



## Make It Your Best Conference Ever!

**P**LA 2020 offers an unmatched opportunity to immerse yourself in the world of public libraries. There are hundreds of educational programs to choose from; an exhibits hall tailored to the needs and interests of public librarians and public library workers; author events; networking opportunities; and more. This is a can't miss event for public librarians, public library workers, public library vendors, trustees, and anybody interested in the public library world. To help you make the most of your conference week, we've assembled some tips.

### Prepare for the Week

Review the schedule in advance and have an idea of the programs you would like to attend. Select a few possibilities for each time slot and take note of auxiliary events you might want to take part in. Sketch out a preliminary schedule.

From the comfort of home you can

also check out the Music City Center – go here <https://www.nashvillemusiccitycenter.com/> to read about the center, review floor plans, and more. If you can, get to Nashville early enough to get the lay of the land. Check out the convention center, your hotel, the neighborhood (restaurants, convenience stores, etc.).

Make sure to bring your business cards, you'll need them for all the networking opportunities at PLA 2020, and to enter raffles in the Exhibits Hall. Start planning any meetings you hope to conduct at PLA 2020. Is there a vendor you hoped to visit? A colleague you want to connect with? Now is the time to make those plans.

### Plan to Network

Our attendees tell us that much of the learning occurs during conversations that happen outside of sessions. These informal chats can be among

*Continued on page 2*



*Pictured is the bustling exhibits hall at PLA 2018. See pages 8-9 for this year's exhibitor list and check out the Product Showcase on page 11.*

## PLA Values in Action

**A**t PLA 2020, we are not merely sharing our values of equity, diversity, inclusion and social justice. We are putting them into action. All of our featured activities, pop-up shop vendors, and collaborators are humanitarian organizations that empower communities to heal themselves. Values without actions are empty promises. We invite you to join us in making an impact.

### Assemble for Youth: Giving back to the Oasis Center

#### • Oasis Center

Founded on the simple philosophy that youth are full stakeholders in society and possess the ability to address some of Nashville's most challenging problems, the [Oasis Center](#) provides a broad spectrum of programs and services that allow youth to grow, thrive and create positive change. Each year,

the Oasis Center facilitates the growth of over 3,500 youth, empowering them to move into happy, healthy, and productive adulthoods.

PLA 2020 is excited to assist the Oasis Center via our conference community service project. Read more about the community service project on page 6.

### Pop-up Shops for a Cause

#### • Thistle Farms

[Thistle Farms](#) is a nonprofit social enterprise serving women survivors of abuse, addiction, prostitution and trafficking by providing the love and tools they need to recover and heal. In the achievement of their goal, they source the artisan wares of over 1,400 women spanning 20 countries. PLA 2020's Thistle Farms pop-up will

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## Have You Downloaded the Mobile App?

**W**hile onsite, the mobile app is your primary source for conference information. Although a compact schedule (made from 100% recycled paper) will be distributed at registration, for detailed information—including program descriptions, presenters, evaluations, and more—please refer to the mobile app.

The PLA 2020 Conference app lives within CrowdCompass AttendeeHub. All advance registrants will receive an email invitation (sent to the address in your registration record) to download the PLA 2020 Conference app.

If you received an email invitation, then you can download the

app and verify your account right from your inbox on your mobile device. Simply open the invitation in your inbox, then tap the Download the App button to get started.

If you didn't receive an email invitation or don't have access to email on your mobile device, you'll need to manually download the CrowdCompass AttendeeHub app in either the App Store (iOS) or Google Play Store (Android). Then follow the instructions for creating an account found at [https://www.placonference.org/mobile\\_app.cfm](https://www.placonference.org/mobile_app.cfm).

After you've successfully verified your account, be sure to add yourself to the attendee list to network

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**CLICK HERE TO REGISTER FOR PLA 2020!**



## Tips

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your most valuable experiences at the conference. So prioritize talking with others. Sign up for the dine-around! Go to the receptions! Use those business cards!

### Make a Plan

The PLA 2020 website, [www.placonference.org](http://www.placonference.org), the PLA conference app, the onsite conference schedule, and the PLA Daily News (available onsite Wednesday thru Saturday) are all excellent resources to use when planning and/or revising your schedule. In the morning check the onsite *PLA Daily News* for new events or any last-minute room changes. Each onsite issue of the *PLA Daily News* will also include the exhibitor floor plan to assist you in navigating the exhibits hall.

When outlining your schedule, give yourself a couple of program options for each time slot to guard against room overcrowding or an unexpected diversion. Include time for visiting the exhibits hall, the events, products, demonstrations, and discussions with vendors offer yet another educational opportunity.

### Make a Backup Plan

Program room assignments are made in advance based on the results of the session preference survey. From this date, we place what looks to be the most popular programs in the largest rooms. When planning your day, make sure to include two or three alternate choices for each time slot. That way if your first choice is too crowded for your liking, you can go to your back-up plan. Alternatively, you can use this time to visit the exhibits hall, which is significantly less crowded during programming. In addition to visiting vendor booths, check out the How-To Stage and

### Got any great tips for first-timers?

Add them [here](#), we'll share in the onsite issue of the *PLA Daily News*.

the Career Center (both will feature programming).

### Don't Miss From Takeaways to Taking Action: Getting the Most from PLA 2020

Wednesday, February 26 - 10:45 AM–11:45 AM- Music City Center Davidson Ballroom

Start your conference off right with strategies on how to get the most out of your time in Nashville. Management Consultant Joy Fuller, will guide you through interactive exercises to help



Joy Fuller,

you organize your time, optimize networking opportunities, and approach educational programs and events with an action-oriented lens. Fuller will share practical tips for turning conference takeaways into actionable results for your library. Whether you're a first-time attendee or a seasoned pro,

this session will set you on the path to a successful PLA 2020.

Fuller is an experienced facilitator and consultant who has developed and implemented strategic initiatives for dozens of organizations in the public and private sectors. Equal parts strategist and change agent, Fuller analyzes data to develop insights, translates insights into strategies, shapes strategies into plans, and implements plans to drive impact. She has consulted on PLA's Inclusive Internship Initiative and is currently developing a strategic planning workbook for PLA. Prior to consulting, she worked in nonprofit fundraising and education. Fuller holds an undergraduate degree from Harvard University and an MBA from Wake Forest University. Most importantly, she is the daughter, sister, and niece of public librarians. This program session is included with your conference registration.

### What Else Happens on Wednesday?

While general programming doesn't begin until Thursday morning, there are numerous events and activities held on Wednesday.

### Book Buzz: Presented by Booklist — 9:30-10:30 am — Music City Center Davidson Ballroom

Book Buzz: Presented by *Booklist* will highlight some of the best upcoming books for adult readers, with special mention of great book-group picks. Get the inside scoop from a panel of premier publisher representatives, including: Jen Childs, Penguin Random House; Golda Rademacher, W. W. Norton; Annie Mazes, Workman; Talia Sherer, Macmillan; Virginia Stanley, HarperCollins. Moderated by Donna Seaman, Adult Books Editor, *Booklist*.

### Opening Session with Stacey Abrams — 2:00-3:30 pm — Music City Center Grand Ballroom

PLA is excited to welcome Stacey Abrams as our Opening Session speaker! Abrams is an author, serial entrepreneur, nonprofit CEO, and political leader. After eleven years in the Georgia House of Representatives, seven as Minority Leader, Abrams became the 2018 Democratic nominee for Governor of Georgia, where she won more votes than any other Democrat in the state's history. After witnessing the gross mismanagement of the election by the Secretary of State's office, Abrams launched Fair Fight to ensure every Georgian has a voice in our election system. She also founded Fair Count, an organization to ensure that the 2020 Census is fair,



Stacey Abrams

accurate, and counts everyone. Abrams received degrees from Spelman College, the LBJ School of Public Affairs at the University of Texas and Yale Law School. Dedicated to civic engagement, she founded the New Georgia Project, which submitted more than 200,000 registrations from voters of color between 2014 and 2016. She has founded multiple organizations devoted to voting rights, training and hiring young people of color, and tackling social issues at both the state and national levels; and she is a lifetime member of the Council on Foreign Relations. Under the pen name Selena Montgomery, Abrams is also the award-winning author of eight romantic suspense novels, which have sold more than 100,000 copies. Abrams is the 2012 recipient of the John F. Kennedy New Frontier Award and the first black woman to become the gubernatorial nominee for a major party in the United States.

### Exhibits Opening Reception 3:30-6:30 pm

Don't miss the exciting and celebratory feel of the Exhibits Grand Opening, which offers a first look at the products and services of more than 300 exhibiting companies – and the opportunity to mingle with colleagues, and enjoy some food and drink!

### The Exhibits Experience

Visiting the exhibits is a crucial part of the conference experience and may seem overwhelming. To make your visit productive and stress-free, follow these tips:

\*Wear comfortable shoes. The exhibits hall is large and you will be doing a lot of walking. Shoes that are comfortable to stand in are essential.

\*Make a plan. Look through the list of exhibitors and make a list of those you'd like to visit. Also plan to stop by and say hello to any vendors you are already doing business with. Bring a big bag. Wheeled carts are not allowed in the exhibits hall. Use those business cards!



Live music is a signature of Nashville! (Photo courtesy of the Nashville CVB.)



# Are you ready to be a Wise library?

**OCLC Wise** is the first community engagement system for US public libraries. Uniquely holistic in its design, Wise combines the power of customer relationship management, marketing, and analytics with ILS functions.

**The possibilities are powerful.**

**Visit us in booth #1022 at PLA in Nashville.**

Learn more at [oc.lc/be-wise](https://oc.lc/be-wise)



## PLA Values

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feature their line of all-natural body products. Additionally, you can support Thistle Farms by visiting their restaurant/event space on Charlotte Avenue.

- **BRANDED Collective**

[BRANDED Collective](#), a Thistle Farms partner, is a collection of handcrafted jewelry developed and designed by survivors of human trafficking. Each BRANDED piece is stamped with the initial of the survivor who made the piece, accompanied by a unique number.

- **Humphreys Street**

Stemming from the nonprofit Harvest Hands CDC, [Humphreys Street](#) is a beloved social enterprise

that empowers Nashville's youth through job and mentorship opportunities. At their PLA2020 pop-up shop, you'll be able to invest in artistically crafted coffee, soap and other merchandise. All profits from their sales are reinvested in programs and scholarships that benefit their students. Additionally, you can meet their students by visiting their café located at 424 Humphreys Street.

### Build Connections, not Walls: Partnering with Conexión Américas

[Conexión Américas](#) is a nonprofit organization dedicated to building a welcoming community where Latino families can belong, contribute and succeed. They partner with over 9,000 individuals and families annually in starting businesses, improving English-speaking abilities and reach-



ing educational goals, so each person can confidently contribute their unique personality and perspective to Nashville's social, cultural and economic vitality.

PLA2020 is proud to partner with

Conexión Américas as one of the stops on our Day in the Community excursion. While this popular event has sold out, we encourage all of our conference attendees to visit Conexión Américas at their 2195

## Plan to Check Out the PLA 2020 Career Center

The Career Center at PLA 2020 is a one-stop shop for career growth, offering access to employers, résumé reviews, interview coaching, panel discussions, and networking opportunities. Located in the Exhibits Hall, the Career Center will have coordinated events at select times and is also open during conference hours to enable job posting or impromptu interviews. Scheduled events include:

### Wednesday 3:30-6:30 – Career Fair

The Career Fair is a one-stop shop for career growth, boasting prescheduled and informal interviews with 200+ employers, résumé reviews, workshops, panel discussions, and networking opportunities.

Don't miss this opportunity to network with recruiters from a variety of public libraries and organizations. Is your library hiring? There are still tables available for the Career Fair. Get more information here [https://www.placonference.org/career\\_fair\\_reg.cfm](https://www.placonference.org/career_fair_reg.cfm).

### Résumé Reviewing

Résumé Reviewers will meet one-on-one with attendees who are seeking help to improve their résumés. In these thirty-minute sessions you will receive feedback to help make your résumé stronger. This includes, but is not limited to:

- \*Ensuring that the résumé highlights the person's most marketable skills.

- \*Catching grammar, spelling, and formatting mistakes.

- \*Offering input that can help the résumé stand out from the

competition.

Sessions take place throughout the day on Thursday and Friday.

There are still a few slots left for both reviewers and reviewees.

Interested in reviewing résumés? Use this form to sign up (<https://www.signupgenius.com/go/60B084CABAF2EA5FC1-volunteer>).

Located in the Exhibits Hall, the Career Center will have coordinated events at select times and is also open during conference hours to enable job posting or impromptu interviews. Scheduled events include a Career Fair on Wednesday, Résumé Reviewing and Interview Coaching on Thursday and Friday, and Speed Mentoring on Thursday afternoon.

Interested in having your resume reviewed? Use this form to sign up (<https://www.signupgenius.com/go/60b084cabaf2ea5fc1-career>).

### Interview Coaching

In thirty-minute, one-on-one sessions, you will help attendees practice for job interviews using our pre-arranged questions. This practice is

intended to help attendees overcome interview fears, refine their pitches, and tackle tough interview questions. Sessions take place throughout the day on Thursday and Friday. There are still a few slots left for both interview coaches and interviewees.

Interested in interview coaching? Use this form to sign up (<https://www.signupgenius.com/go/60B084CABAF2EA5FC1-volunteer>).

Interested in practicing your interview skills? Use this form to sign up (<https://www.signupgenius.com/go/60b084cabaf2ea5fc1-career>).

### Speed Mentoring

Speed mentoring will take place in the Career Center on Thursday, February 27th from 4:00-5:00pm. This one-hour event consists of timed, five-minute interactions between mentors and mentees. This dynamic and fast-paced experience aims to connect experienced librarians with individuals newer to the profession, creating a valuable learning opportunity in a fun environment. Slots available for both mentees and mentors.

Interested in mentoring? Sign up here for mentors. (<https://www.signupgenius.com/go/60B084CABAF2EA5FC1-volunteer>).

Here for mentees <https://www.signupgenius.com/go/60b084cabaf2ea5fc1-career>.

In addition to these events, the Career Fair will feature Career Crash Courses from 11-1 on Thursday and Friday. Here is the line-up:

### Thursday

11-11:30 am

"I Feel Like Fraud" Managing Imposter Syndrome in the Workplace  
Presenter: Erin Collier-Plummer, Youth Services Librarian, Seminole County Public Library (FL)

11:45am-12:15 pm

"From Inbox to Completion: The Secrets to Successful Workflow"  
Presenter: Douglas Crane, Director, Palm Beach County (FL) Library System

12:30-1:00 pm

"Can You Explain This Gap In Your Resume?"  
Presenter: Veronica Milliner

### Friday

11-11:30 am

"Burning Out to Burning Bright"  
Presenter: Laura Pitts, Director, Scottsboro Public Library, Scottsboro, AL

11:45am-12:15pm

Improv Ideas to Improve Presentation Skills  
Presenter: Kevin King, Head of Community Engagement, Kalamazoo (MI) Public Library

Keep an eye on [placonference.org](http://placonference.org) for updates/changes to the Career Center schedule.

Follow Us  
#PLA2020



## Can't Make it to PLA 2020? Check Out the Virtual Conference

**Registration Deadline February 19!**

PLA offers a great way to participate in and enjoy the PLA Conference, even if you can't be there with us in Nashville. The PLA 2020 Virtual Conference will consist of live programming on Thursday, February 27 and Friday, February 28, including five 60-minute programs each day, plus author interviews and opportunities for networking. Programs are chosen from among the highest rated in PLA's session preference survey. Register and get more information about the Virtual Conference at [https://www.placonference.org/virtual\\_conference.cfm](https://www.placonference.org/virtual_conference.cfm).

### Thursday\*

9:30 AM–9:45 AM

Introduction and Welcome

9:45 AM–10:45 AM

Leading from the Middle

11:00 AM–12:00 PM

Part Playground, Part Laboratory: Building New Ideas at Your Library

12:15 PM–1:15 PM

Bringing Technology and Arts Programming to Senior Adults

1:15 PM–2:30 PM

Lunch Break with Author Interview (2:00 PM–2:30 PM):

Kevin Wilson & Ann Patchett in Conversation

*Appearing courtesy HarperCollins*

2:45 PM–3:45 PM

Going Fearlessly Fine-Free

4:00 PM–5:00 PM

Decreasing Barriers to Library Use

5:00 PM–5:15 PM

Daily Wrap-up

### Friday\*

9:30 AM–9:45 AM

Introduction and Welcome

9:45 AM–10:45 AM

Creating a Diverse, Patron-Driven Collection

11:00 AM–12:00 PM

Intentional Inclusion: Disrupting Middle Class Bias in Library Programming

12:15 PM–1:15 PM

Programming for All Abilities

1:15 PM–2:30 PM

Lunch Break with Author Interview (2:00 PM–2:30 PM):

Alice Randall, interviewed by Virginia Stanley

*Appearing courtesy HarperCollins*

2:45 PM–3:45 PM

Training Staff to Serve Patrons Experiencing Homelessness in the Suburbs

4:00 PM–5:00 PM

We're All Tech Librarians Now

5:00 PM–5:15 PM

Daily Wrap-up

*\*All time are Central. Schedule is subject to change.*

## A Green-er PLA

As in years past, we will implement green initiatives at PLA 2020. We will support these initiatives by:

Donating \$1 from every PLA Sustainability Pledge Signup (<https://www.placonference.org/sustainability.cfm#pledge>) to 350.org and the Environmental Defense Fund.

- Using recycled paper to create conference badges that are also recyclable.

- Minimizing the use of paper signage and increasing the use of digital signage and monitors.

- Increasing use of mobile app and distributing electric handouts.

- Utilizing electronic mail for marketing/communication purposes.

- Providing recycling bins at the convention center and recycling paper, badges, and other materials.

- Donating all extra materials to local nonprofit organizations.

You can support these initiatives by:

- Bringing a water bottle

- Bringing a tote bag

- Walking as much as possible

Read more about the PLA 2020 Green Initiatives at <https://www.placonference.org/sustainability.cfm>.

**DON'T FORGET  
TO REGISTER  
ONLINE TODAY!**



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**Bring Candid to  
your community!**

More than 400  
locations across  
the globe are  
giving people the  
information they  
need to do good.



## What's Happening at the Nashville Library?

While we're all here in Music City, it's only fitting that we catch up with the Nashville Public Library (NPL) to see what initiatives and collections you should know about while in town.

### [African American History Month at NPL](#)

Every February, NPL celebrates the stories of African Americans in Nashville and beyond with [a series of events](#) at all library locations. Here are a few highlights of how NPL has been celebrating this month.

- [Civil Rights Room](#): This room is a permanent collection of NPL's Civil Rights Collection at the downtown location. The exhibit features a symbolic lunch counter, historic photographs, and records and manuscripts from this important time in history. Even the room's location is symbolic, overlooking the intersection where nonviolent protests against segregated lunch counters took place.

- [Wishing Chair Productions](#): NPL's resident puppet troupe, performs throughout the year at the downtown location and other branches. The current show is ["Lorraine: The Girl Who Sang the Storm Away."](#) about a girl who uses song to keep her spirits high during a big storm.

- [Historic Photographs Exhibit](#): NPL's Hadley Park location is highlighting a collection of Howard Lowe's photographs telling the story of the civil rights movement through the month of February. Visitors are encouraged to interpret each photo themselves, then ask a librarian for the full story.

- [Freedom Song Analysis](#): The Southeast branch will host an event this Saturday that allows the community to experience songs from [NPL's Civil Rights Collection](#) in a new way.

- [Toni Morrison Book Discussions](#): To honor Toni Morrison's

legacy, multiple locations are hosting discussions of her Pulitzer Prize-winning novel, "Beloved," through a partnership with the Porch Writers' Collective.

### [Nashville Reads 2020: Dreamers by Yuyi Morales](#)

Each year, [Nashville Reads](#) aims to bring the city together to read great literature by picking a book to read and discuss across the city. This year's pick is ["Dreamers" by Yuyi Morales](#), a children's picture book about making a home in a new place. Morales left Mexico and came to the U.S. with her son in 1994, and found her home at the local public library.

[Multiple events are happening](#) in February to discuss and celebrate "Dreamers," including a citywide art project that invites the community to participate. People can visit any branch to decorate paper butterflies for a community art wall that will be on display at the downtown location to represent unity and diversity in the city.

Nashville Reads is a program in partnership with NPL, Lipscomb University, Nashville Public Library Foundation, Parnassus Books, Humanities Tennessee and the Mayor's Office.

### [Memorial Foundation Grand Reading Room](#)

NPL's Main Library is a short walk from the Music City Center, and we hope you'll visit while you're here. If you're a fan of historic architecture, be sure to check out the Grand Reading Room upstairs. The elevated view along Capital Boulevard provides a striking vantage, and the grand balcony windows center the columned Tennessee State Capital, one of the library's architectural ancestors. Greg Ridley's *The Story of Nashville*, an original copper-repousee art installation tops each book-case nook.



*Nashville Public Library Grand Reading Room Book Cases Detail*



*Nashville Public Library Grand Reading Room*

## PLA 2020 Community Service Project

*Exhibits Hall /Thursday & Friday during Exhibits Hours*

Join us in assembling 'snack packs' for the Oasis Center. The Oasis Center (<https://oasiscenter.org/>) is a nationally-recognized organization on a mission to help young people in middle Tennessee move into a happy, healthy, and productive adulthood. Every year, they engage over 3,500 youth and families across a broad spectrum of programs and services designed to help them reach their full potential. During the day, Oasis Center opens their doors to young people ages 18- 24 who are experiencing homelessness.

The snack packs we assemble at PLA 2020 will provide much needed nourishment for young people who are experiencing homelessness. Plan to drop in anytime and help assemble snack packs!

### PLA Member Headshot Studio Available exclusively to PLA members!

Say "Cheese" and update your profile photos with a complimentary headshot from the PLA Member Headshot Studio, located in the back of the Exhibits Hall near the Career Center. Available exclusively to PLA members, the studio will provide makeup stations and supplies for light touch-ups, a professional photographer, one 4"x6" printed headshot photo, and kiosks for participants to email themselves an electronic copy. The studio will be open Thursday, February 27 and Friday, February 28 during exhibit hours and is available on a first come, first served basis. Attendees can verify their PLA membership by showing their badge or going to the American Library Association booth (#845) to receive verification.

# PRODUCT SHOWCASE

ADVERTISEMENTS – PAID LISTINGS

## AWE Learning Booth #1433

[AWE Learning's](#) mission is to inspire an enthusiasm for learning by supporting school readiness and literacy in the community. Our [NEW Early Literacy Station™ Platinum](#) (ELS Platinum), for ages 2 – 8, provides new [award-winning](#) learning content for your young patrons.



ELS Platinum offers more than 75+ pre-loaded STREAM-aligned titles creating a safe, fun, and educational learning environment on a digital platform.

Content highlights include:

- Coding,
- Handwriting,
- E-books,
- Cyber Safety,
- And more!



ELS Platinum recently received a Platinum award in the 2020 Modern Library Awards.

## Quipu Group Booth #945

Patron Incident Tracking System from Quipu Group Booth #945

Copy: With Patron Incident Tracking System (PITS), your staff can experience clear and consistent incident reporting, send notifications to appropriate staff members and keep track of which patrons are currently suspended or trespassed. You decide what data to collect at your library! PITS supports local policies and can include the date and time of the incident, location of the incident, the specific rules of conduct that have been broken, information about the patrons involved, staff comments, and photos, and any additional support called for the incidents. PITS is a hosted, web-based solution. Keep patrons and staff safe with PITS.



## Readsquared Booth #745

Reading Programs - Readers Advisory Homework Helper - Reading Buddies

Join READsquared and engage your community like never before with targeted patron experience and content. Inspire participation with curated book recommendations, fun activities, literacy games, random drawings, raffles, social interactions and more!



Promote your library's brand with the many pre-packaged programs using popular themes and easily updated to reach your unique community!

READsquared Connecting your Library and Community!

See what READsquared can do for you and request a demo today!  
RequestDemo@READsquared.com

## SenSource, Inc. Booth #645

SenSource is the preferred patron counting provider for libraries of all sizes. Our video-based sensors count patrons with 97% or greater accuracy and are layered with AI to increase accuracy overtime, generating visitation statistics you can trust.



Vea, our cloud-based reporting platform, completes the solution with dashboards to:

- analyze historical metrics
- compare locations within a library system
- predict future traffic trends
- and more.

Over 1,200 libraries trust SenSource's patron counting system to:

- report statistics for government funding
- monitor facility and room usage
- efficiently plan staff schedules
- increase operational efficiencies

## Promote your Books and Products

It's not too late to purchase a Product Showcase listing for *PLA Daily News*: highlight products and books; promote author signings and more!

- Cost: \$750/net (Wednesday/Thursday/Friday) or \$299/net (Thursday only)
- Listing includes company name and booth number, product photo, description (100 words max.), and link to company website in digital version
- Listings organized alphabetically, by company name.
- Products introduced after 1/1/20 will have a "new" designation.

All Product Showcase advertisers will be bolded in the exhibitor list in *PLA Daily News*.

## Print and Digital Advertising Opportunities

*PLA Daily News* offers exhibitors the opportunity to reach PLA members and attendees through both print and digital advertising placements.

- Advertising placements for our print issues range from 1/4 page to full page, and each placement includes complimentary publication of one 300-word press release and image in each issue that your ad appears.
- Advertising placements are also available in our daily *PLA Daily News* email newsletters, which will be sent to more than 5,000 recipients.
- Advertise in three issues, 1/4 page or larger, and receive a complimentary email banner ad.

Contact Jenn Waters, [jwaters@showdailies.com](mailto:jwaters@showdailies.com), for *PLA Daily News* advertising information or to receive the media kit.

Insertion Order deadline: February 19, 2020

Materials deadline: February 21, 2020

# More than 250 Exhibitors Await You in Nashville!

*Exhibiting As.....Booth Number*

3branch Products .....723  
 4imprint.....1245  
 720 design.....744

**A-B-C**

ABC-CLIO .....1244  
 ABDO .....423  
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 Blink .....1412  
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**Exhibits Hours**

**Wednesday, February 26**  
 3:30 – 6:30 p.m.

**Exhibits Opening Reception**

**Thursday, February 27**  
 9:00 a.m. – 5:00 p.m.: Exhibits Open

**9:00 – 10:15 a.m.: Coffee Break**  
**3:00 – 4:00 p.m.: Coffee Break**

**Friday, February 28**  
 9:00 a.m. – 2:00 p.m.: Exhibits Open

**9:00 – 10:15 a.m.: Coffee Break**  
**1:30 – 2:00 p.m.: Closing Reception**

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 ConverSight.ai Libro .....444  
 Counting Opinions.....1523  
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 Cuento de Luz.....1311

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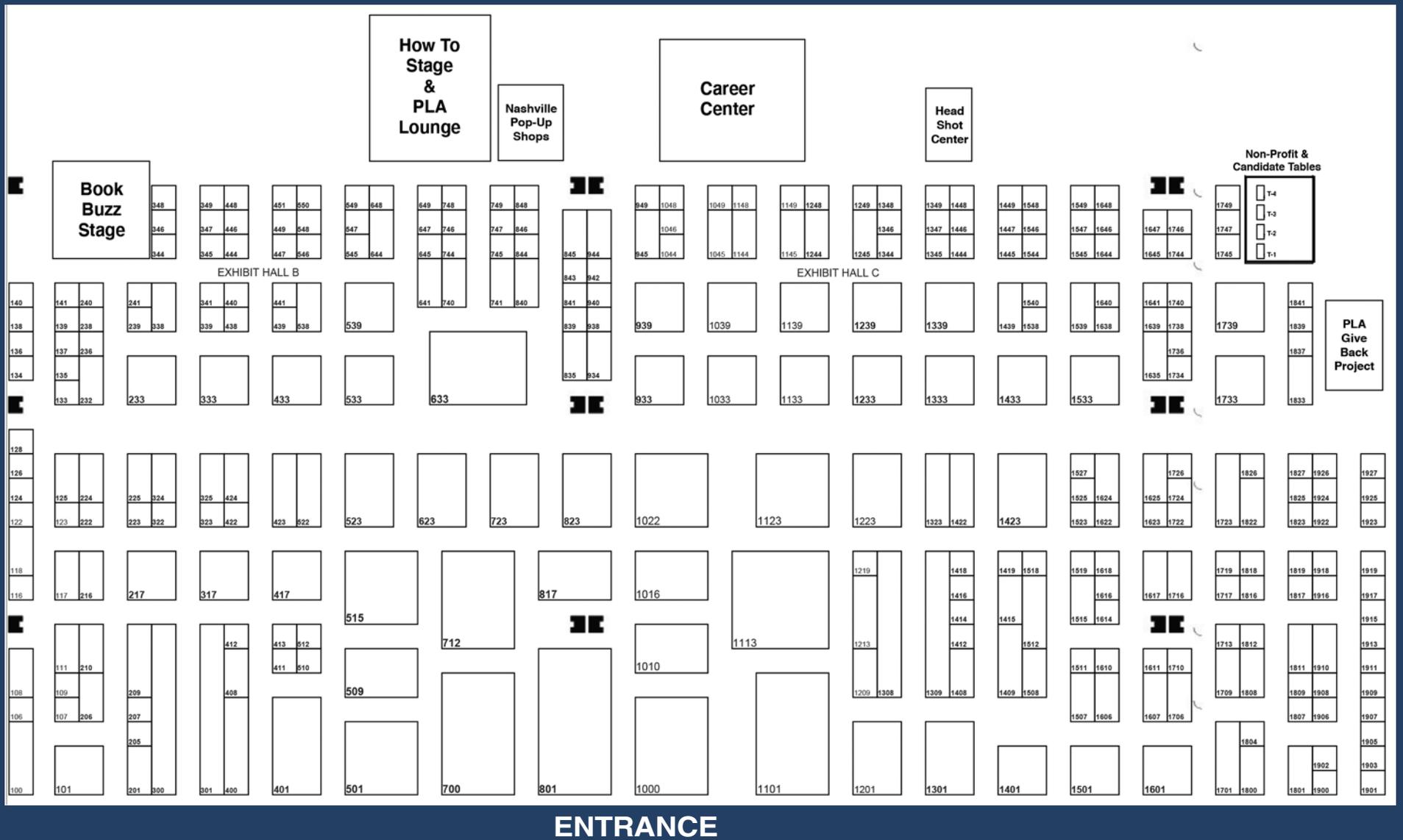
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Companies bolded and listed in purple are advertising in the PLA Daily News preview issue

**Exhibitors: Advertise in PLA Daily News**

Seeking to promote product lines or new publications? Advertise in *PLA Daily News*, the official daily newspaper of the PLA Conference.

The first three onsite issues of *PLA Daily News* will include the exhibitor list and floor plan. *PLA Daily News* advertisers will be highlighted in this list.

For more information, contact Jenn Waters, CustomNEWS, Inc., 240/401-6779 or [jwaters@showdailies.com](mailto:jwaters@showdailies.com).

## PLA How-To Stage Schedule

Don't miss the PLA How-To Stage in the Exhibits Hall. Sessions are planned for all hours the exhibits are open. Check out the line-up:

**Wednesday**  
Exhibit Hours: 3:30-6:30pm

**3:40-4:00 pm:** HOW TO Use 3D Pens

**4:40-5:00pm:** HOW TO Use Book Talk Videos to Market Your Collection

**5:40-6:00pm:** HOW TO Make Recycled Book Flowers

**Thursday**  
Exhibit Hours: 9:30 am – 5:00 pm

**9:30-9:50 am:** HOW TO Do A Long Distance Bike Ride

**10:30-10:50 am:** HOW TO Create an Educator Book Club

**11:30-11:50 am:** HOW TO Overcome Fear of Public Speaking

**12:20-12:50 pm:** HOW TO Bring STEM to Storytime

**1-1:20 pm:** HOW TO Make Buttons

**1:30-1:50 pm:** HOW TO Do a How-To Festival at Your Library

**2:30-2:50 pm:** HOW TO Create an Idea Incubator at Your Library

**3:30-3:50 pm:** HOW TO Survive Programming Disasters

**4-4:20 pm:** HOW TO Create a Technology Discussion Group for Patrons

**Friday**  
Exhibit Hours: 9:30am-2:00 pm

**9:30-9:50 am:** HOW TO Find Community Needs Through Swaps, Donations, and Services

**10:30-10:50am:** HOW TO Add Movement to Library Programming

**11:30 – 11:50 am:** HOW TO Present a Dynamic and Successful Drag Queen Story Hour

**12:30-12:50 pm:** HOW TO Have a Library Cat

**1-1:30 pm:** HOW TO Make Recycled Book Flowers

## Mobile App

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with other attendees at the conference. Just tap the Attendees icon on the event homescreen, and under Attendee Options (in the top right of the screen) make sure the slider marked “Show Me On Attendee List” is set to “On.”

Tip: Check your device's settings to enable notifications from the CrowdCompass AttendeeHub app. We use push notifications in the app to keep you informed of conference updates, reminders, and changes.

### Join the “Road to Nashville” Scavenger Hunt!

Have fun as you prepare for the PLA 2020 Conference by joining the “Road to Nashville” Scavenger Hunt, a photo scavenger hunt in the app.

Playing is simple: take and upload photos in the mobile app to complete weekly challenges and earn badges. Earn all six badges to be eligible for the prize drawing during the Exhibits Opening Reception on Wednesday, February 26. For rules and instructions, either tap the Road to Nashville icon on the event homescreen or visit [https://www.placonference.org/scavenger\\_hunt.cfm](https://www.placonference.org/scavenger_hunt.cfm).

PLA thanks Tutor.com for its support of the “Road to Nashville” Scavenger Hunt.

### Need Help?

Visit the Mobile App page on the conference website at [https://www.placonference.org/mobile\\_app.cfm](https://www.placonference.org/mobile_app.cfm). In-app help is available by tapping the Using This App icon on the event homescreen; or you can contact PLA staff at [placonfapp@ala.org](mailto:placonfapp@ala.org) for additional assistance.

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**Thursday, February 27**  
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9:00 a.m. – 2:00 p.m.

## Product News

### Bring Candid to your Community!

Every year, millions of nonprofits spend trillions of dollars around the world. Candid finds out where that money comes from, where it goes, and why it matters. Through research, collaboration, and training, Candid connects people who want to change the world to the resources they need to do it. Candid's data tools on nonprofits, foundations, and grants are the most comprehensive in the world. Foundation Center and GuideStar joined forces to become Candid, a 501c3 nonprofit organization.

The Funding Information Network (FIN) enables Candid's resources to reach thousands people and nonprofits in communities across the country and around the world. The network consists of hundreds of organizations that host Candid databases and training support, available at no cost to their local communities.

The FIN program was launched more than fifty years ago and today, the Network is comprised 400+ affiliates in 8 countries across the globe, represented by libraries, community

foundations, and nonprofit resource centers. FIN affiliation enables partners to better serve their stakeholders by freely providing funding data and knowledge tools that help nonprofits fundraise effectively.

With the introduction of the two new program tiers, Access and Training, FIN partners can opt-in at the level that best addresses the needs of their communities. Access tier partners provide support to nonprofits looking for funding data through access to our recently enhanced database, Foundation Directory Online (FDO). Training tier partners provide access to funding databases and offer additional capacity building programs to local nonprofits by leveraging Candid's signature training curriculum.

Know of a library, community foundation, co-working space, or nonprofit resource center that would benefit from partnering with Candid by joining the network? Connect with us online to learn more about becoming a part of the Funding Information Network by Candid.