

**Sponsorship Opportunity Estimates for**

**NOCALL 2014 Spring Institute, March 21 – 22, 2014**

**Sir Francis Drake Hotel**

**450 Powell Street**

**San Francisco, CA 94102**

**Friday, March 21, 2014**

1. **Box Lunches: $5000** approximate; final numbers will be based on registrations
	1. Available 11 am to Noon in the Registration Area (Foyer)
	2. Attendees can visit Vendor Exhibit Tables during this period.
	3. Round Table Discussion: *Family Health Care Issues in the 21st Century.*
2. **Friday Afternoon Break: $588** (assorted beverages)

**Wm. S. Hein & Co.**

* 1. Anticipate 80.
	2. Served in same room as programs and Vendor Exhibits
	3. Includes Coffee/Tea service, bottled water, soft drinks
1. **Networking Social:**  **$500** (Hors D’oeuvres), Library Bar
	1. Social event to be held at a nearby restaurant or bar tba
	2. Plan to serve **Hors d'oeuvres.**
	3. **Open Bar. Opportunity for NOCALL members and vendors to socialize.**

**Saturday, March 22, 2014**

1. **Buffet Breakfast: $3575**
	1. Based on anticipated 70 members attending

**UCLA/**

**CEB**

* 1. Served in same room as Institute and vendor exhibits, 7:45 – 9:00 am
	2. Includes eggs, bacon, sausage, potatoes, pastries, juices, fruit, coffee/tea, etc.
1. **Morning Break: $588** (assorted beverages)
	1. Served in same room as Programs & Vendor Exhibits
	2. Includes Coffee/Tea service, bottled water, soft drinks.
2. **Closing Luncheon: $4220** (plated)
	1. Full lunch with salad, desert, coffee, tea, etc.

**LEXIS**

**NEXIS Lib Relations Group**

* 1. Served in another room, 12:45 – 2:30 pm
	2. Luncheon guest speaker is AALL VIP Board President, Steven Anderson
1. **Event Technology Services (AV): $16,000**
	1. For both days of Institute

**Thomson Reuters West & AALL Bloomberg CPE Grant**

* 1. Wireless Internet in Meeting Room where Vendor Exhibits located
	2. Podium microphone for speakers/presenters
	3. Additional Table microphones with mixer at speaker table
	4. Screen and projector
	5. Videotaping of program
	6. Includes podium microphone at Closing Luncheon
1. **Vendor Game Prizes:** any amount and/or gifts
	1. Drawing for Vendor Game prizes occurs after lunch on Saturday

**Retriev-IT**

* 1. Attendees must visit every vendor table to be entered in the drawing
	2. Vendors donate prizes and/or money to purchases prizes which include such items, as chocolates, gift cards, plants, wine, books, small technology gadgets, etc.
	3. Vendors are acknowledged during the drawing, as well as on the NOCALL website. Vendors attending the luncheon may do the drawing for their prizes for more PR.

**All Sponsored Events will be:**

* **Acknowledged with Signage during the Sponsored Event**
* **Recognized in the NOCALL 2014 Spring Institute Brochure provided to all Attendees**
* **Listed on the NOCALL 2014 Spring Institute website**
* **Brochure will be Included on the NOCALL Website**
* **Given Verbal Recognition & Thanks at Various Times throughout the Institute**