

2025

SASKATCHEWAN LIBRARIES CONFERENCE SPONSORSHIP & EXHIBITOR **PROSPECTUS**



SLA
SASKATCHEWAN LIBRARY
ASSOCIATION

GROW WITH YOUR LIBRARY

2025

SASKATCHEWAN
LIBRARIES CONFERENCE

MAY 8-9



EVENT

MAY 8-9 2025

TCU Place, 35 22 St East, Saskatoon, SK

The Saskatchewan Library Association (SLA) is Saskatchewan's premier professional development opportunity for library and information service professionals.

The Saskatchewan Library Association (SLA) is seeking sponsors and exhibitors for the 2025 Saskatchewan Libraries Conference, which will take place in Saskatoon, SK on May 8-9, 2025. The theme for this year's conference is "Grow with Your Library" which acknowledges the many ways libraries encourage a "growth mindset" by promoting personal development as learners, leaders, and community builders.

This annual event brings together library and information service professionals from every part of Saskatchewan's vast library sector.

The diversity of the anticipated 200 conference delegates offers a wide reach for your organization with delegates attending from public, academic, school, and special libraries.

Partner with us to reach our delegates and receive a wide range of benefits. We invite you to browse through the following pages to learn more about our event's key speakers, sponsorship opportunities, and how to become an exhibitor.

If you have any questions about becoming a sponsor or exhibitor, please contact Milena Džordeski, SLA Program Coordinator, at mdzordeski@saskla.ca or by calling 306-780-9409.

SPEAKERS

KEYNOTE SPEAKER

THURSDAY, MAY 8 | 9:30am



Omayra is dedicated to strengthening communities and sees important parallels between her work and the role that libraries play in building and bettering communities.

Omayra Issa is an award-winning anchor, who has built a rich and diverse portfolio over the course of 15 years in broadcasting. She began her career at Radio-Canada creating compelling content on television, radio and digital platforms, and then for CBC News.

A former national reporter for CBC News, Omayra served as a correspondent on flagship show *The National*. She co-created, co-produced and led the *Black on the Prairies* series, which received international recognition, reached an audience of millions worldwide, and is integrated in museums and public libraries across the prairie provinces. A leading expert in community powered journalism and inclusive journalism, Omayra's work led to impactful changes in education policy and garnered several RTDNA Canada Awards, celebrating the best in Canadian journalism.

Omayra brought her strong vision to CPAC in 2024, as part of its on-air team connecting Canadians to their democracy. Her work guiding national conversations around inclusion and diversity in newsrooms has set her apart as an innovator and changemaker. She has been recognized with the Reelword Trailblazers Award for inspiring others by blazing a trail of excellence through her constant and committed efforts to improve and diversify the film and television industry. Fluent in five languages, Omayra has been named a Young Global Leader by the World Economic Forum in 2024, one of Canada's Top 100 Black Women to Watch and been nominated for a YWCA Woman of Distinction.

SPEAKERS

MARY DONALDSON LECTURE

THURSDAY, MAY 8 | 7:30pm



Ry is invested in ensuring libraries are safe and welcoming places for all people and all knowledges. He looks forward to sharing his valuable experience to advance reconciliation within the library landscape.

Ry Moran is Canada's inaugural Associate University Librarian – Reconciliation at the University of Victoria. His role within UVic Libraries focuses on building and sustaining relationships to introduce Indigenous approaches and knowledge into the daily work of the libraries and more broadly across the campus community.

Ry's life-long passion for the arts and music continues to be an important part of his life as he continues to write and produce original music. Ry is a distinguished alumnus of the University of Victoria and was awarded a Meritorious Service Cross by the Governor General. On May 29, 2024, Ry received an Honorary Doctor of Laws from the University of British Columbia. Ry is a proud member of the Red River Métis.

Ry came to this position from the National Centre for Truth and Reconciliation hosted by the University of Manitoba. Prior to the NCTR, he served with the Truth and Reconciliation Commission of Canada. On the TRC's behalf, he facilitated the gathering of nearly 7,000 video/audio-recorded statements of former residential school students and millions of pages of archival records.

SPONSORSHIP

OPPORTUNITIES

We offer an array of sponsorship opportunities. If you don't see an opportunity that excites you, give us a call! We're happy to create a custom sponsorship arrangement with you.

SLA conference sessions	\$750 each (approx. 25 available)
Nutrition breaks	\$1,500 each (2 available)
Conference program	\$2,000
Breakfasts	\$3,000 each (2 available)
Thursday lunch	\$3,000
Thursday Afternoon Exhibitor Social.....	\$3,500
Friday awards lunch	\$4,000
Mary Donaldson Reception	\$4,000
Conference IT	\$4,500
Keynote speaker	\$5,000
Mary Donaldson Lecture	\$5,000

ONLINE SPONSOR REGISTRATION:

<https://saskla.wufoo.com/forms/2025-sla-conf-sponsorexhibitor-registration-form/>

SPONSORSHIP

BENEFITS

	BRONZE: \$500 to \$1,999	SILVER: \$2,000 to \$3,499	GOLD: \$3,500 to \$4,999	PLATINUM: \$5,000+
Acknowledgment in all print and electronic promotional material				✓
Complimentary exhibitor booth				✓
Promotional flyer displayed near registration desk for delegates			✓	✓
Acknowledgment and logo across SLA's social media channels		✓	✓	✓
Identification and prominent signage at sponsored event		✓	✓	✓
Acknowledgment in SLA's monthly e-newsletter	✓	✓	✓	✓
Complimentary digital advertisement at venue	✓	✓	✓	✓
Logo placement on SLA's conference web page	✓	✓	✓	✓
Acknowledgment on SLA's conference web page and app	✓	✓	✓	✓

EXHIBITORS

Exhibitors have the opportunity to engage with conference delegates during the Exhibitor Hall on Thursday, May 8, 2025. The Exhibitor Hall is anticipated to run from 9am to 5pm, with an Exhibitor Social taking place from 3pm to 4pm that day.

ONLINE EXHIBITOR REGISTRATION:

<https://saskla.wufoo.com/forms/2025-conference-sponsors-exhibitors-form/>

Space is limited and will be distributed on a first come, first serve basis.

Registration deadline for exhibitors is April 12, 2025.

PRICING

Early Bird - By March 15, 2025

Corporate \$1,000

Non-Profit with sales \$500

Non-Profit (display only) \$350

Regular Rate - After March 15, 2025

Corporate \$1,200

Non-Profit with sales \$600

Non-Profit (display only) \$450

LIGHTNING ROUNDS

Register for a lightning round to get five uninterrupted minutes in front of all our delegates! Lightning rounds take place during breakfast on Thursday, and are a great place to let delegates know who you are and why they should check out your booth. Lightning rounds can be purchased for \$250 each and are available on a first come, first served basis.

YOUR BOOTH

Each exhibitor booth includes a six-foot table, two chairs, and access to WiFi and power. Exhibitors are advised to bring their own extension cords and power bars. SLA also provides complimentary breakfast and lunch for one exhibitor per agreement. Additional meal packages can be purchased separately for \$150 per person. Further booth details will be provided via email at a later date.

EXHIBITOR SOCIAL

The Exhibitor Social is a designated time for you to interact with delegates while enjoying great food and beverages. The social provides a relaxed and fun time for you to form meaningful relationships with delegates. More event details will be announced at a later date!

CONTACT US

Saskatchewan Library Association

306-780-3633 | info@saskla.ca



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