, or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Facility and its employees or agents.

The exhibitor shall obtain and keep in force during the term of the installation and use the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

SIGNAGE: Each full booth exhibitor will be provided an identification sign. Additional signage may be displayed providing it causes no damage to any equipment or building element and does not interfere with access or view of any neighboring display or infringe on aisle space. Exhibitor will be liable for any damages incurred by signage or other display elements, at exhibitor's sole cost.

EXHIBITOR CANCELLATION: In the event an exhibitor must cancel participation, a written request for cancellation must be sent to the WLA office at PO Box 33808, Seattle, WA 98133 or by email at info@wla.org. Cancellation requests postmarked on or before February 2, 2026, will be eligible for refunds of monies paid less an administrative fee of \$75 for full booths. After that date, no refunds can be made. Companies unable to attend are required to notify Management so that suitable adjustments to exhibit space may be made.

EVENT CANCELLATION: In the event the exhibition is canceled or postponed, Sponsor and Management will refund all monies paid by exhibitor for participation in the event. This refund shall be the sole and exclusive remedy of the exhibitor with respect to any damages sustained by exhibitor in relation to non-performance, cancellation, or postponement of the event. Sponsor and Management reserve the right to cancel or postpone the exhibition for any of the following reasons: damage or destruction of the facility, Acts of God, national or unforeseen emergency, war or insurrections, strikes or the possibility of strikes, the authority of the law, or for any cause beyond their control where Sponsor and Management deem it unsafe or unwise to hold the exhibition as planned.

This agreement shall be construed solely as a license for the use of the exhibitor space to be occupied by the exhibitor, and exhibitor agrees that it has not relied on any oral or written representation not contained in this agreement.