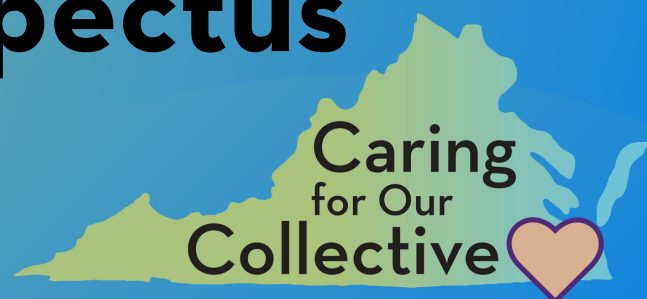


Virginia Library Association 2026 Annual Conference October 18-20, 2026



Vendor Guide & Sponsor Prospectus

Hilton Norfolk the Main
100 E Main St, Norfolk, VA 23510



Exhibitor Information

SCHEDULE

SUNDAY, OCTOBER 18

Load In: Starting at 2pm.

MONDAY, OCTOBER 19

Official Exhibit Hall Hours: 9:00am-5:00pm.

Ribbon Cutting: 9:00am

Non-conflict times: 9:00 am - 10 am, noon - 1:00 pm, 2:45 pm - 4:00 pm

Vendor Appreciation Reception: 5:30 pm

VLA will provide refreshments, including coffee and tea, in the exhibit hall and place scholarship fund raffle materials in the back of the exhibit hall, requiring attendees to walk through the booths to access the baskets.

TUESDAY, OCTOBER 20

Coffee in Exhibit Hall: 8:30am - 9:00am

Noon: Close of Exhibits Hall

HOTEL

Hilton The Main Norfolk is located at 100 E. Main Street, Norfolk, VA 23510. Rooms in the VLA block are \$179 per night plus taxes and fees. Our block opens on June 1 at the time of general registration and closes on September 9.

COORDINATION

Hollins Inc. is our show decorator. You will receive an email from our contracted conference coordinator, Jordan Vallerger, with details about ordering power and exhibitor packets following payment and registration.

Exhibit at VLA 2026

All Booths Include:

- Invitation to the vendor appreciation reception on Monday, 10/19, with food stations and one on one opportunities for connection with library stakeholders and decision makers.
- 8 x 10 feet booth with drape and carpet
- One 6 foot table and two chairs
- Waste basket
- Complimentary Wi-Fi
- One complimentary box lunch (additional lunches may be purchased through exhibitor form)
- Logo included on the Exhibitor and Sponsor page in the conference app.
- Listing on the 2026 Exhibitor and Sponsor VLA webpage.

Booth Type and Cost

Booth Type	Cost
Standard Early Registration (Before 09/01/26)	\$800.00
Additional Booth Add On	\$400.00
Standard Late Registration (On or after 09/01/26)	\$850.00
End Cap Single	\$1,000.00
End Cap Double - Exclusive for End of Row	\$1,500.00

Booths will be assigned based on the date application and the date the fee is received. Please note that registration desks will be placed in the exhibit hall for Monday and Tuesday dates, beginning at 9 a.m. on Monday. A line will form down the 30/40 aisle for badge pick up. Early registration will be held on Sunday outside the exhibit hall.

Exhibit Hall Floor Plan

Hilton Norfolk the Main



= End Cap and associated pricing

Sponsor Opportunities

All sponsorships (with the exception of General Sponsors) include the option to reserve a standard booth in the exhibit hall at no additional cost OR to donate to a special program as outlined in the prospectus below.

Sponsorship	What It Includes	Cost	Exclusive
Awards Ceremony (2 Available)	<ul style="list-style-type: none"> • Logo prominently displayed during the award ceremony & cocktail hours. • Ability to send collateral for display on tables and/or giveaway. • Podium recognition during the event. • Logo displayed on top line of footer on the VLA website for 6 months after conference end. 	\$5,000.00	
AV	<ul style="list-style-type: none"> • Logo displayed with a thank you during the Opening and Closing sessions. • Podium recognition at Opening/Closing sessions. 	\$3,000.00	Yes
WiFi	<ul style="list-style-type: none"> • Make the Conference Center's WiFi password your business name, required for all attendees and speakers to access the internet. • Logo included on all in-person WiFi signage • WiFi name and password included on each slide of the Opening Session slide deck. 	\$2,500.00	Yes
Scholarship Basket Raffle	<ul style="list-style-type: none"> • Logo displayed at the scholarship basket raffle table in exhibit hall. • Tax deductible donation to the scholarship fund (no booth included). • Logo included in raffle marketing, including on the RallyUp app with a reach that extends beyond conference attendees; calls for basket donations are sent via e-mail to 5,000+ members. 	\$2,500.00	
Conference App	<ul style="list-style-type: none"> • Logo featured on the conference app's main banner. 	\$2,300.00	Yes
Internal Communications	<ul style="list-style-type: none"> • Logo with thanks included in all e-mail communications to registered conference attendees, directly under e-mail header. • Opportunity to include 200 word description of product or services for promotion at footer of email. • E-mails will contain crucial information for attendees, ensuring successful open rates. • 	\$2,000.00	

Sponsorship	What It Includes	Cost	Exclusive
Lanyard	<ul style="list-style-type: none"> • Logo printed on all conference badge lanyards with the Virginia Library Association logo. • Cost of sponsorship does not include the cost of lanyards, to be covered by the sponsor for an additional fee. 	\$1,500.00	Yes
Academic and Research Libraries Conference Track (2 Available)	<ul style="list-style-type: none"> • Logo and promotional information displayed in the rooms specifically for VLACRL track sessions. • Ability to send marketing collateral for table display in rooms for the entirety of the conference. 	\$1,500.00	Yes, one per room
Paraprofessional Session Sponsor (Availability TBD)	<ul style="list-style-type: none"> • Logo and promotional information displayed in the room hosting sessions specifically geared towards non-degree holders. • Ability to send marketing collateral for table display. • A great way for MLIS programs to reach potential students! 	\$1,500.00	
General Sponsor	<p>All benefits outlined below in “All Sponsorships Include”</p> <p>Please note that the cost of a booth and/or a donation is NOT included in this sponsorship.</p>	\$500.00	

All Sponsorships Include:

- Logo inclusion on the footer of the Virginia Library Association website’s home page from the time of payment to the time of conference completion.
- Logo included on the Exhibitor and Sponsor page in the conference app.
- Social media mentions leading up to the conference to build excitement in your product or services.
 - Social media mentions may include Instagram posts, Instagram stories, and Facebook posts.
- Logo included on Opening Session slide deck’s “Sponsor Thanks” slide.

Attendee List

As an exhibitor, you are able to purchase a conference attendee list.

Your purchase includes a list of attendee names, organizations, and email addresses provided to the Contact Name listed by October 1 and after receipt of payment.

Please note attendees will have the opportunity to opt-out of this list. VLA cannot guarantee the list will represent all attendees.

Cost: \$175.00

After September 10: \$250.00

Terms and Conditions

The following rules and regulations are incorporated by reference into the Exhibitor's Space Application and shall govern the use of the exhibit space contracted for as if they had been fully set forth in the Exhibitor's Space Application. These regulations are established for the mutual protection of VLA and the exhibitors. It is the responsibility of the exhibiting firm to be fully familiar with these regulations and to see that each member of the firm attending the conference exhibit is also familiar with the regulations.

AGREEMENT FOR SPACE:

The application for booth space, upon acceptance by VLA and assignment of space and full payment of fees, constitutes an agreement for rental of the space assigned. The agreement will not be binding upon VLA in the event of strikes or other circumstances beyond VLA control.

PAYMENT FOR SPACE:

Applications must be accompanied by the full payment, made payable to Virginia Library Association. VLA reserves the right to delay space reservations if the full amount is not received with the application.

CANCELLATION OR WITHDRAWAL:

Exhibitors may cancel or withdraw from participation in the 2026 conference by submitting written notice, subject to the following terms.

Cancellations received more than 90 days prior to the event (by July 20, 2026) will be eligible for a 50% refund, with the remaining 50% applied toward a VLA sponsorship.* Cancellations received on or after July 20, 2026 are non-refundable; however, the full amount paid will be applied toward a sponsorship.*

VLA reserves the right to reassign any canceled exhibit space at its discretion, including resale to another exhibitor, without obligation to provide a refund, credit, or other allowance to the canceling exhibitor.

VLA intends to host the 2026 conference in person and will implement appropriate safety measures in accordance with best practices. This policy has been updated to reflect evolving conditions, and VLA will remain flexible should Executive Orders or other government directives impact conference plans. *Sponsorship opportunities will be assigned by conference staff.

ALLOCATION OF SPACE:

Applications will be dated and time of receipt applied, allowing for a first-come first-served approach to assigning spaces. VLA reserves the right to alter the exhibit floor plan or change space assignments in the event of emergency and/or in the interest of any exhibitor. In such an event, exhibitor(s) affected will be notified.

OCCUPANCY OF SPACE:

Installation may begin on Sunday, October 18 after 5:00 p.m. and should be completed no later than 8:00 am on Monday. Vendors will be notified of any difference in the time schedule. VLA reserves the right to occupy any space not occupied on the opening day. Final closing time for exhibiting will be designated by VLA and no dismantling or packing may be started prior to closing time.

USE OF SPACE:

All demonstrations or other activities must be confined to the limits of the exhibit booth space. Displays shall not be placed in such manner as to interfere with other exhibitors. No exhibitor shall assign, sublet, or share space allotted.

RESTRICTIONS IN OPERATIONS OF EXHIBITS:

VLA reserves the right to restrict exhibits which because of noise, method of operation, materials, or any other reasons, become objectionable, and also to prohibit or even evict any exhibit that in the opinion of the management may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that the management determines is objectionable to the exhibit. In the event of such restriction or eviction, VLA is not liable for any refunds or rentals or other exhibit expenses. Showing of projected pictures will only be permitted within the confines of the exhibitor's booth. Exhibitor's operating sound reproducing equipment will be expected to keep the sound at a reasonable volume in order to avoid disturbing or interfering with other exhibitors.

CARE OF BUILDING AND EQUIPMENT:

Exhibitors, or their agents, shall not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. When such damage occurs, the exhibitor is liable to the owner of the property so damaged.

LIABILITY AND INSURANCE:

VLA or the Main Norfolk, VA, including their officers, representatives, conference committee and any individuals, or firms retained by it to assist in exhibit work) shall not be responsible for or liable for any bodily injury or property damage, loss or destruction that may occur to the exhibitor, or to any of the exhibitor's employees, personnel, or property, prior to, during, or subsequent to exhibitor's use and occupancy of the exhibit booth space during the period of time contracted for thereunder. Exhibitors are advised to consult their insurance brokers for proper coverage on display material from the time it leaves their company's premises until its return. In most cases, a rider can be added to a current policy for a nominal cost.

HOLD HARMLESS CLAUSE:

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

MISCELLANEOUS REGULATIONS:

VLA reserves the right to determine the eligibility of any company or organization to exhibit. VLA reserves the right to make changes in the time schedule or in the general plan of the exhibit if the changes are deemed in the best interest of exhibitors and the exhibit in general. Drawing for prizes may be conducted by exhibitors within their exhibit area if done in a dignified manner.

These regulations have become a part of the contract between the exhibitor and VLA. They have been formulated in the best interest of the exhibitors. The management respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of the management.

Once you have completed the online registration form and paid for your space, a confirmation email will be sent to you.
