July 17, 2019

Dear Exhibitor/Vendor/Contributor:

The Black Caucus of the American Library Association (BCALA), www.bcala.org, invites exhibitors, publishers, vendors, educational and not-for-profit organizations, and businesses to join the 11th National Conference of African American Librarians (NCAAL), August 5-9, 2020, in Tulsa, OK at the Hyatt Regency Hotel in Tulsa, Oklahoma. Our conference theme is “Sankofa Experience: Inspired by Our Past, Igniting Our Future” Celebrating 50 Years.

As it approaches its 50th year, BCALA continues to be an integral part of the American Library Association. The organization serves as an advocate for the development, promotion, and improvement of library services and resources to the nation's African American community. It also provides leadership for the recruitment and professional development of African American librarians.

The 11th NCAAL offers participating exhibitors and organizations unique on-site promotional marketing opportunities, including program sponsorships and event partnerships that will provide major visibility throughout the conference. We are planning for 500 or more attendees representing public, academic, school, and special libraries. We are also expecting 40 exhibitors. Your participation is pivotal to our success and your sponsorship would support BCALA’s continuing programs, mentorship, scholarships, and forums.

We have also included conference highlights, a sponsorship program form, and an advertising form. Please help us continue the BCALA legacy and build the foundation for the hard work still to do by participating as an exhibitor or contributor. We are happy to answer any questions.

Kelvin Watson, kelwat103@gmail.com
Conference Fundraising Chair, BCALA Past President

Conference Co-Chairs
Tracey Joel Hunter Hayes, tjh87lu@netscape.net
Keith Jemison, Keith.Jemison@tulsalibrary.org
August 5 – 9, 2020
Conference Highlights

Conference Dates and Scheduling

We are excited that the 11th NCAAL (2020) continues our original biennial conference schedule and that this conference will mark the 50th Anniversary of The Black Caucus of the American Library Association. We are continuing our tradition of beginning the conference on Wednesday and ending on Sunday. This is also a wonderful opportunity for attendees to stay and explore the city of Tulsa once the conference concludes Sunday afternoon. Please visit the conference website, www.ncaal.org.

Signature Conference Events

- Historic all-Black Town Tour (includes Langston University) as Pre-Conference activity
- The Kick-off - Opening Plenary Session featuring a nationally known keynote speaker (Thursday)
- Exhibits Grand Opening, 1:00 p.m. – 5:00 p.m. (Thursday)
- Explore - Resources, tools, authors, and local artisans with our exhibits (Thursday-Saturday)
- Network - A fun filled evening celebrating our 50th Anniversary at the Tulsa City-County Library’s Central Library (Friday)
- Exhibits Closing Reception, 2:00 p.m. – 3:00 p.m. (Saturday)
- Recognition and Celebration – Presidents’ Ball honouring all BCALA past Presidents with keynote, Jason Reynolds (Saturday)
- Reflection and Salutation - Brunch featuring our Closing Speaker (Sunday)

Hotel Information

Our host hotel is the Hyatt Regency Hotel in Tulsa, Oklahoma. The hotel is located in in the heart of downtown Tulsa, within walking distance to the Blue Dome district, Guthrie Green, dining and entertainment and not too far from the John Hope Franklin Park of Reconciliation, “Black Wall Street” and the Greenwood Cultural Center. With a short taxi ride, Uber or a Lyft, you can find shopping, the African-American Resource Center, The Gathering Place, Tulsa’s $465-million-dollar riverfront park, Oral Roberts University, University of Tulsa, Langston University at Tulsa or visit Tulsa City-County Library locations. The library received the 2019 Library of the Future Award sponsored by the American Library Association and Information Today Inc. publishing company.
Sponsorship Program Form

Top-Level Sponsors
$10,000 – Platinum supporter of BCALA GALA
*One free exhibit space during the Conference
*Conference registration paid for up to two (2) designated participants
*Top-level listing of name on event sponsor website
*Mention and thanks from the Conference podium

$7,000 – Gold supporter of BCALA Transportation
*One free single-page ad in the Conference program
*Conference registration fee paid for up to one (1) designated participants
*Top-level listing of name on event sponsor website
*Mention and thanks from the Conference podium

$5,000 – Silver supporter of BCALA Opening Reception
*Free half-page ad in the Conference program
*Top-level listing of name on event sponsor website
*Mention and thanks from the Conference podium

Mid-Level Sponsors
$1,000 - Mid-level listing of name on website and Conference program
$ 500 - Mid-level listing of name on event website and Conference program

Beginning-Level Sponsors
$ 250 – Lower-level listing of name on event website and Conference program

Donation-Level Sponsors
Less than $250
*Letter of appreciation

Please fill out the enclosed form and forward it as described below.

Name of Organization: ____________________________________________________________

President/CEO: ________________________________________________________________

Contact Person: ________________________________________________________________

Address: _____________________________________________________________________
____________________________________________________________________________

Phone: ___________________________ Email: ________________________________

Make checks payable to: BCALA, Inc. for the 11th NCAAL
Mail to:
BCALA for 11th NCAAL Sponsorships
Dr. Stanton Biddle, Treasurer BCALA
P.O. Box 174
New York, NY 10159-0174

For additional funding information and negotiations contact:
BCALA Fundraising Co-Chair:
Kelvin A. Watson
Email: kelwat103@gmail.com
THE BLACK CAUCUS OF THE
AMERICAN LIBRARY ASSOCIATION, INC.

11th National Conference of African American Librarians (NCAAL)
August 5-9, 2020
Conference Theme: Sankofa Experience: Inspired by Our Past, Igniting Our Future
Celebrating 50 Years
Hyatt Regency Hotel
Tulsa, OK

11th NCAAL Program Booklet Advertising Order Form

Ad Reservation Due: May 12, 2020         Artwork Due: May 26, 2020

Company Name: ________________________________________________________________
Contact Person: _________________________________________________________________
Telephone #: ___________________________ Fax #: ________________________________
Email: ________________________________________________________________
Address: _______________________________________________________________________
City __________________________  State __________  Zip __________

Ad Options — Please choose the size/type you wish to reserve.

☐ Inside Front Cover $1,200
☐ Inside Back Cover $1,000
☐ Back Outside Cover $1,000
☐ Full page $ 450
☐ Half page $ 250
☐ Quarter page $ 150
☐ Business Card $ 25

PAYMENT INFORMATION

Make Check or Money Order payable to BCALA, Inc. for 11th NCAAL Ads. Mail completed form and payment to:

BCALA, Inc., Memo: 11th NCAAL
c/o Dr. Stanton F. Biddle
P.O. Box 174
New York, NY 10159-0174

Payment Terms: Payment is due before or when ad copy is submitted.
Ad copy should be submitted http://bit.ly/NCAALXads