



**Exhibit with us at  
the 2017  
Connecticut  
Library  
Association  
Conference!**

You are invited to exhibit at the 126th Connecticut Library Association (CLA) Annual Conference, which will take place **May 4 and 5, 2017** at the Mystic Marriott in Groton, CT. We hope you will join us.

Taking the maritime setting for inspiration, the theme for 2017 is “**Uncharted Waters: Navigating the Changing Tides in Librarianship.**”

Our conference committee is hard at work planning exciting keynotes and programs. One highlight of the 2017 conference will be WNPR's Colin McEnroe Show broadcasting his Friday radio show live from the conference.

Year after year, our exhibitors tell us that the Connecticut Library Association conference is among the most worthwhile library trade shows in the northeastern United States. This year, we expect another fantastic crowd of more than 800 attendees over the two day conference.

**The Exhibitor Ballroom will be open Thursday, May 4 from 8am until 6pm, and Friday, May 5 from 8am until 4pm.**

Please review the **CLA Conference Exhibitor Information Packet** for all of the information you will need to know about the conference - directions, hours, shipping, lunches, hotel accommodations, and more!

In order to guarantee a listing in the conference booklet, your registration and payment must be received by **April 13, 2017**. Please visit **[ctlibraryassociation.org](http://ctlibraryassociation.org)** to register. We look forward to working with you!

Warm regards,

**Brandie Doyle & Katy Dillman**  
Co-Chairs, CLA Annual Conference Exhibits Committee



# UNCHARTED WATERS

NAVIGATING THE CHANGING TIDES IN LIBRARIANSHIP



**May 4 & 5, 2017**

**Mystic Marriott, Groton CT**

## **Highlights:**

- Morning and afternoon refreshments served inside the Exhibitor Ballroom PLUS “Exhibitor BINGO” and giveaways to help drive traffic to your booth
- Exhibitor Ballroom located steps away from keynote & breakout rooms
- Ample no-conflict time for the 800+ attendees to visit your booth
- Free on-site parking right outside of the Mystic Marriott conference area
- Affordable room rates if you’re staying overnight
- Convenient access to the Exhibitor Ballroom through the banquet loading dock (rear of hotel)
- Exposure to librarians, library administrators, & staff – key decision makers who want to learn about your products & services!
- CT’s popular WNPR radio show, The Colin McEnroe Show, will broadcast their weekly culture roundup LIVE from the keynote room on Friday, May 5, ensuring a large, enthusiastic crowd on the second day of the conference



# CLA 2017 Conference Exhibitor Fact Sheet

Exhibiting at the 2017 CLA Conference gives your business valuable exposure to over 800 attendees from Connecticut and surrounding states. It also means you help the Connecticut Library Association to continue its 126-year-long tradition of offering top notch professional development to library professionals and sustain the industry in which your company operates.

**CONFERENCE DATES: Thursday, May 4 and Friday, May 5, 2017**

**SET-UP DATES/TIMES: Wednesday, May 3 (1-10 PM), Thursday, May 4 at 7am**

**EXHIBITOR BALLROOM HOURS: Thursday, 8am-6pm & Friday, 8am-4pm**

**LOCATION: Mystic Marriott Hotel & Spa, 625 North Road, Groton CT 064340**

**DIRECTIONS: Visit <http://bit.ly/clamarriott>**

**REGISTRATION PROCESS:** Please register at **[www.ctlibraryassociation.com](http://www.ctlibraryassociation.com)**.

Payment may be made by credit card or check. If paying by check, space will not be assigned until payment has been received. Registration forms and payments must be received on or before **April 13, 2017** in order for companies to be listed in the conference program. Make checks payable to *Connecticut Library Association Conference 2017*.

## **COSTS TO EXHIBIT:**

**\$1,000 Premium Booth** (Exhibitor Ballroom, prime locations near entry doors & refreshment tables)

**\$650.00 Standard Booth** (General Exhibitor Ballroom)

**\$250.00 Nonprofit Booth** (General Exhibitor Ballroom)

See sample layout on following page.

Registration includes:

- One (1) skirted eight foot by 18 inch (8' x 18") table
- Two (2) chairs
- Wireless Internet access
- One (1) free lunch each day. Tickets for additional lunches are available for **\$40.00** each (add to your registration cart).
- On-site parking for all exhibitor vehicles

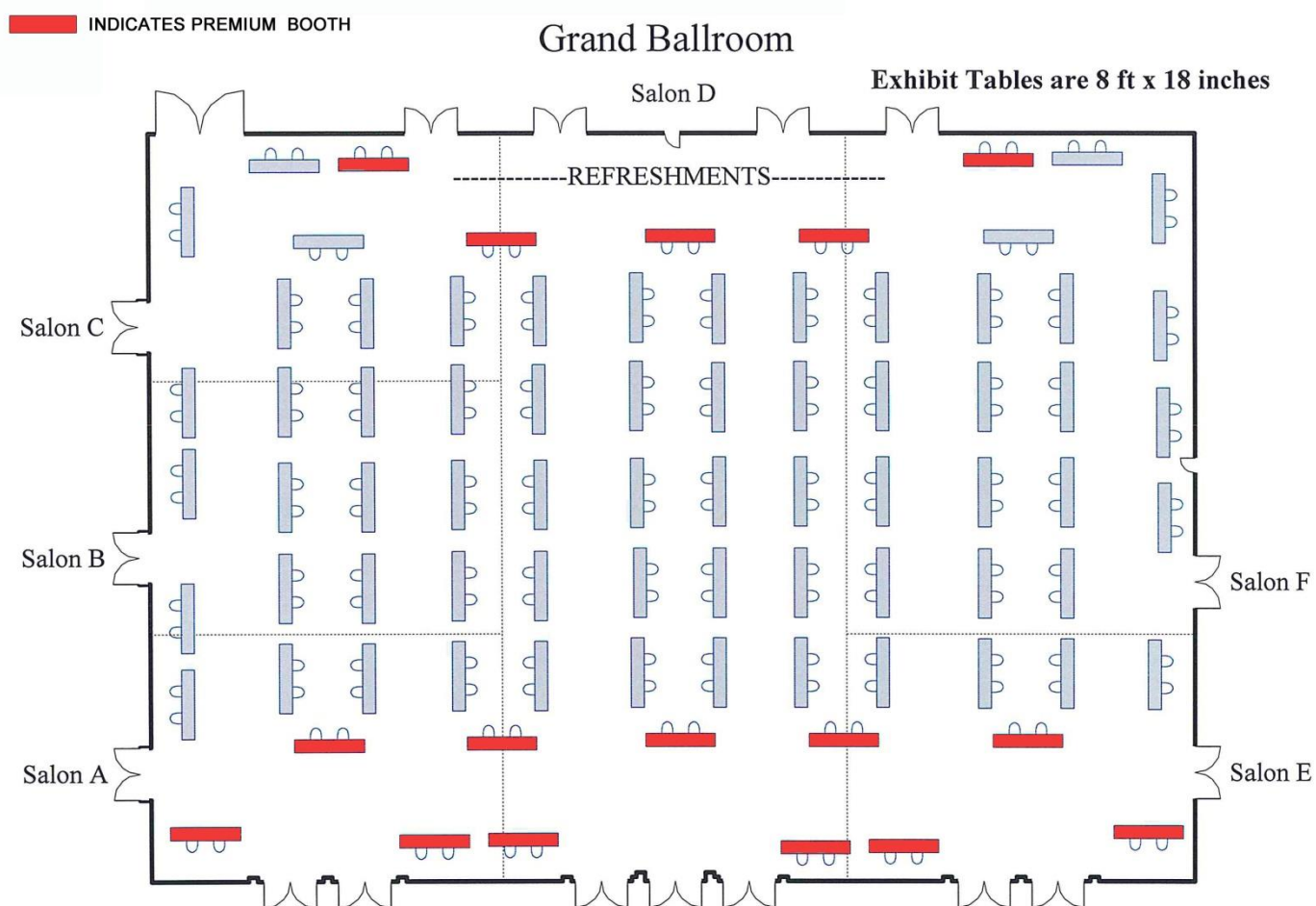
**\*\*Please note: electricity and hard-wired internet is available for an additional fee.**

Please see enclosed order form to order electricity, hard-wired internet or other optional AV equipment.

CLA's federal tax identification number is **06-0853589**.



## SAMPLE BALLROOM LAYOUT



**ASSIGNMENT OF SPACE:** Exhibit space will be assigned by the Exhibits Co-Chairs upon receipt of completed registration and full payment. Location preferences may be noted in the appropriate spot on the registration form and will be accommodated if possible. The Exhibitor Ballroom will be filled based on the date registered and booth level purchased.

**ASSEMBLY AND DISMANTLING:** Unless alternate arrangements have been made in advance with the Exhibits Committee Co-Chairs, all exhibitors are to assemble their displays on Wednesday, May 3 between the hours of 1 PM and 10 PM, and/or Thursday, May 4 beginning at 7 AM. All displays must be assembled and ready for viewing at the official conference opening time at 8:30 AM on Thursday, May 4. *Exhibitors are expected to keep their displays in place and assembled until closing time at 4:00 pm on Friday, May 5 and to remove all exhibit materials from the Exhibitor Ballroom by 7 PM on Friday, May 5.*

**COMPLIANCE WITH REGULATIONS:** Exhibitors are expected to comply with all national, state, municipal, and other government and facility rules and regulations, including but not limited to fire safety laws; the Americans with Disabilities Act; and all applicable trademark and copyright laws, including any performance, reproduction, or use of musical, artistic, or literary works.



**DISPLAY REGULATIONS:** No exhibit element may be placed in such a way as to block, conceal, or disable exit doors, fire extinguishers, or other safety and/or emergency equipment. Heat and/or smoke-producing equipment is forbidden, as it may activate the sprinkler system. No exhibit may intrude upon neighboring exhibits or aisles or obstruct the view or access to any other display. Nothing may be nailed, tacked, screwed, or otherwise attached to any portion of the building without express permission from the Exhibits Co-Chairs. All sound devices must be operated at a level that does not permit sound to travel beyond exhibitor's assigned space. Distribution of printed materials, souvenirs, or other articles shall be restricted to the exhibitor's assigned space. No part of the facility other than the exhibitor's assigned space may be used for display or selling purposes of any kind. The Exhibits Co-Chairs, at their sole discretion, reserves the right to require removal of any objectionable display elements or to prohibit any objectionable exhibitor activity.

**LIABILITY AND INSURANCE:** The Connecticut Library Association will not be financially obligated or otherwise committed in the event that the Connecticut Library Association Annual Conference is canceled or deferred on account of strikes, fires, casualties, Acts of God or causes beyond its control. The exhibitor will assume the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitors' displays, equipment, and other property brought upon the premises of the conference facility, and will indemnify and hold harmless the Connecticut Library Association, the Mystic Marriott Hotel & Spa, and any authorized representative, agent or employee of the foregoing of any and all losses, damages and claims. Every precaution will be taken to safeguard exhibitor's property including locking the Exhibitor Ballroom when the exhibit area is closed. It is the sole responsibility of the exhibitor to obtain any required business interruption, property damage, or other insurance coverage.

**LODGING:** Rooms at the Mystic Marriott are offered at the special group rate of \$145.00 per night (State and local taxes may apply). Exhibitors should call the hotel at 877-901-6632 to reserve a room and ask for the CLA Conference rate. Rooms may also be reserved online at <http://bit.ly/clahotelreg>. The last day to receive the CLA Conference discount rate is **April 5, 2017**, after which availability and price cannot be guaranteed.

**LUNCHES:** One lunch will be provided free-of-charge to each exhibiting company each day. If more than one lunch will be required, extra lunches may be ordered at [www.ctlibraryassociation.org](http://www.ctlibraryassociation.org). The cost for each additional lunch is \$40.00. The deadline for purchasing additional lunch(es) is Friday, April 21. Please note that the Exhibitor Ballroom will remain *open* during the lunch period on both days of the conference. Our goal is to provide maximum opportunity for exhibitors and attendees to interact. Exhibitors are free to bring food from the dining area to the Exhibitor Ballroom each day, if they so desire.

**PROGRAM ADVERTISING AND SPONSORSHIP OPPORTUNITIES:** If you are interested in a conference sponsorship, a number of opportunities are available to share your message and promote your business. Contact Exhibits Co-Chair Katy Dillman at [kdillman@blackstonelibrary.org](mailto:kdillman@blackstonelibrary.org) with any questions. Complete details may be found in the following pages.

We also encourage you to advertise your products and services in the official conference program. Rates start at a very affordable \$150.00 for a ¼ page ad.

**REFUND POLICY:** In the event an exhibitor must cancel participation, a written request for cancellation must be emailed to the Exhibits Co-Chairs ([bdoyle@russelllibrary.org](mailto:bdoyle@russelllibrary.org) & [kdillman@blackstonelibrary.org](mailto:kdillman@blackstonelibrary.org)). Cancellation requests received **on or before March 1, 2016** will be eligible for refunds of all money paid less an administrative fee of \$100.00. After March 1, 2017, no refunds can be made. Companies unable to attend are required to notify the Exhibits Committee Chair so that suitable adjustments to exhibit space can be made.

**SECURITY:** CLA will take every reasonable precaution to protect exhibits, and the Exhibitor Ballroom will be closed and locked when the conference is not in session. However, it is the sole responsibility of the exhibitor to safeguard his/her company's property.

**SHIPPING/RECEIVING:** The Mystic Marriott will accept packages no earlier than Friday, April 28, 2017. Please address packages to:

NAME of guest receiving package, c/o Mystic Marriott Hotel & Spa, 625 North Road Groton, CT 06340, May 4-5, 2017, CLA Conference

Please come prepared with return shipping labels. The hotel does not supply shipping labels. Please ensure materials are boxed and labeled, and a pickup has been scheduled with your carrier. The hotel's bellman and banquet team are available to bring your boxes to the shipping/receiving area. Items left behind in the Ballroom may be disposed of by hotel staff.

**SIGNAGE:** Each exhibitor must provide some form of company identification. Identification signs or banners must not cause damage to any equipment or building element, must not interfere with access to or view of neighboring displays, and must not infringe on aisle space. Exhibitors will be liable for any damage incurred by signs, banners, and/or other display elements.

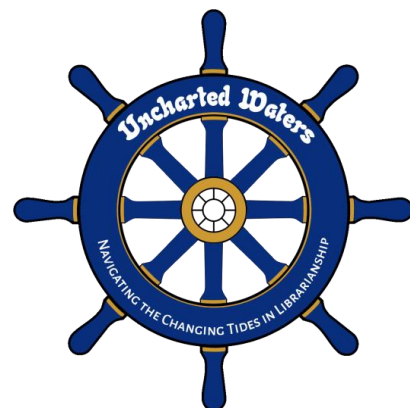
The Conference Exhibits Committee will provide each display space with a small sign to indicate table number so that attendees can locate specific exhibitors. *Exhibitors are asked not to remove this sign. If removal is required to enable set up of a display, exhibitors should replace their number sign in a visible spot after assembly has been completed.*

CLA thanks you for helping to underwrite the cost of our annual conference! Your support helps make the conference and the Association stronger.

Questions? Please contact us!

**Brandie Doyle**  
[bdoyle@russelllibrary.org](mailto:bdoyle@russelllibrary.org)  
860-347-2528 x144 (office)  
860-391-5933 (cell)

**Katy Dillman**  
[kdillman@blackstonelibrary.org](mailto:kdillman@blackstonelibrary.org)  
203-488-1441 ext. 313 (office)  
203-278-6314 (cell)





## Sponsorship Packages & Advertising Rates

Your sponsorship of the 2017 CLA Conference means valuable exposure for your business to over 800 attendees from Connecticut and surrounding states. There's a sponsorship level that is just right for you.

In-kind sponsorships will be awarded the sponsorship level that most closely matches the value of the in-kind arrangements.

Want to sponsor a specific event at CLA? Contact us to discuss alternate sponsorship arrangements.

### **Diamond Level..... \$10,000+**

- Premium Booth Space in Exhibitor Ballroom
- Full-page ad within conference program provided to each attendee
- Large logo and link on conference website and recognition on social media outlets
- Large logo within conference program
- Large logo displayed on screen before Keynote sessions
- Large logo on all conference promotional material distributed after receipt of sponsorship payment
- Recognition on event signs located in the registration area and at all breakout sessions
- Company description/link on conference website
- Logo on Keynote podium
- Logo exposure on all conference applications

### **Gold Level..... \$5,000-\$9,999**

- Premium Booth Space in Exhibitor Ballroom
- Half-page ad within conference program provided to each attendee
- Medium logo and link on conference website and recognition on social media outlets
- Medium logo within conference program
- Medium logo displayed on screen before Keynote
- Medium logo on all conference promotional material distributed after receipt of sponsorship payment
- Recognition on event signs located in the registration area and at all breakout sessions
- Company description/link on conference website
- Logo exposure on all conference applications



**Silver Level..... \$2,000+**

- Premium Booth Space in Exhibitor Ballroom
- Medium logo and link on conference website and recognition on social media outlets
- Medium logo within conference program
- Medium logo displayed on screen before Keynote
- Medium logo on all conference promotional material distributed after receipt of sponsorship payment
- Recognition on event signs located in the registration area
- Company description/link on conference website
- Logo exposure on all conference applications

**Supporting..... \$500+**

- Small logo and link on conference website and recognition on social media outlets
- Small logo within conference program
- Small logo on all conference promotional material distributed after receipt of sponsorship payment
- Recognition on event signs located in the registration area
- Company description on conference website

**Friend..... \$250**

- Name and link on conference website
- Name within conference program
- Name on all conference promotional material distributed after receipt of sponsorship payment

**Program Booklet Ads (all-attendee giveaway)**

Full Page Ad: \$600

Half Page Ad: \$300

Quarter Page Ad: \$150

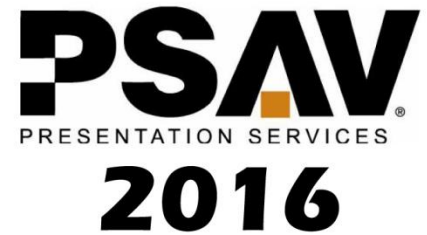
**DON'T MISS OUT: Secure your sponsorship today. Let's make this a great partnership!**  
Questions? Contact Katy Dillman: 203.488.1441, ext. 313 or [kdillman@blackstonelibrary.org](mailto:kdillman@blackstonelibrary.org)



# VENDOR ORDER REQUEST

Mystic Marriott Hotel & Spa  
 625 North Road, Route 117  
 Groton, CT 06340  
 Phone (860)326-0378

FAX (860)446-2696 or (860) 446-2601  
 email form to : aells@psav.com



GROUP/ CONVENTION NAME: \_\_\_\_\_ Convention Date/s \_\_\_\_\_

**CUSTOMER INFORMATION:**

Company Name \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Contact Phone # \_\_\_\_\_ Email Address \_\_\_\_\_  
 Contact Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Booth # \_\_\_\_\_

Item Requested	Advance Rate (PER DAY)	Day of Show (PER DAY)	Number of Units	Number of Days	Total
Standard Booth Electrical - Shared Circuit	\$50	\$75			
Dedicated Booth Electrical - Dedicated Circuit	\$75	\$100			
Wired Internet Access 1Mbps Up/Down	\$180	\$210			
Wired Telephone Line +Long Distance Charges	\$40	\$60			
15" LCD Computer Monitor	\$115	\$140			
32" LCD TV Monitor (on floor stand)	\$250	\$275			
42" LCD TV Monitor (on floor stand)	\$385	\$425			
Windows Laptop Computer	\$235	\$260			
EQUIPMENT TOTAL					
22% SERVICE CHARGE					
6.35 % Tax					
GRAND TOTAL					

PSAV no longer accepts credit card information by email or fax.  
 A PSAV representative will call to arrange for payment.  
 If you have questions please feel free contact us at 860.326.0378.

Note: All orders are **PER DAY** unless otherwise noted. Internet and phone charges are **PER SHOW**. Electrical service includes (1) power strip if needed. Please contact PSAV if there are special electrical requirements (i.e. anything other than a standard Edison plug). Orders must be received at least 10 days in advance to receive the "Advance Rate".