

• 127th CLA Annual Conference •

April 23 – 24, 2018

Danbury Crowne Plaza

18 Old Ridgebury Road, Danbury CT



Exhibitor Information



**Thank you for
exhibiting at the
2018 CLA Annual
Conference!**



Highlights:

- **Morning and afternoon refreshments served inside the Exhibits Hall PLUS “Exhibitor BINGO” and giveaways to help drive traffic to your booth**
- **Exhibits Hall located steps away from registration and information area**
- **Ample no-conflict time for the 700+ attendees to visit your booth**
- **Free on-site parking**
- **Affordable room rates if you’re staying overnight**
- **Convenient access to the Exhibitor Ballroom through the main entrance**
- **Exposure to librarians, library administrators, & staff – key decision makers who want to learn about your products & services!**

CLA 2018 Conference Exhibitor Fact Sheet

Exhibiting at the 2018 CLA Conference gives your business valuable exposure to over 700 attendees from Connecticut and surrounding states. It also means you help the Connecticut Library Association to continue its 127-year-long tradition of offering top notch professional development to library professionals and sustain the industry in which your company operates.

CONFERENCE DATES: Monday, April 23 & Tuesday, April 24, 2018

SET-UP DATES/TIMES: Sunday, April 22, 1-9 pm & Monday, April 23, 7-8 am

EXHIBITOR BALLROOM HOURS: Monday, 8 am-6 pm & Tuesday, 8 am-4 pm

LOCATION: Danbury Crowne Plaze, 18 Old Ridgebury Road, Danbury CT 06810

DIRECTIONS/HOTEL INFO: www.cpdanbury.com

REGISTRATION: Please register at www.ctlibraryassociation.org. Payment may be made by credit card or check. If paying by check, space will not be assigned until payment has been received. Make checks payable to *Connecticut Library Association Conference 2018*.

Registration forms and payments must be received on or before **April 1, 2018 to guarantee booth space** and be listed in the conference program.

COSTS TO EXHIBIT:

\$1,000 Premium Booth (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" inches (8' x 18") table
- Two (2) chairs
- Wireless Internet access
- Electrical outlet 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

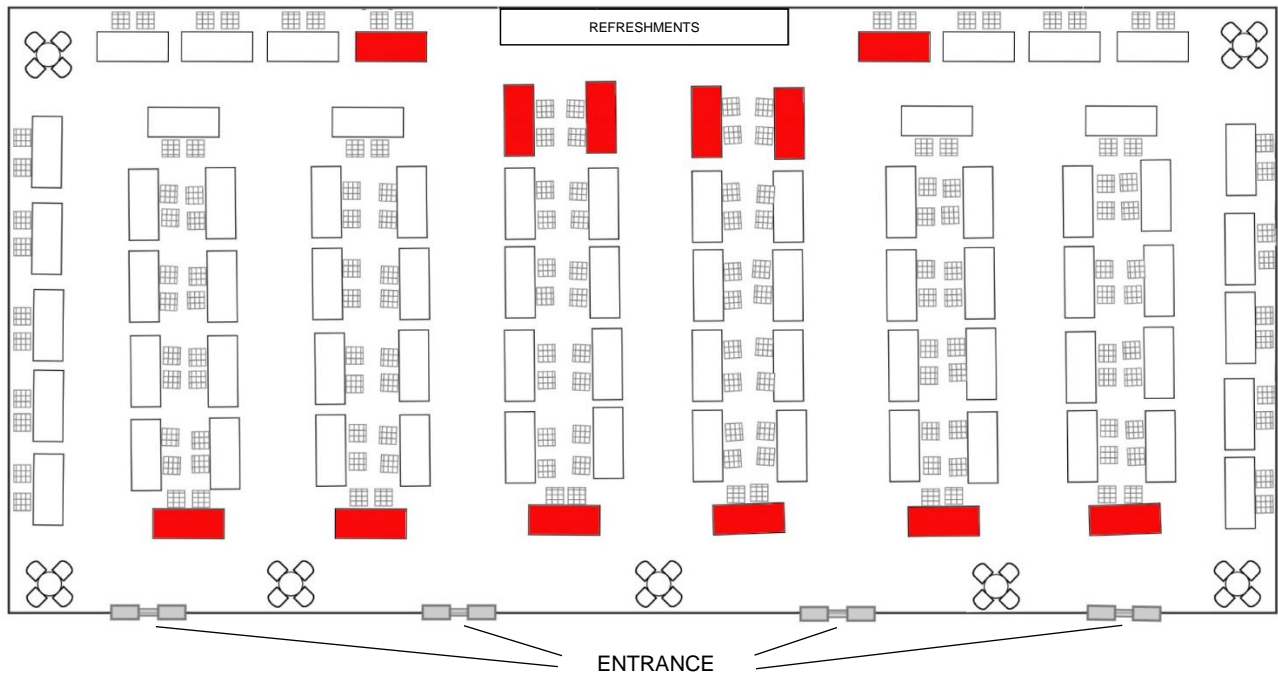
****Please note: there is an additional fee for hard-wired internet (\$50) and additional plugs/extension cords/power strips (\$10 each).**

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

SAMPLE BALLROOM LAYOUT – CROWNE BALLROOM

 INDICATES PREMIUM BOOTH

EXHIBIT TABLES ARE 8 ft x 18 in



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 requested in the comments field 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 Sunday, April 22 between the hours of 1 PM and 9 PM, and/or Monday, April 23 beginning at 7 AM. All displays must be assembled and ready for viewing at the official conference opening time at 8:30 AM on Tuesday, April 22. *Exhibitors are expected to keep their displays in place and assembled until closing time at 4:00 PM on Tuesday, April 24* and to remove all exhibit materials from the Exhibitor Ballroom by 5:30 PM on Tuesday, April 24. Danbury Crowne Plaza is able to store items for pickup at a later date. Please contact the hotel to make arrangements prior to the conference.

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 glitter or small confetti is allowed in the Exhibits Hall. 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 Danbury Crowne Plaza, 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 Danbury Crowne Plaza are offered at the special group rate of \$99.00 per night (State and local taxes may apply). Exhibitors should call the hotel at 866-907-2314 to reserve a room and ask for the CLA Conference rate. Rooms may also be reserved online at:

<https://www.crowneplaza.com/redirect?path=hd&brandCode=CP&localeCode=en®ionCode=1&hotelCode=DXRCP&PMID=99801505&GPC=CLA&viewfullsite=true>

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 April 1.

Exhibitor lunch period will take place 30 minutes prior to attendee lunch period. Please note that the Exhibitor Ballroom will remain *open* during the attendee lunch period on both days of the conference. Our goal is to provide maximum opportunity for exhibitors and attendees to interact.

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 McNicol at kmcnicol@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 (kmcnicol@blackstonelibrary.org & kpowe@westhavenlibrary.org).

Cancellation requests received **on or before March 1, 2018** will be eligible for refunds of all money paid less an administrative fee of \$100.00. After March 1, 2018, 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 Danbury Crowne Plaza will accept packages no earlier than Friday, April 6, 2018. Please address packages to:

NAME of guest receiving package, c/o 18 Old Ridgebury Road, Danbury, CT 06810, April 23-24, 2018, 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 banquet staff are available, if necessary, 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!

Katy McNicol
kmcnicol@blackstonelibrary.org
203-488-1441 ext. 313 (office)
203-278-6314 (cell)

Kymerlee Powe
kpowe@westhavenlibrary.org

Enhance your conference experience with a sponsorship!

Sponsorship Packages & Advertising Rates

Your sponsorship of the 2018 CLA Conference means valuable exposure for your business to over 700 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

- 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: Visit ctlibraryassociation.org to secure your sponsorship today!
Let's make this a great partnership!**

Questions? Contact Katy McNicol: 203.488.1441, ext. 313 or kmcnicol@blackstonelibrary.org