



Exhibitor Opportunities

**Be an exhibitor at the
2016 Connecticut Library
Association Conference!**

Connecticut's Libraries & You: A Great Partnership

It is our pleasure to invite your organization to exhibit at the 125th Connecticut Library Association (CLA) Annual Conference, which will take place **April 21-22, 2016** at the beautiful and expansive **Connecticut Convention Center in Hartford**. We hope you will join us!

CLA hosts the conference each year to provide training to library administrators and staff, share new ideas, and provide exposure to organizations and businesses that work closely with libraries. This year's theme is "**Libraries Through the Looking Glass: Reflecting on the Past While Stepping into the Future.**" We expect the 2016 conference to draw over **800** people from all over Connecticut AND surrounding states. It has truly become a regional 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.

To ensure a smooth exhibition process, we have arranged for **free on-site parking**, an **affordable room rate**, and **convenient access to the Exhibitor Ballroom**. We will work hard to drive as much traffic into the Exhibitor Ballroom as possible with announcements, special events, and ample no-conflict time. **The Exhibitor Ballroom will be open Thursday, April 21 from 8am until 6pm, and Friday, April 22 from 8am until 4pm.** Morning and afternoon refreshments will be served in the Exhibitor Ballroom, drawing attendees to your tables and thereby facilitating an abundance of contacts to be made and opportunities to be explored.

Please review the **CLA Conference Exhibitor Fact Sheet** 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 **March 11, 2016**. Please visit **ctlibraryassociation.org** to register. We look forward to working with you!

Warm regards,

Brandie Doyle
Chair, CLA Annual Conference Exhibits Committee

Libraries
— *through* —



the Looking Glass

reflecting on the past while stepping into the future

April 21 & 22, 2016

Connecticut Convention Center, Hartford

Featuring:

- Premier venue, conveniently located near major highways & Bradley International Airport
- Coffee breaks with food in The Exhibitor Ballroom
- Over 800 attendees from CT and surrounding states
- Exposure to librarians, library administrators & staff – key decision makers who want to learn about your products & services!
- Thursday AM meet & greet with CT Legislators
- Keynote Speakers **Ben Bizzle**, Library Technology and Marketing Specialist, and **James LaRue**, CEO of LaRue Associates and Consulting,
- Lunchtime Speakers **Roz Chast**, New Yorker Cartoonist, and **Brian Mayer**, Gaming & Library Technology Specialist & 2015 Library Journal Mover & Shaker

CLA 2016 Conference Exhibitor Fact Sheet

Exhibiting at the 2016 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 125-year-long tradition of offering top notch professional development to library professionals and sustain the industry in which your company operates.

CONFERENCE DATES: Thursday, April 21 and Friday, April 22, 2016

SET-UP DATES/TIMES: Wednesday, April 20 at 7pm and Thursday, April 21 at 7am

EXHIBITOR BALLROOM HOURS: Thursday from 8am - 6pm and Friday from 8am - 4pm

LOCATION: CT Convention Center 100 Columbus Blvd #400 Hartford, CT 06103

DIRECTIONS: Visit <http://www.ctconventions.com/directions/directions/>

REGISTRATION PROCESS: Please register at <http://ctlibraryassociation.org/meetinginfo.php?id=181&ts=1446741530>. 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 **March 16, 2016** in order for companies to be listed in the conference program. Make checks payable to *Connecticut Library Association Conference 2016*.

COSTS TO EXHIBIT:

Premium Booth (Atrium): **\$1000.00**

Booth (Exhibitor Ballroom): **\$650.00**

Non-profit Booth: **\$250.00**

Registration includes:

- One (1) skirted six foot by 30 inch (6' x 30") table
- Electricity
- Two (2) chairs
- Wireless Internet access. Hard-wired Internet is available at an additional cost.
- 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

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

REFUND POLICY: In the event an exhibitor must cancel participation, a written request for cancellation must be emailed to the Exhibits Chair (bdoyle@russell.lioninc.org). Cancellation requests received **on or before March 11, 2016** will be eligible for refunds

of all money paid less an administrative fee of \$100.00. After March 11, 2016, 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.

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 Connecticut Convention Center, 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.

ASSIGNMENT OF SPACE: Exhibit space will be assigned by the Exhibits Chair 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.

ASSEMBLY AND DISMANTLING: Unless alternate arrangements have been made in advance with the Exhibits Committee Chairman, all exhibitors are to assemble their displays on Wednesday, April 20 at 7pm and/or Thursday, April 21 beginning at 7am. All displays must be assembled and ready for viewing at the official conference opening time at 10:00 am on Thursday, April 21. *Exhibitors are expected to keep their displays in place and assembled until closing time at 4:00 pm on Friday, April 22* and to remove all exhibit materials from the Exhibitor Ballroom as soon as possible after closing.

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 Chair. 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 Chair, at her sole discretion, reserves the right to require removal of any objectionable display elements or to prohibit any objectionable exhibitor activity.

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.*

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.

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. The cost for each additional lunch is \$40.00. The deadline for purchasing additional lunch(es) is Monday, April 11, 2016. 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.

LODGING: Rooms at the Hartford Marriott adjoining the Connecticut Convention Center are offered at the special group rate of \$179.00 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 <https://resweb.passkey.com/go/CTLibrary2016>. The last day to receive the CLA Conference discount rate is April 1, 2016, after which availability and price cannot be guaranteed.

SHIPPING/RECEIVING: The Connecticut Convention Center will accept packages up to 30 days prior to the Conference and will hold packages for up to 3 days following the Conference. Contact the Business Center at 860-728-2592 to make shipping/receiving arrangements.

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.

PROGRAM ADVERTISING AND SPONSORSHIP OPPORTUNITIES: If you are interested in sponsoring a showcase, coffee break, or giveaways that go to each attendee, a number of opportunities are available to brand and promote your business. Contact Katy Dillman at kdillman@blackstonelibrary.org or Tom Piezzo at piezzot@madisonct.org with SPONSORSHIP in your email subject line. 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.

CLA thanks you for helping to underwrite the cost of our annual conference!

Questions? Please contact me!

Brandie Doyle

bdoyle@russell.lioninc.org

860-347-2528 x133 (office)

860-391-5933 (cell)

Sponsorship Packages & Advertising Rates

Your sponsorship of the 2016 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.

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

- Premium Booth Space in Atrium
- 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 and Lunch Speaker 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
- Full-page ad within conference program provided to each attendee
- Company description/link on conference website
- Inclusion within conference app sponsor module, with link to company/organization website
- Logo on Keynote and Lunch Speaker podium
- Logo exposure on all conference applications
- Logo displayed on Connecticut Convention Center public event boards and outside digital billboard

Gold Level..... \$5,000+

- Premium Booth Space in Atrium
- 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 and Lunch Speaker sessions
- 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
- Half-page ad within conference program provided to each attendee
- Logo exposure on all conference applications
- Inclusion within conference app sponsor module, with link to company/organization website

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

- Premium Booth Space in Atrium
- 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 and Lunch Speaker sessions
- 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
- Inclusion within conference app sponsor module, with link to company/organization website

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
- Inclusion within conference app sponsor module, with link to company/organization 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

Cloth Bag Logo Space (all-attendee giveaway)

One color logo: \$100

DON'T MISS OUT: Secure your sponsorship today by contacting one of the 2016 Conference Co-Chairs. Let's make this a great partnership!

Katy Dillman: 203.488.1441, ext. 313 or kdillman@blackstonelibrary.org

Tom Piezzo: 203.245.7365, ext. 26 or piezzot@scrantonlibrary.org