Dear Exhibitor:

You are cordially invited to display your company’s products and/or services at the 120th Annual Conference of the Connecticut Library Association, to be held on Monday, May 2, and Tuesday, May 3, 2011 at the Hilton Stamford Hotel in Stamford, Connecticut. We have arranged for free on-site parking, an affordable room rate, and convenient access to the Exhibit Hall by attendees, so please join us!

Year after year, our exhibitors tell us that the Connecticut Library Association’s annual conference is one of the most worthwhile library trade shows in the northeastern United States. Approximately one thousand public and academic librarians, library trustees, and library friends attend this event, and an average of seventy companies exhibit every year. Given Stamford’s proximity to New York State, we anticipate some New York librarian turnout this year, too, which is an opportunity for you to gain access to a large neighboring market.

The Exhibit Hall will be open throughout the conference, and exclusive exhibit time is scheduled for each day. Also, morning and afternoon refreshments will be served in the hall and our popular “Technology Sandbox” showcase will be operating there.

The complete exhibitor registration package, containing all the information you will need to know about the conference (directions, hours, shipping, lunches, hotel accommodations, registration form, and more) is ready for your inspection below. Please download the full package, complete the registration document appropriately, and return it with a check covering your conference fees. Registrations for the 2011 CLA Conference will be accepted until Exhibit Hall space is sold out. However, in order to guarantee your listing in the conference booklet, your registration and payment must be received by March 18, 2011.

Please join us for CLA’s Annual Conference 2011! This year’s theme is *Come Together, Move Forward*, and your presence as an exhibitor will help to make this an event to remember!

Sincerely,

Robert Simon  
Director, Canton Public Library  
Chairman, Connecticut Library Association Annual Conference Exhibits Committee
CONFERENCE DATES: Monday, May 2 and Tuesday, May 3, 2011

EXHIBITS SET-UP DATE: Sunday, May 1, from 6:30 to 9:00 p.m.

LOCATION: The Hilton Stamford Hotel & Executive Meeting Center, 1 First Stamford Place, Stamford, CT 06902

DIRECTIONS: Directions to the Hilton Stamford Hotel from all points of the compass can be found by visiting www1.hilton.com.

CONFERENCE SCHEDULE:

SUNDAY, MAY 1, 2011
5:00 p.m. - 6:30 p.m. Set-up of Exhibit Hall tables
6:30 p.m. – 9:00 p.m. Exhibitor set-up

MONDAY, MAY 2, 2011
8:00 a.m. Exhibit Hall opens
8:00 a.m. – 9:30 a.m. Exclusive exhibit time
10:30 a.m. – 11:00 a.m. Refreshments served in the Hall
12:00 p.m. – 1:30 p.m. Lunch and exclusive exhibit time
3:35 p.m. – 3:55 p.m. Cupcake break in Exhibit Hall
5:00 p.m. – 5:30 p.m. Exclusive exhibit time
5:30 p.m. Exhibit Hall closes

TUESDAY, MAY 3, 2011
8:00 a.m. Exhibit Hall opens
8:00 a.m. – 9:15 a.m. Exclusive exhibit time
10:35 a.m. – 10:50 a.m. Refreshments served in the Hall
11:45 a.m. – 12:30 p.m. Lunch and exclusive exhibit time
1:30 p.m. Exhibit Hall closes

REGISTRATION PROCESS: Following this document, you will find the exhibitor registration form. Complete the form appropriately and return it, along with a check covering your conference fees. Please note that the registration process is not complete until both your paperwork and payment have been received. Remember to review all materials included on our exhibitor information website. Upon receipt of your paperwork and payment, we will email you a confirmation verifying your conference needs, payment, and display location. On the
evening of set-up, exhibitors should report to the Exhibits Committee table inside the Exhibit Hall to sign in and collect their conference materials.

Registration forms and payments must be received on or before March 18, 2011 in order for companies to be listed in the conference booklet.

Exhibitors should mail their registration forms and checks to:

Robert Simon  
Canton Public Library  
40 Dyer Avenue  
Canton, CT 06019

ATTN: CLA CONFERENCE 2011

COSTS TO EXHIBIT: Use the registration forms below to order the number of display spaces you will want, as well as electricity, if needed. Each display space will be eight feet by eight feet (8' x 8') and will include one (1) skirted (8 x 2) table. Chairs will be provided – the number for each display space is yet to be determined. The cost for each display space is $500.00 for New England/New York companies or $600.00 for companies with offices in more than one state. Electricity will be an additional charge of $200.00. Wireless Internet access in the Exhibit Hall will be available to every exhibitor at no cost. Also, one (1) free buffet lunch each day will be provided to each exhibiting company at no cost. Tickets for additional lunches (costing $40.00 each) can be ordered via the registration form. Make checks payable to Connecticut Library Association Conference 2011.

Also available free: (1) the Tuesday morning complimentary exhibitor breakfast and (2) on-site parking for all exhibitor vehicles.

CLA’s federal tax identification number is 06-0853589.

NOTE: Each of the companies that won awards (Best Exhibit of Show and Best First-Time Exhibit) at Conference 2010 will receive a fifty percent (50%) discount on the cost of one (1) display space at Conference 2011. In addition, the company that won the raffle at Conference 2010’s exhibitor breakfast will receive one (1) free display space at Conference 2011. The companies that qualify for these discounts should note this information at the top of their registration forms.

REFUND POLICY: In the event an exhibitor must cancel participation, a written request for cancellation must be emailed to the Exhibits Committee Chairman at rsimon@cantonpubliclibrary.org. Cancellation requests received on or before March 18, 2011 will be eligible for refunds of all money paid less an administrative fee of $100.00. After March 18, 2011, no refunds can be made. Companies unable to attend are required to notify the Exhibits Committee Chairman so that suitable adjustments to exhibit space can be made.
CERTIFICATE OF INSURANCE:

CLA and the Hilton Stamford Hotel require that each exhibiting company be in possession of, and be able to show, a certificate of insurance naming the Connecticut Library Association as an additional insured.

The sponsor, management, the facility, the official contractor, the building owners, and their employees and agents will not be liable for injuries to any person or damage or loss of any property owned or controlled by exhibitors to which claims for damages may arise or be connected in any way to exhibitor’s participation in the exposition, nor for any claim or liability which may arise as a result of copyright and trademark laws and regulations. Exhibitor agrees to hold harmless and defend the sponsor, management, the facility, the official contractor, the building owners, and their employees and agents from all such claims. It is the sole responsibility of the exhibitor to obtain any required business interruption, property damage, or other insurance coverage.

SPONSORSHIP OPPORTUNITES: If you are interested in sponsoring a showcase, coffee break, or give-aways that go to each attendee, a number of opportunities are available to brand and promote your business. Contact David Boudinot at david@hchlibrary.org with SPONSORSHIP in your email subject line. CLA thanks you for helping to underwrite the cost of our annual conference!

ASSIGNMENT OF SPACE: Exhibit space will be assigned by the Conference Exhibits Committee upon receipt of completed registration paperwork and payment in full. Location preferences may be noted in the appropriate spot on the registration form and will be accommodated if at all possible.

ASSEMBLY AND DISMANTLING: Unless alternate arrangements have been made in advance with the Exhibits Committee Chairman, all exhibitors are to assemble their displays on Sunday, May 1, 2011 between the hours of 6:30 p.m. and 9:00 p.m. All displays must be assembled and ready for viewing at the official conference opening time (8:00 a.m.) on Monday, May 2. Exhibitors are expected to keep their displays in place and assembled until closing time (1:30 p.m.) on Tuesday, May 3 (please – no exceptions!) and to remove all exhibit materials from the Exhibit Hall 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 Conference Exhibits Committee. 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 Conference Exhibits Committee, at its 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 (1) buffet lunch will be provided free-of-charge to each exhibiting company each day. If more than one (1) lunch will be required, they may be ordered in advance by completing the appropriate section of the exhibitor registration form. The cost for each additional buffet lunch is $40.00.

Please note that the Exhibit Hall 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 food tent to the Exhibit Hall each day, if they so desire.

**LODGING:** Rooms at the Hilton Stamford Hotel are offered at CLA’s special group rate of $129.00 per night (local taxes may apply). Exhibitors should call the hotel directly at 800-445-8667 to reserve one of these rooms. The last day to receive CLA’s special discounted rate is April 17, 2011, after which availability and price cannot be guaranteed.

**SHIPPING/RECEIVING:** Exhibitors may send boxes to the Hilton Stamford Hotel so that they arrive up to two (2) days prior to the conference. Post-conference, the hotel will store boxes for shipping out for up to two (2) days. All in-coming boxes must be labeled *CLA CONFERENCE 2011.* With sufficient advance notice, the hotel will obtain extra FedEx and UPS shipping slips, etc. at no cost. Exhibitors will be responsible for supplying either a valid shipping account or a credit card on the paperwork.
SECURITY: CLA will take every reasonable precaution to protect exhibits, and the Exhibit Hall 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.

EXHIBITOR RAFFLE: Many exhibitors participate in our two (2) daily raffles of products and/or services during the conference. Please indicate on the registration form if you wish to be a participant.

RAFFLE RULES: Each exhibiting company is to display its raffle product/service and collect entries at its own display space. Please bring a container in which to collect your raffle entries. Entries may simply be business cards, or else the exhibitor may chose to provide something more elaborate. The Exhibits Committee will divide the participating exhibitors into a Monday raffle and a Tuesday raffle. Then, on Monday and Tuesday afternoons, the Exhibits Committee will select the winner of each exhibitor’s raffle contest and will make an appropriate announcement over the public address system. If the winner is not present to collect his/her prize, we ask exhibitors to take responsibility for contacting him/her and delivering the prize after the conference closes. All raffle entries will be returned to the exhibitors for their own use.

EXHIBITOR BREAKFAST: Our traditional complimentary thank-you breakfast for exhibitors will be held on Tuesday, May 3, from 7:00 to 8:00 a.m. (location to be announced). Come to eat, socialize, and offer your comments to the CLA Exhibits Committee and to the conference and association officers. A raffle for one (1) free Exhibit Hall display space at Conference 2012 also will be held. Please indicate on the registration form the number of people from your company who wish to attend the breakfast.

ATTENDEES LIST: A list of all conference attendees (format to be determined) will be given free-of-charge to every exhibiting company on Tuesday, May 3, at 1:30 p.m. Company representatives must be present in the Exhibit Hall in order to receive this list, as mailing will not be possible. After the conference, a list of attendees will be available for purchase. Please contact:

Pam Najarian, Administrative Assistant
Connecticut Library Association
860-346-2444
cla@ctlibrarians.org

Questions? Please contact:
Robert Simon, Chairman
CLA Annual Conference Exhibits Committee
860-693-5800 or rsimon@cantonpubliclibrary.org
EXHIBITOR REGISTRATION FORM

The applicant listed below hereby orders exhibit space at the CLA Annual Conference 2011 and agrees to abide by the rules and regulations of CLA and its agents, as stated in the accompanying CONNECTICUT LIBRARY ASSOCIATION ANNUAL CONFERENCE 2011 INFORMATION, RULES, AND REGULATIONS FOR EXHIBITORS

FIRM (Type or print as name is to appear in print)___________________________________________________________________

PERSON TO WHOM EXHIBITOR INFO SHOULD BE DIRECTED ___________________________________________________________

EMAIL OF PERSON NAMED ABOVE  ______________________________________________________________________________

ADDRESS __________________ ____________________________ CITY _______________________ STATE_______ ZIP _________

TELEPHONE ______________________________________________ FAX ________________________________________________

COMPANY WEBSITE ADDRESS_ ___________________________________________________________________________________

SALES PHONE/EMAIL (For program)________________________________________________________________________________

EXHIBIT REQUIREMENTS

DISPLAY SPACE: 8’ x 8’ carpeted floor space with covered and skirted (8’ x 2’) table and 1 or 2 chairs (New England/New York companies) #_____ @ $500 = $___________

DISPLAY SPACE: 8’ x 8’ carpeted floor space with covered and skirted (8’ x 2’) table and 1 or 2 chairs (Companies with offices in more than one state) #_____ @ $600 = $___________

CHECK HERE IF EMPTY SPACE IS PREFERED __________

ELECTRICAL SERVICE: 6 outlets on a 15-amp power strip #_____ @ $200 = $____________

INTERNET ACCESS: Wireless Internet access in the Exhibit Hall for the entire show FREE

BUFFET LUNCH -- EACH EXHIBITING COMPANY WILL RECEIVE 1 FREE BUFFET LUNCH PER DAY, MAY 2 AND MAY 3. IF ADDITIONAL LUNCHES ARE NEEDED, PLEASE COMPLETE THE FOLLOWING:

MONDAY # _____ @ $40 = $ ____________

TUESDAY # _____ @ $40 = $ ____________

PAYMENT ENCLOSED (Payment is required to complete registration. CLA’s federal tax ID number is 06-0853589) $ ____________

EXHIBITOR REPRESENTATIVES (List names as they should appear on badges)

BRIEF STATEMENT DESCRIBING YOUR COMPANY’S PRODUCT(S) AND/OR SERVICE(S):
**SPECIAL PLACEMENT NEEDS** (Need wall space, place near/far from another vendor [specify name], etc.):

**IS YOUR COMPANY PARTICIPATING IN THE EXHIBITOR RAFFLE?**
Yes____ No_____
(If yes, please review raffle rules listed in INFORMATION, RULES, AND REGULATIONS FOR EXHIBITORS)

**WILL YOUR COMPANY ATTEND THE EXHIBITOR BREAKFAST?**
Yes ____ No ____ How many? ______

**IF THIS IS YOUR COMPANY’S FIRST TIME ATTENDING THE CLA CONFERENCE, PLEASE CHECK HERE _____

**PLEASE ESTIMATE THE NUMBER OF YEARS YOUR COMPANY HAS ATTENDED THE CLA CONFERENCE: ________

**PLEASE READ “CONNECTICUT LIBRARY ASSOCIATION ANNUAL CONFERENCE 2011 INFORMATION, RULES, AND REGULATIONS FOR EXHIBITORS”, WHICH CONSTITUTE PART OF THIS CONTRACT.**

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Space is sold on a “first-come/first-served” basis. Payment must accompany your order. Sales will continue until the Exhibit Hall is sold out, but the deadline for being listed in the conference program is March 18, 2011. Make checks payable to CLA Conference 2011 and mail to:

Robert Simon
Canton Public Library
40 Dyer Avenue
Canton, CT 06019

ATTN: CLA CONFERENCE 2011

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OFFICE USE ONLY

REGISTRATION RECEIVED _______________________________________________________________

CHECK DATE/NUMBER: _______________________________________________________________

CHECK AMOUNT: _________________________________________________________________

SPACE(S) ASSIGNED: ____________________________ No Table ______

ELECTRICITY ________________________________________________________________

ADDITIONAL LUNCHES __________________________________________________________

CONFIRMATION SENT BY: ___________________________________________________________