



CALCON 2026

Courageous Libraries
Resilient Communities

Vendor Prospectus



September 9th, 10th, & 11th, 2026

**Hyatt Regency Aurora-Denver
Conference Center, Aurora, Colorado**

ABOUT THE CONFERENCE

Colorado's Premier Library Event

The Colorado Association of Libraries' Annual Conference (CALCON) is the premier event for library professionals statewide, bringing together nearly 500 attendees from a wide range of library environments. This vibrant gathering offers vendors and sponsors a unique chance to engage directly with influential leaders and decision-makers across Colorado's library community.

Who Attends CALCON?

Our conference attracts a comprehensive cross-section of library professionals, including:

- Library Directors and Administrators
- Branch and Department Managers
- Academic and School Librarians
- Youth and Teen Services Specialists
- Reference Librarians
- Technology Professionals
- Library Board Members and Trustees
- Foundation and Friends Group Representatives
- Library School Students
- Communications and Marketing Professionals

Why Sponsor CALCON?

Direct Access to Decision Makers

Connect with library leaders who influence purchasing decisions and shape the future of Colorado's libraries. Our attendees represent purchasing power across multiple library systems and institutions.

Diverse Industry Representation

Join an impressive roster of past exhibitors, including:

- Major Library Service Providers (EBSCO, OverDrive, Baker & Taylor, Ingram Content Group)
- Technology Solutions Companies (The Library Corporation, ByWater Solutions, Kajeet)
- Educational Product Suppliers (Follett School Solutions, AWE Learning, Playaway Products)
- Architecture and Design Firms (720 Design, Anderson Hallas Architects, Wember Inc.)
- Professional Services Organizations (Setzer, Vander Wall & Mielke, P.C., Nancy Bolt & Associates)
- Regional Organizations (Colorado State Library, Colorado Humanities, Colorado Parks and Wildlife)

Meaningful Engagement

CALCON offers multiple touchpoints for meaningful interaction with attendees through:

- Dedicated exhibit hall hours
- Networking events
- Educational sessions
- Social gatherings
- Specialized programming

CALCON SPONSORSHIP OPPORTUNITIES

Premier Sponsorship Levels

Diamond Sponsor - \$5,750 (SOLD OUT)

Be the exclusive sponsor of our prestigious Day 2 CAL Awards Lunch! As our Diamond Sponsor, you'll receive maximum visibility and premium benefits including:

- Two prime exhibit tables in our vendor hall
- Speaking opportunity to address conference attendees
- Four full conference registrations
- Access to attendee email list
- Recognition as our highest-level sponsor throughout the conference
- Exclusive branding during the CAL Awards Lunch

Platinum Sponsor - \$4,450 (1 Available)

Take center stage as the exclusive sponsor of our Day 2 Business Meeting and Keynote! Benefits include:

- Two strategic exhibit tables
- Speaking opportunity during the Business Meeting
- Three full conference registrations
- Access to attendee email list
- Premium branding during the Business Meeting and Keynote session
- Recognition in conference materials

Gold Sponsor - \$3,400 (SOLD OUT)

Showcase your organization as the exclusive sponsor of our Day 1 IFC Lunch and Keynote! Benefits include:

- Two exhibit tables in prime locations
- Speaking opportunity during lunch
- Two full conference registrations
- Access to attendee email list
- Featured branding during the Day 1 lunch and keynote events
- Recognition in conference materials

CALCON SPONSORSHIP OPPORTUNITIES

Event Sponsorship Opportunities

Exhibit Hall Continental Comfort Breakfast Sponsor - \$2,900 (1 Available)

Help attendees start their day right as the exclusive sponsor of our Day 2 Exhibit Hall Breakfast! Package includes:

- Two exhibit tables
- Two full conference registrations
- Access to attendee email list
- Branded signage during breakfast
- Recognition in conference materials

Happy Hour Sponsor - \$2,900 (1 Available)

Be the life of the party as our Day 1 Exhibit Hall Happy Hour sponsor!

Package includes:

- Two exhibit tables
- Two full conference registrations
- Access to attendee email list
- Branded signage during happy hour
- Recognition in conference materials

Dessert Reception Sponsor - \$2,900 (1 Available)

Sweeten the deal as our Day 2 Exhibit Hall Dessert Reception sponsor!

Package includes:

- Two exhibit tables
- Two full conference registrations
- Access to attendee email list
- Branded signage during the dessert reception
- Recognition in conference materials

Silver Sponsor - \$2,900 (2 Available)

Make a lasting impression as the sponsor of our Day 3 Lightning Talk Brunch!

Package include:

- Two exhibit tables
- Speaking opportunity during Day 3 brunch (No exhibit hall hours on Day 3)
- Two full conference registrations
- Access to attendee email list
- Featured branding during the Lightning Talk session
- Recognition in conference materials



CALCON SPONSORSHIP OPPORTUNITIES

Additional & Specialized Sponsorship Levels

Bronze Sponsor - \$2,350 (5 Available)

A great way to establish your presence at CALCON. Package includes:

- Two exhibit tables
- Two full conference registrations
- Access to attendee email list
- Recognition in conference materials

Conference Refreshments Sponsor - \$2,150 (~~5 Available~~ 4 Available)

Help energize attendees during morning & afternoon breaks. Package includes:

- One exhibit table
- One full conference registration
- Recognition during conference breaks
- Recognition in conference materials

CALCON After Hours Sponsor - \$1,350 (4 Available)

Support evening networking opportunities. Package includes:

- One exhibit table
- One full conference registration
- Recognition during after-hours events
- Recognition in conference materials

Mobile App Sponsor - \$1,200 (2 Available)

Put your brand in attendees' hands. Package includes:

- One exhibit table
- Prominent branding within the conference mobile app
- Recognition in all app-related communications

Breakout Room Sponsor - \$1,050 (~~8 Available~~ 7 Available)

Brand a dedicated conference space. Package includes:

- One exhibit table
- Branded signage in your sponsored breakout room
- Recognition in session materials

Adopt A Librarian - \$300 (Unlimited)

Support professional development. Package includes:

- Help fund conference attendance for library professionals
- Recognition as a scholarship supporter
- Recognition in scholarship program materials



CALCON 2026

September 9th, 10th & 11th, 2026

Hyatt Regency Aurora-Denver Conference Center, Aurora, Colorado

Day 1 Wednesday, September 9	Day 2 Thursday, September 10	Day 3 Friday, September 11
Registration/Welcome Desk 8 AM - 4 PM Exhibit Hall 8 AM - 5:30 PM	Registration/Welcome Desk 8 AM - 5 PM Exhibit Hall 8 AM - 5 PM	Registration/Welcome Desk 8 AM - 12 PM
Deep Dives 8:45 - 10:15 AM	Exhibit Hall Continental Comfort Breakfast 8 - 9 AM	Interest Group Meet & Greet Hall 9 - 11:30 AM
Breakout Session 1 10:45 - 11:45 AM	CAL Business Meeting & Keynote Speaker 8:45 - 10:15 AM	CAL Business & Engagement Luncheon Lunch: 11:30 AM - 12:15 PM Lightning Talks: 11:45 AM - 1 PM
IFC Keynote Speaker & Awards Lunch Lunch: 12 - 1 PM Keynote & Awards: 12:30 - 1:15 PM	Breakout Session 4 10:45 AM - 12:15 PM	Deep Dives 1:15 - 2:45 PM
Breakout Session 2 1:45 - 2:45 PM	CAL Awards Lunch Lunch: 12:15 - 1:45 PM Keynote & Awards: 12:30 - 1:45 PM	
Breakout Session 3 3 - 4 PM	Breakout Session 5 2 - 3 PM	
Exhibit Hall Happy Hour 4 - 5 PM	Exhibit Hall Dessert Reception 3 - 4 PM	
	Breakout Session 6 4 - 5 PM	
	CALCON After Hour Social Event 5:30 - 7 PM	

EXHIBITOR INFORMATION

Schedule at a Glance

Tuesday, September 8

- Exhibitor Load-In Noon-7 PM

Wednesday, September 9 (Conference Day 1)

- **Exhibit Hall Hours 8:00 AM - 4 PM**
- IFC Awards & Keynote Lunch
- Exhibit Hall Happy Hour

Thursday, September 10 (Conference Day 2)

- **Exhibit Hall Hours 8:00 AM - 4 PM**
- Exhibit Hall Continental Comfort Breakfast
- CAL Business Meeting & Keynote
- CAL Awards Lunch
- Exhibit Hall Dessert Reception
- Exhibitor Tear Down 4-6 PM

The conference refreshments/snack stations will be located across from the large event room.

Interested in hosting a product demonstration or workshop? Contact us at cal@cal-webs.org

Exhibit Table Rates

Early Bird Rate - \$875

- Reserved by April 30

Standard Rate - \$910

- Reserved after May 1

Exhibit Table Includes

- 6' x 3' skirted table
- Two chairs
- Wireless Internet Access
- 1 Exhibitor Registration

Optional Add-Ons

- Electrical Access - \$70
- Extra Exhibitor Registration
 - Early Bird Rate - \$240
 - Standard Rate - \$250
- Extra Table*
 - Early Bird Rate - \$325
 - Standard Rate - \$375

*Extra tables are only available for purchase if vendors/exhibitors have already purchased 2 tables.

For questions about in-kind fee payment or non-profit pricing, please reach out!

Don't see the opportunity you're looking for?

Contact the CAL Executive Director at cal@cal-webs.org to discuss additional options.

EXHIBITOR INFORMATION

Hyatt Regency Aurora-Denver Conference Center

13200 E 14th Pl,
Aurora, CO 80011
(303) 365-1234

The exhibit hall will be situated throughout the conference halls, connecting the session rooms.

Exhibitor Load In

If bringing exhibitor materials rather than shipping, exhibitors may enter at the conference center check-in, and conference center staff can help you locate a cart to get your materials to the exhibit hall but please be prepared to transport your own materials.

Shipping Materials to the Hyatt Regency Aurora-Denver Conference Center

Please send packages to address listed below. Once sent, please provide tracking information to Madison at: , , attention Madison.

Shipping costs are assessed one-way therefore, incoming shipments prior to arrival and outgoing shipments upon departure will be two separate charges.

Shipments can be received and stored at the hotel no earlier than three (3) business days prior to the group arrival/exhibitor event. Shipments received earlier are subject to storage fees and may be turned back if they cannot be accommodated at the hotel due to storage limitations.

Ship To:

Hyatt Regency Aurora-Denver Conference Center
CALCON 2026
ATTN: <MADISON>
13200 E 14th Place
Aurora, CO 80011

Please number packages out of the total number being shipped to the Hyatt Regency.

CANCELLATIONS

No cancellation refunds will be issued after September 1, 2025. Cancellations received by August 31, 2025 are subject to a \$150.00 cancellation fee.

DEADLINES

Exhibit Table Early Bird Rate expires April 30, 2026. Submit hi-resolution images of logos for all sponsorship recognition by August 1, 2026.

TABLE ASSIGNMENT

Tables assigned on a first come, first serve basis apart from the Diamond sponsor who reserves first choice.