



# Stronger TOGETHER

Library  
Conference

**October 8-9, 2025**

DoubleTree by Hilton, West Edmonton, AB







# The Conference

The 2025 Stronger Together Conference will take place on October 8 and 9 at the Edmonton DoubleTree by Hilton West Edmonton hotel. Join us as we welcome nearly 500 attendees from across central and northern Alberta to explore key issues that shape the future of libraries and librarianship.

Libraries today are vibrant hubs where everyone is welcome, navigating challenges while embracing opportunities to lead and innovate. They remain steadfast as safe spaces for diverse opinions, even in the face of global challenges. At the same time, emerging technologies and platforms are opening doors for libraries to drive change and spark imaginations. By providing access to these advancements, libraries continue to inspire communities and empower Albertans to explore the future.



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For sponsorship inquiries contact  
**[deanh@focuscom.ca](mailto:deanh@focuscom.ca) | 780.983.9954**





## About Us

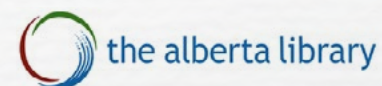
The Stronger Together Library Conference empowers the Alberta library community to connect, learn, and grow. The conference is a joint effort among six partners: The Alberta Library, Peace Library System, Yellowhead Regional Library, Northern Lights Library System, Library Association of Alberta and the Alberta Library Trustees' Association.

### Who Attends

This conference is a must-experience for librarians, staff, and trustees who work in public, school, academic, and special libraries across Alberta. The presenting partners represent all aspects of the library community, enabling a diverse group to discuss important issues and opportunities. What sets this conference apart is the unique mix of library staff, trustees, and leaders, offering an expansive view of library skills, perspectives, and knowledge, unlike anything you may have experienced at a library conference.

### What can the Stronger Together Conference offer you?

The event offers a unique opportunity to elevate your brand's visibility in Alberta's library community. With an expected attendance of nearly 500 delegates, your sponsorship grants you access to a diverse and engaged audience. By supporting the Stronger Together Library Conference, you're not just investing in an event; you're investing in the library community.



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# Celebrating Last Year's Success

The 2024 conference set an incredible benchmark for growth and success! Thanks to the enthusiastic support of our community, we saw a boost in registrations with over 100 additional attendees per day compared to 2023. Attendees rated their overall experience an outstanding 4.25 out of 5, a testament to the event's quality and impact. Additionally, 100% of exhibitors who responded to our survey reported being happy with the conference, and 86% said they would consider sponsoring again next year.

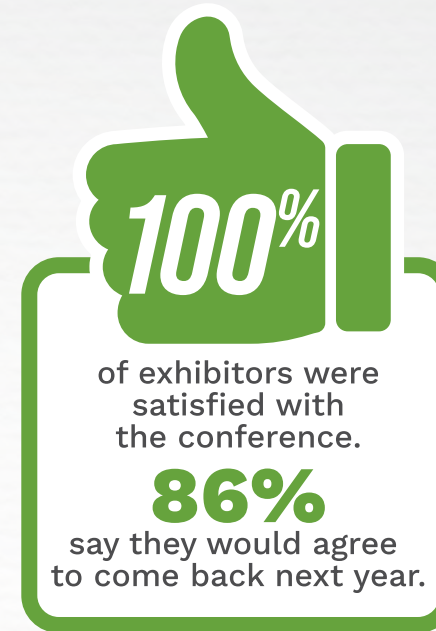
## Here's what some of our attendees had to say:

*"The panel presentations were excellent."*  
– Lily

*"Great conference. Warm and cozy with all of the amenities. Very enriching."* – Philip

*"Amazing keynote speakers!"* – Michelle

*"I really enjoyed the conference this year. Lots of great speakers and sessions."*  
– Megan



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# Sponsorship Benefits

As we look ahead to the 2025 event, we are inspired to reach even greater heights. Join us and be part of the momentum!

Check out these amazing sponsor benefits:

## Reach & Exposure

- ▶ Access to almost 500 library professionals
- ▶ Targeted audience of decision-makers
- ▶ Direct interaction with potential clients/partners
- ▶ Prominent brand visibility

## Marketing Benefits

- ▶ Conference program advertising
- ▶ Logo placement on event materials
- ▶ Exhibit booth opportunities
- ▶ Social media recognition

## Networking Opportunities

- ▶ Dedicated sponsor-attendee interaction times
- ▶ Potential partnership discussions
- ▶ Industry insights and connections



**NEW FOR  
2025**

**All sponsors will have the exclusive opportunity to participate in a post-conference email sent directly to attendees—your chance to showcase your products and services to engaged decision-makers!**

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# Sponsorship Levels

Don't miss this tremendous opportunity to connect with decision makers at every level of the library community.

**Limited opportunities are available and are expected to sell out.**

## Platinum

**\$7,500**

**Only One Available**

### INCLUDES:

- ▶ Opportunity to speak or show a short video at meals and breaks  
*Must be approved by the conference committee*
- ▶ Access to a sponsor booth in the high-traffic coffee break area
- ▶ First choice of booth location within the exhibit area
- ▶ Frequent on-stage verbal acknowledgements by MC daily
- ▶ Highly frequent on-screen logo placements throughout the conference
- ▶ Logo feature in the online program
- ▶ Extra-large logo recognition on the Stronger Together website
- ▶ Social media thank you posts, with links to your website
- ▶ Logo featured prominently on the front of conference name tags
- ▶ Posts in organizers' newsletters before and after the conference

## Keynote

**\$5,000**

**Two Available** (Wednesday and Thursday)

### INCLUDES:

- ▶ Opportunity to speak or show a short video at meals and breaks  
*Must be approved by the conference committee*
- ▶ Access to a sponsor booth in the high-traffic break area
- ▶ Frequent acknowledgment on AV screens
- ▶ Large logo recognition on the Stronger Together website
- ▶ Logo feature in the online program
- ▶ Social media thank you posts
- ▶ Logo featured prominently on the back of conference name tags
- ▶ On-stage MC verbal acknowledgement
- ▶ Posts in organizers' newsletters before and after the conference

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## Breakfast

\$5,000

**Two Available** (Wednesday and Thursday)

### INCLUDES:

- ▶ Opportunity to speak or show a short video at meals and breaks  
*Must be approved by the conference committee*
- ▶ Access to a sponsor booth in the high-traffic break area
- ▶ On-screen logo placements throughout the conference
- ▶ Exclusive branding during breakfast and on-stage MC acknowledgement
- ▶ Frequent acknowledgment on AV screens
- ▶ Logo feature in the online program
- ▶ Medium logo recognition on the Stronger Together website
- ▶ Social media thank you posts
- ▶ Posts in organizers' newsletters before and after the conference

## Lunch

\$5,000

**Two Available** (Wednesday and Thursday)

### INCLUDES:

- ▶ Opportunity to speak or show a short video at meals and breaks  
*Must be approved by the conference committee*
- ▶ Access to a sponsor booth in the high-traffic break area
- ▶ Exclusive branding during lunch
- ▶ Frequent acknowledgment on AV screens and on-stage MC acknowledgement
- ▶ Other on-screen logo placements throughout the conference
- ▶ Logo feature in the online program
- ▶ Medium logo recognition on the Stronger Together website
- ▶ Social media thank you posts
- ▶ Posts in organizers' newsletters before and after the conference

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## Morning/Afternoon Breaks \$2,250

**Four Available** (One morning and one afternoon, both Wednesday and Thursday)

### INCLUDES:

- ▶ Access to a sponsor booth in the high-traffic break area
- ▶ Exclusive acknowledgment on AV screens during the break
- ▶ Other on-screen logo placements throughout the conference
- ▶ Small logo recognition on the Stronger Together website
- ▶ Logo feature in the online program
- ▶ Posts in organizers' newsletters before and after the conference

Contact **Dean Heuman** to secure your sponsorship today.

**deanh@focuscom.ca | 780-983-9954**

## Friends + Booth \$1,375

### INCLUDES:

- ▶ Access to a sponsor booth in the high-traffic break area  
*Limited booths available*
- ▶ Group acknowledgment on AV screens
- ▶ Other on-screen logo placements throughout the conference
- ▶ Extra-small logo recognition on the Stronger Together website
- ▶ Group acknowledgment in the online program
- ▶ Posts in organizers' newsletters before and after the conference

## Friends \$750

### INCLUDES:

- ▶ Group acknowledgment on AV screens
- ▶ Other on-screen logo placements throughout the conference
- ▶ Extra-small logo recognition on the Stronger Together website
- ▶ Group acknowledgment in the online program
- ▶ Posts in organizers' newsletters before and after the conference

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# Sponsor Overview

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Sponsor Level	Sponsorships available	Booth	AV Screens	Website	Online Program	Social Media	Name Tag	MC Mentions	Post in Newsletter as Sponsor	Cost
Platinum	1	Yes	Yes - 16	Extra Large	Yes	Yes	Yes - Front	Yes	Yes	\$7,500
Keynote	2	Yes	Yes - 7	Large	Yes	Yes	Yes - Back	Yes	Yes	\$5,000
Breakfast	2	Yes	Yes - 6	Medium	Yes	Yes	-	Yes	Yes	\$5,000
Lunch	2	Yes	Yes - 6	Medium	Yes	Yes	-	Yes	Yes	\$5,000
Morning and Afternoon Breaks	4	Yes	Yes - 3	Small	Yes	-	-	Yes	Yes	\$2,250
Friends + Booth	Limited	Yes	Yes - Grp	Extra Small	Yes - Grp	-	-	-	Yes	\$1,375
Friends	∞	-	Yes - Grp	Extra Small	Yes - Grp	-	-	-	Yes	\$750

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