



LEADING THE WAY
SINCE 1891



**Join us at the 2027 Connecticut Library Association
Conference!**





Hello,

You are invited to exhibit or sponsor the 136th Connecticut Library Association (CLA) Annual Conference, on **Sunday, April 25 through Tuesday, April 27, 2027** (April 25th is for setup only) at [The Mystic Marriott Hotel & Spa](#) in Groton, CT. We hope you will join us.

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, due to a software migration in December, CLA is offering Exhibitors and Sponsors a discounted **Early Bird Registration Period from September 29th – November 17th, 2026**. If you register by November 17th and pay by December 15th, the discounted rate will be \$50-\$125 less than rates listed in this packet.

After the Early Bird registration period, we migrate to our new CLA software and website. **You will be unable to register from November 18, 2026 until January 5, 2027, at which point the registration will be at the full rates listed in this packet.** To guarantee a listing in the conference booklet, your registration, proof of insurance, and payment **MUST** be received by **April 1, 2027**.

Any registrations made after April 1, 2027, changes to registration details, or missing information will incur a **\$150 late fee**. Your listing will not be published in the Conference Booklet if you fail to meet this deadline.

Please contact us at CLAConExhibits@gmail.com or call 860.346.2444 if you have any concerns about your registration or information.

To learn more, go to our exclusive Conference website at [CLAConference.info](#). Be on the lookout for the Early-Bird Registration Link opening **September 29, 2026** and the Regular Registration Link opening **January 5, 2027** to register as an Exhibitor, purchase a sponsorship, or purchase an ad in our Conference Booklet.

Warm regards,

Shannon Angelone & Molly Virello

Co-Chairs, CLA Annual Conference Exhibits Committee



April 25th - 27th 2027

Mystic Marriott Hotel and Spa Goton, CT

Highlights

Our annual CLA Conference will provide our Exhibitors and Sponsors with broad exposure to librarians, library administrators, and staff, all of whom are key decision makers who want to learn about your products and services. We will help drive traffic to your display tables and ensure an enjoyable experience with:

- **FOUR** exclusive Exhibitor times for 500+ attendees to visit your tables (TENTATIVE)
- Morning and afternoon refreshments served in the Exhibitor Ballroom for Attendees and Exhibitors
- Engaging Exhibitor Ballroom games and giveaways on all days for our Attendees
- Casual after-hours event on Monday evening
- Easy loading and setup options with free parking
- Discounted room rate at the Mystic Marriott
- Representative tickets include: full hot buffet breakfast, all day soft drinks, morning coffee and snacks, full hot buffet lunch, afternoon coffee and dessert

Agreements

By registering, you are accepting our Exhibitor Agreement. [To access our full Exhibitor Agreement please click here.](#)

Key Dates

- September 29, 2026- Early Bird Registration opens for Exhibitors and Sponsors
- November 17, 2026 - Early Bird Registration closes for Exhibitors and Sponsors
- November 18, 2026-December 15, 2026- Early Bird Registration's must be paid to remain at the discounted price.
- January 5, 2027- Regular Registration opens for Exhibitors and Sponsors on the NEW CLA Website.
- Within 30 days of registration, proof of liability insurance and signed Exhibitor Agreement due
- March 31, 2027-
 - Last Day to register as Sponsor with full recognition.
 - Last Day to purchase Ads for printed program
- April 1, 2027
 - Payment and proof of liability insurance due
 - Logos and images for ads and sponsorships due, unless otherwise specified
 - Confirmation of program listing due
 - **Note:** \$150 late fee applied for any registration changes and late payments
- April 16, 2027- Last Day to register as an Exhibitor (as space permits)
- April 23, 2027
 - Last day to receive prize donations for Exhibitor Games, if mailing
 - Earliest date shipments may arrive at venue/hotel
- April 25, 2027 - set up in Exhibitor Ballroom 8 PM - 10 PM (Tentative)
- April 26, 2027 - first day of Conference
- April 27, 2027- final day of Conference, ballroom must be emptied by 6pm





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

Make checks payable to: Connecticut Library Association

And mail to CLA's official business address:

Connecticut Library Association

55 North Main St.

Unit 49

Belchertown, MA 01007



Exhibitor Rates

This year, due to a software migration in December, CLA is offering Exhibitors and Sponsors a discounted **Early Bird Registration Period from September 29th – November 17th, 2026**. If you register by November 17th and pay by December 15th, the discounted rate will be \$50-\$125 less than rates listed below.

Early Bird Pricing (available from September 29-November 17 only):

Tables: \$100 less than listed

- **\$1,550 Premium Table**

- Choice of prime locations near entry doors and refreshments(orange tables), or interior (green tables)
 - Requests will be fulfilled in the order of completed registrations received
- Skirted table (8' x 18") and 2 chairs
- Accommodates two (2) representatives, unless purchasing **add-on Representative Ticket**
- Two (2) Representative Tickets - includes 2 breakfasts & 2 lunches for Monday, 2 breakfasts & 2 lunches for Tuesday, and morning and afternoon refreshments both days
- Electricity included (\$150 value)

- **\$1,100 Standard Plus Electric Table**

- Choice of table location on interior (green tables)
 - Requests will be fulfilled in the order of completed registrations received
- Skirted table (8' x 18") and 1 chair
- Accommodates only one (1) representative, unless purchasing **add-on Representative Ticket**
- One (1) Representative Ticket - includes 1 breakfast & 1 lunch for Monday, 1 breakfast & 1 lunch for Tuesday, plus morning and afternoon refreshments
- Electricity included (\$150 value)

- **\$925 Standard Table**

- Skirted table (8' x 18") and 1 chair
- Accommodates only one (1) representative, unless purchasing **add-on Representative Ticket**
- One (1) Representative Ticket - includes 1 breakfast & 1 lunch for Monday, 1 breakfast & 1 lunch for Tuesday, plus morning and afternoon refreshments

- **\$500 Non-profit Table (Limited number available)**

- Skirted table (8' x 18") and 1 chair

- Accommodates only one (1) representative, unless purchasing **add-on Representative Ticket**
- One (1) Representative Ticket - includes 1 breakfast & 1 lunch for Monday, 1 breakfast & 1 lunch for Tuesday, plus morning and afternoon refreshments
- Must provide tax-exemption certificate
- **\$350 Artist Alley Table (Limited number available)**
 - Skirted table (8' x 18") and 1 chair (1 Representative allowed)
 - Accommodates only one (1) representative, unless purchasing **add-on Representative Ticket**
 - One (1) Representative Ticket - includes 1 breakfast & 1 lunch for Monday, 1 breakfast & 1 lunch for Tuesday, plus morning and afternoon refreshments.
 - Exclusions: Electricity unavailable for these table locations. No table selection/requests available.
 - Note: This is a small business discount for individual artisans and creators such as: self-published authors, illustrators, and crafters. Qualifications will be evaluated on a case-by-case basis. Don't know if you qualify? Check with claconeevents@gmail.com before registering.
- **Optional Add-ons** (add to cart during registration)
 - Additional Representative Ticket (includes breakfast, morning snack, lunch, dessert, extra chair): **\$110/day**
 - **Required** for any additional extra representatives who will be exhibiting
 - Electricity: **\$150**
 - **If no physical table/chairs needed:** please email Exhibits Team at CLAConExhibits@gmail.com

DON'T MISS OUT: Visit ctlibraryassociation.org to secure your exhibit space and/or sponsorship today! Let's make this a great partnership!

Questions? E-mail us at: CLAConExhibits@gmail.com

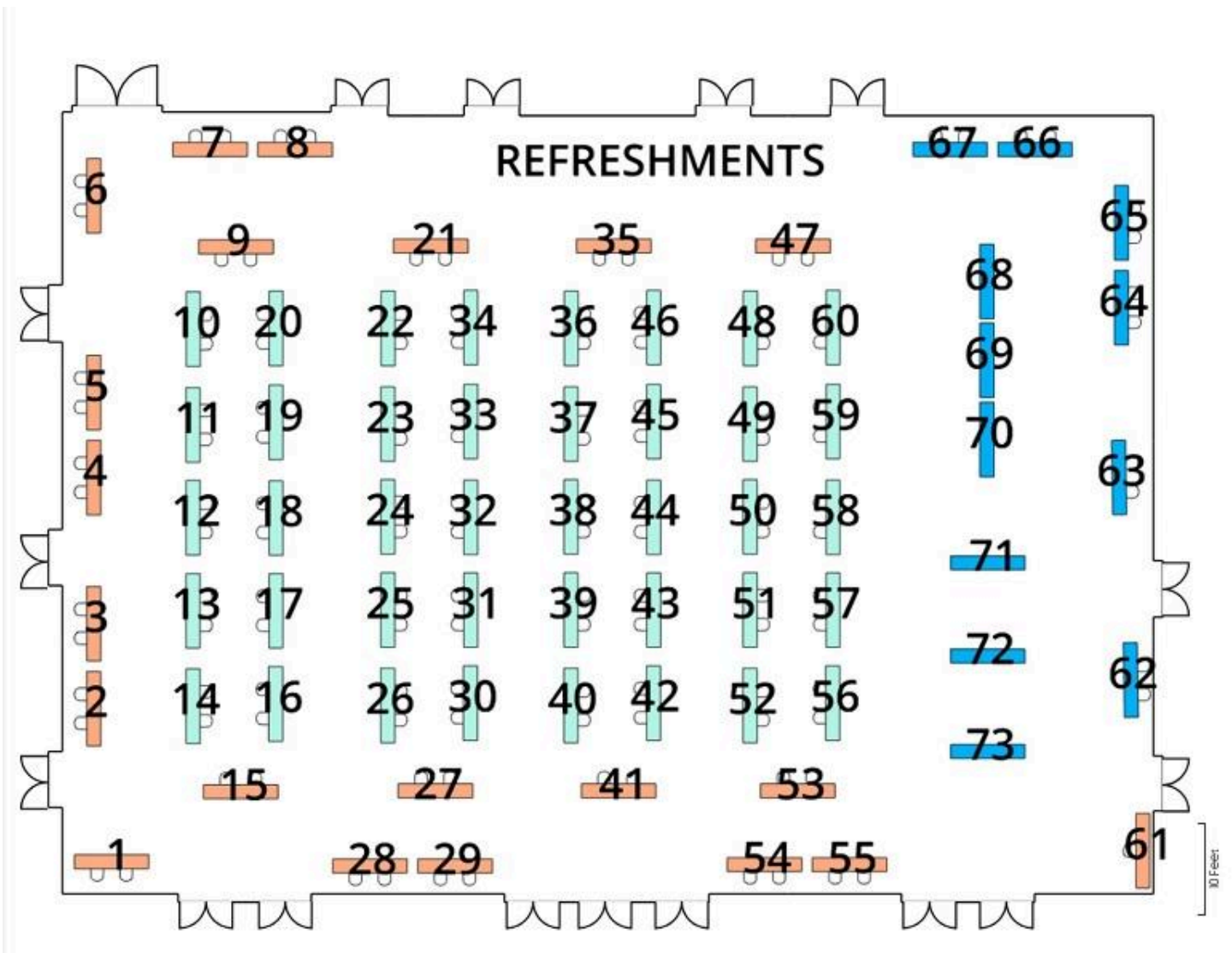
Or call: 860.346.2444

Floor Plan

Below is a draft copy of the Exhibitor Ballroom floor plan. You will be assigned a table by our exhibits team based on registration/sponsorship level, time of purchase, and availability. **You may not request a specific table unless you purchase a Premium or Standard Plus Table package.**

Premium tables are those closest to the entrance doors and near coffee/break stations, indicated in **orange**.

Standard Plus Tables may be chosen from within the interior of the room, indicated in **green**.
All Standard and Non-profit tables will be placed among the remaining tables.





Sponsorship Packages

Your sponsorship of the 2026 CLA Conference provides valuable exposure for your business to over 500 attendees from Connecticut and surrounding states. There are many varied and flexible options for sponsorship levels guaranteeing a perfect fit for your organization.

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Early Bird Pricing (available from September 29-November 17 only):

Sponsorships: \$125 less than listed

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

Our Diamond Level sponsorship is the Conference title sponsor

- Premium Table Space in Exhibitor Ballroom
 - Prime location near entry doors and refreshments
 - Skirted table (8' x 18") and 2 chairs
 - Accommodates four (4) representatives
 - Four (4) Representative Tickets for Monday (includes all meal breaks)
 - Four (4) Representative Tickets for Tuesday (includes all meal breaks)
- Large logo and link on conference website
- Large logo within conference program
- Large logo displayed on screen before one Featured Speaker each day
- Large logo on all conference promotional materials distributed after receipt of sponsorship payment
- Recognition on social media outlets
- Breakfast and lunch sponsor recognition on all days
- Full page ad in Conference Booklet
- Recognition on event signage located in the registration area
- Company description and link on conference website
- Only one available

Platinum Level.....\$2,500

- Premium Table Space in Exhibitor Ballroom
 - Prime locations near entry doors and refreshments
 - Skirted table (8' x 18") and 2 chairs



- o Accommodates two (2) representatives, unless purchasing **add-on Representative Ticket**
- o Two (2) Representative Tickets for Monday (includes all meal breaks)
- o Two (2) Representative Tickets for Tuesday (includes all meal breaks)
- Medium logo and link on conference website and recognition on social media outlets
- Medium logo within conference program
- Medium logo displayed on screen before one Featured Speaker on one day
- 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

Gold Level.....\$850

- 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

Silver Level.....\$450

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

Additional Sponsorship Opportunities

All sponsorship opportunities below include:

- Logo and company description/link on conference website after receipt of payment and through end of conference
- Recognition on social media outlets
- Logo prominently included in Conference Booklet
- Logo on all conference promotional materials and email communications
- Recognition on event signage located in and outside the Exhibitor Ballroom

Plus, our **Top 6 Sponsors** will have their logo featured on Exhibit Hall Game with added incentive to drive attendees to visit sponsor table.



Keynote Sponsor.....\$2,500

- Sponsor recognition outside event
- Logo displayed on-screen before Keynote Speaker event
- Only TWO (2) available - Monday or Tuesday

Luncheon Sponsor.....\$2,500

- Provided promotional materials (flier, pamphlet, business card, etc.), will be included in registration packet for attendees
- Sponsor recognition at luncheon display
- Two available - Monday or Tuesday
- Only TWO (2) available - Monday or Tuesday

Breakfast Sponsor.....\$2,500

- Provided promotional materials (flier, pamphlet, business card, etc.) will be included in registration packet for attendees
- Sponsor recognition at breakfast display
- Two available –Monday or Tuesday
- Only TWO (2) available - Monday or Tuesday

Lanyard/Badge Holder Sponsor.....\$2,000

- Logo on lanyard/badge holder
- All attendee giveaway
- Reusable Badge Holder will feature company name or Logo (one-color file)
- Logo and payment due by March 1, 2027
- Only ONE (1) available

Swag Bag Sponsor.....\$2,000

- Distributed to the first 500 attendees
- Reusable cotton tote will feature logo, (one-color file)
- Logo and payment due by March 1, 2027
- Only ONE (1) available

Registration Sponsor.....\$1,500

- Large sign at the registration table
- Provided promotional materials (flier, pamphlet, business card, etc.), will be included in registration packet for attendees
- Full-page ad in the Conference Booklet



Morning Coffee Break Sponsor.....\$1,250

- Sponsor recognition at refreshment tables during break
- Only TWO (2) available - Monday or Tuesday

Afternoon Sweet Treat Sponsor.....\$1,250

- Sponsor recognition at refreshment tables with coffee, tea, cookies & dessert display
- Only TWO (2) available - Monday or Tuesday

After-Hours Event Sponsor.....\$1,000

- Sponsor recognition during after-hours event on Monday night

Virtual CLA Sponsor.....\$1,000

- Logo will be on the homepage of the CLA website (<https://ctlibraryassociation.org>) through the end of the year (December 31, 2027)
- Listed as a CLA Sponsor and logo will link to your webpage

Awards Ceremony Sponsor.....\$1,000

- Sponsor recognition outside event and on screen before ceremony starts
- Verbal recognition at beginning of ceremony
- Only ONE (1) available

Relaxation Room Sponsor.....\$1,000

- Space for attendees to escape from the overstimulation sometimes caused by large-scale conferences
- The space can contain items such as fidgets, adult coloring sheets, soothing music, and other low stimulation and/or quiet activities (purchased through this sponsorship)
- Provided promotion materials (flier, pamphlet, business cards, etc.) will be included as takeaways for attendees in the Relaxation Room
- Sponsor recognition in Conference Booklet and website
- Sponsor logo on sign outside room
- Only ONE (1) available

Breakout Room Sponsor.....\$600

- Sponsor recognition in Conference Booklet and website



- Sponsor logo on sign outside room
- Only SIX (6) available

If interested in being a sponsor of CLA in other ways not listed, contact our fundraising chairperson at fundraising@ctlibraryassociation.org



Conference Booklet Ads

All-attendee in-person giveaway and digital version on conference website

High-resolution JPEG or PNG file must be emailed to CLAConEvents@gmail.com by **April 1, 2027**

Ads not received by **April 1, 2027** will be converted to virtual ad, no refunds

Conference program booklet is portrait orientation

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Early Bird Pricing (available from September 29-November 17 only):

Ads: \$50 less than listed

Full Page Ad (8.25" W x 10.75" H).....	\$425
Half Page Ad (8.25" W x 5.25" H).....	\$250
Quarter Page Ad (4" W x 5.25" H).....	\$150
Virtual Ad (only on the conference website, adjusted to fit).....	\$100

DON'T MISS OUT: Visit ctllibraryassociation.org to secure your exhibit space and/or sponsorship today! Let's make this a great partnership!

Questions? E-mail us at: CLAConExhibits@gmail.com

Or call: 860.346.2444

CLA's federal tax identification number is 06-0853589

Make checks payable to: Connecticut Library Association

And mail to CLA's official business address:

Connecticut Library Association

55 North Main St.

Unit 49

Belchertown, MA 01007

Preliminary Exhibitor Schedule (Tentative, subject to change)

Sunday, April 25	President's Reception (optional - Free!)	6 PM - 7 PM
	Set Up	8 PM - 10 PM
Monday, April 26	Set Up	7 AM - 8 AM
	Breakfast	7 AM - 9 AM
	Exhibitor Ballroom Opens for Attendees	8:30 AM
	Exhibitor Opening Ceremony • Exclusive Exhibitor Time • Introduce Exhibitors • Explain Exhibitor Games • Thank Sponsors	TBA
	Exhibitors' Lunch	TBA
	Attendee Lunch Browsing Time	TBA
	Exclusive Exhibitor Time • Prize winners announced	TBA
	Cocktails with Exhibitors (optional)	TBA
	After-Hours Fundraiser (optional - add-on)	5:30 PM - 6:30 PM
Tuesday, April 27	Breakfast	7 AM - 9 AM
	Exhibitor Ballroom Opens for Attendees	8:30 AM
	Exclusive Exhibitor Time	TBA
	Exhibitors' Lunch	TBA
	Attendee Lunch Browsing Time	TBA
	Exhibitor Closing Ceremony • Prize winners announced • Final thank you to sponsors and exhibitors	TBA
	Take Down	3:30 PM - 6:00 PM



Proof of Liability Insurance

Per our insurer, Exhibitors **must** obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance. Insuring and specifically referring to contractual liability set forth in an amount no less than \$1M Combined Single Limit for personal injury and property damage. CLA **must** be named as co-insured.

CLA's official business address is:

Connecticut Library Association
55 North Main St.
Unit 49
Belchertown, MA 01007

Proof of insurance is due to the Exhibits Team **30 days after registration**. Exhibitors can provide proof of insurance via the link at registration, link included in the confirmation email, or emailed directly to CLAConExhibits@gmail.com.

Exhibitors **MUST** provide proof of insurance by **April 1, 2027**. **Late proof of insurance will be subject to a \$150 late fee.** [Upload your Proof of Liability Insurance HERE.](#)

Exhibitor Agreement

By registering, you are accepting our Exhibitor Agreement. [To access our full Exhibitor Agreement please click here.](#)

Exhibitor Games

As an extra incentive to drive traffic to tables, we will continue to offer a fun game that encourages engagement with Exhibitors and provides opportunities for attendees to win prizes throughout the Conference. We will provide Exhibitors with all the items necessary to participate.

Plus, our **Top 6 Sponsors** will have their logo featured on the Exhibit Hall Game with added incentive to drive attendees to visit sponsor tables.

If you would like to donate an item for one of these prizes, please email us at:
CLAConExhibits@gmail.com



Exhibitor Meals

Many Exhibitor and Sponsor packages designate a set number of Representative Tickets, which include breakfast, lunch, and light refreshments. Please refer to the Exhibitor Rates and Sponsorship Packages sections for details.

Additional Representative Tickets may be purchased **no later than April 1, 2027 in order to ensure a correct headcount for meals provided.**

Nearby dining options are limited outside of the hotel. Additional Representative tickets are **required** for any representatives who will be attending, beyond the set number designated in the appropriate Exhibitor or Sponsor package.

Special Hotel Conference Room Rates

Rooms at the Mystic Marriott Hotel and Spa are offered at a special discounted group rate of \$185/night (state and local taxes may apply). Reservation link to book hotel rooms will be posted on CLAConference.info when it becomes available.

Special Spa discount - 20% off discount for spa services for anyone booking under the group rate link.

Prize Donations

We are looking for prize donations for the Exhibitor Ballroom Games, as well as silent auction items (all proceeds go back to CLA). Prize donations are a great way to showcase your giveaways and further promote your organization. If you would like to contribute a prize or auction item please let us know. Prizes may be mailed to:

**Shannon Angelone
West Haven Library
300 Elm Street
West Haven, CT 06516**

Prizes will need to be received by **April 23, 2027** if mailing. The prizes will be visible at our Exhibitor Chair Tables displayed with your company's name/logo on an 8 ½" x 11" paper. We will call out winners for these prizes during the breaks of each day and thank your company with a reminder of your table location for attendees to visit.

Prize may be brought to the Exhibits Team during set-up on April 25th or 26th.



Shipping Information

Exhibitors may ship directly to the hotel. Please read carefully the guidelines and requirements below:

- All received packages will be put in a general area for guests to retrieve them (these will be retrieved by Conference Staff only). They are not delivered to each of the tables beforehand.
- Shipping should not be sent more than 3 business days prior to the event. **Friday, April 23 is the earliest shipments may arrive.** Secure storage space is not available prior to April 23.
- Mystic Marriott Hotel & Spa **MUST** be notified if a shipment is coming on pallets. NOTE: there may not be a secure storage space for pallet shipments. Large and bulky items may be taken off pallets to fit down hallways.
- Exhibitors and reps should be prepared to move their items.

To ensure proper handling, please address packages as follows:

Name of guest who will be looking for the package(s): (Your Organization/Exhibitor Name)

C/O Mystic Marriott Hotel & Spa 625 North Road Groton, CT 06340

Date of Event: April 25 - April 27, 2027

Name of Event: CT Library Association Conference

Breakdown Day: All items must be removed from the ballroom on Tuesday by 6:00 PM. Do not leave items behind. Items left behind become property of the hotel and may be disposed of by the hotel staff. We cannot assume responsibility for items left in the meeting space.

If shipping is required, ensure your materials are boxed and labeled, and a pickup has been scheduled with your carrier. Please alert a "Red Coat" if you have shipping ready for pick up, and they can arrange to have it brought to the shipping & receiving area.

Come prepared with return shipping labels. The venue for the conference does not have a shipping office. The Marriott bellman and the banquet team can assist where needed. The front desk has limited supplies of FedEx labels. FedEx will come to the hotel daily for pick-up. UPS will not come to the hotel without a pick-up order, and we do not have UPS labels.