Dear Exhibitor:

You are invited to display your company’s products and/or services at the **121st Annual Conference of the Connecticut Library Association**, to be held on **Monday, May 7, and Tuesday, May 8, 2012** at the **Mystic Marriot Hotel & Spa** in **Groton, 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.

The Exhibit Hall will be open throughout the conference, and exclusive exhibit time is scheduled for each day. Morning and afternoon refreshments will be served in the Exhibit Hall and our popular “Technology Petting Zoo” showcase will be operating there. We are also planning an exhibitor-sponsored Happy Hour in the Exhibit Hall for all conference attendees!

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 complete the registration document, and return it with a check covering your conference fees. Registrations for the 2012 CL A 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 23, 2012.**

Please join us for CLA’s Annual Conference 2012! This year’s theme is **Meeting the Challenge**, and your presence as an exhibitor will help to make this an event to remember!

Sincerely,

David Boudinot  
Adult Programming Librarian, Henry Carter Hull Library, Clinton  
Chairman, Connecticut Library Association Annual Conference Exhibits Committee
CONNECTICUT LIBRARY ASSOCIATION
ANNUAL CONFERENCE 2012
INFO PACKET FOR EXHIBITORS

CONFERENCE DATES: Monday, May 7 and Tuesday, May 8, 2012

EXHIBITS SET-UP DATE: Sunday, May 6, from 6:30 - 9:00 pm and Monday, May 7, from 6:30 - 7:45 am.

LOCATION: The Mystic Marriott Hotel & Spa, 635 North Road, Route 117, Groton, CT 06340

DIRECTIONS: Directions to the Mystic Marriott Hotel & Spa may be found at www.mysticmarriott.com.

CONERENCE SCHEDULE:

SUNDAY, MAY 6, 2012
6:30 – 9:00 pm Exhibitor set-up
8:00 – 10:00 pm President’s Reception

MONDAY, MAY 7, 2012
6:30 – 7:45 am Additional Exhibitor set-up
8:15 am Exhibit Hall opens
8:15 – 9:00 am Exclusive exhibit time
10:00 – 10:30 am Refreshments served in the Hall
12:00 – 2:00 pm Lunch
12:30 – 1:30 pm Exclusive exhibit time
2:30 – 3:00 pm Refreshment break in Exhibit Hall
4:30 – 5:30 pm Happy Hour reception in Exhibit Hall
5:30 pm Exhibit Hall closes

TUESDAY, MAY 8, 2012
7:00 – 7:50 am Exhibitor Breakfast
8:00 am Exhibit Hall opens
8:00 – 9:00 am Exclusive exhibit time
10:00 – 10:30 am Refreshments served in the Hall
12:00 – 2:00 pm Lunch
12:30 pm – 1:30 pm Exclusive exhibit time
2:00 p.m. Exhibit Hall closes

REGISTRATION PROCESS: Please complete the Exhibitor Registration Form 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. Upon receipt of your paperwork and payment, we will email you a confirmation verifying your conference needs, payment, and display location. During the set up times, 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 23, 2012** in order for companies to be listed in the conference booklet.

Exhibitors should mail their registration forms and payment to:

David Boudinot  
Henry Carter Hull Library  
10 Killingworth Turnpike  
Clinton, CT 06413-1323

**ATTN: CLA CONFERENCE 2012**

**COSTS TO EXHIBIT:** The cost for each display space is $600.00. The rate for companies with offices in only one location is $500.00. Electricity will be an additional charge of $150.00. Each display space will be eight feet by eight feet (8’ x 8’) and will include one skirted eight foot by 18 inch (8’ x 18”) table. 2 chairs will be provided. Wireless Internet access in the Exhibit Hall will be available to every exhibitor at no cost. Also, one 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 2012*.

Also available free: the Tuesday morning complimentary exhibitor breakfast and 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 Committee Chairman at david@hchlibrary.org. Cancellation requests received on or before March 23, 2012 will be eligible for refunds of all money paid less an administrative fee of $100.00. After March 23, 2012, 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.

**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 defered 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 exhibit hall 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.

**SPONSORSHIP OPPORTUNITIES:** 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 6, 2012 between the hours of 6:30 p.m. and 9:00 p.m. and/or Monday, May 7, 2012 between the hours of 6:30 am – 7:45 am. All displays must be assembled and ready for viewing at the official conference opening time (8:15 am) on Monday, May 7, 2012. *Exhibitors are expected to keep their displays in place and assembled until closing time (1:30 - 2:00 pm) on Tuesday, May 8, 2012* 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 buffet lunch will be provided free-of-charge to each exhibiting company each day. If more than one 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 dining area to the Exhibit Hall each day, if they so desire.

**LODGING:** Rooms at the Mystic Marriott Hotel & Spa are offered at CLA’s special group rate of $139.00 per night (State and local taxes may apply). Exhibitors should call the hotel directly at 866-449-7390 to reserve one of these rooms and ask for the special CLA Conference rate, or use Group Code: CLA CLA’s special group rate of $139.00 per night (State and local taxes may apply). Exhibitors should call the hotel directly at 866-449-7390 to reserve one of these rooms and ask for the special CLA Conference rate, or use Group Code: CLA CLA’s special group rate of $139.00 per night (State and local taxes may apply). Exhibitors should call the hotel directly at 866-449-7390 to reserve one of these rooms and ask for the special CLA Conference rate, or use Group Code: CLA CLA’s special group rate of $139.00 per night (State and local taxes may apply). Exhibitors should call the hotel directly at 866-449-7390 to reserve one of these rooms and ask for the special CLA Conference rate, or use Group Code: CLA CLA’s special group rate of $139.00 per night (State and local taxes may apply). Exhibitors should call the hotel directly at 866-449-7390 to reserve one of these rooms and ask for the special CLA Conference rate, or use Group Code: CLA when reserving online at www.mysticmarriott.com. The last day to receive CLA’s special discounted rate is 4:00 pm EST on Tuesday, April 17, 2012, after which availability and price cannot be guaranteed.

**SHIPPING/RECEIVING:** Exhibitors may send boxes to the Mystic Marriott Hotel & Spa so that they arrive up to 2 days prior to the conference. All in-coming boxes must be labeled CLA CONFERENCE 2012 addressed c/o MYSTIC MARRIOTT HOTEL & SPA, 625 NORTH RD, GROTON, CT 06340-3212.

Post-conference, the hotel will store boxes for shipping out for up to 2 days. Exhibitors will be responsible for providing shipping and billing labels for each requested package prior to departure. Packages abandoned or left behind will be discarded and billed to the rightful owner of the goods.

**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 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 participating 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. On Monday and Tuesday afternoons, the Exhibits Committee will make an appropriate announcement over the public address system of the raffle winners. If the winner is not present to collect his/her prize, we ask exhibitors to take responsibility for contacting the winner(s) and delivering the prize after the conference closes.

**EXHIBITOR BREAKFAST:** Our traditional complimentary thank-you breakfast for exhibitors will be held on Tuesday, May 8, from 7:00 to 8:00 am (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 free Exhibit Hall display space at Conference 2013 also will be held. Please indicate on the registration form the number of people from your company who wish to attend the breakfast.

Questions? Please contact:

David Boudinot, Chairman
CLA Annual Conference Exhibits Committee
860-669-2342
david@hclibrary.org