

2021 VIRTUAL EVENT CALENDAR

Since COVID-19, *SLJ* has pivoted rapidly to present our signature events virtually. With our deep knowledge of digital platforms, we have re-tooled our events to give sponsors even more exposure and leads.

SCHOOL LIBRARIANS FLOCKED TO *SLJ*'S 2020 VIRTUAL EVENTS.

56,900 Total Registrants

29,400 Live Attendees

196,000 Total Downloads

187 minutes Avg. Time Spent

DATE	EVENT
3/9	Middle Grade Magic
5/20	Day of Dialog
7/15	Picture Book Extravaganza
8/5	<i>SLJ</i> Teen Live!
10/21	Fall Day of Dialog
10/29	<i>SLJ</i> Leadership Summit
11/10	LibraryCon Live!

BENEFITS:

A Highly Visible, Highly Interactive Environment

An Exponentially Larger Audience

- ✓ A national audience
- ✓ Avg. 8,4200 registrants and 3,900 attendees at each *SLJ* 2020 event

Multiple Points of Engagement

- ✓ Panels, presentations, live webcasts, recorded webcasts, break-out sessions, booth chats.

More Leads/Seamless Data Collection

- ✓ Multiple sources of leads, including registrants, panel leads, booth leads
- ✓ Leads automatically collected at each source.

Proven Virtual Event Expertise

- ✓ *SLJ* has been creating/hosting virtual events for over 10 years
- ✓ We advise on booth content to attract prime prospects and train booth staff

QUESTIONS? CONTACT YOUR ACCOUNT MANAGER

Roy Futterman: 631-848-0495 | **Cathy Hoey:** 917-692-4943 | **Justin Nathan:** 914-998-5432