

Washington Library Association

A stylized illustration of a tree branch with green leaves, pink blossoms, and three red apples. The background is a light green pattern of leaves and blossoms.

Spring into Action- Let Your Ideas Bloom

WLA Conference 2014

**Wenatchee Convention Center
Wenatchee, WA**

April 30 - May 2

Exhibitor Prospectus

Sponsorship and Advertising Opportunities



WHY EXHIBIT AT THE WLA 2014 CONFERENCE?

Meet many new prospects from all around Washington. We expect attendance of approximately 350-450. About 85% work in public libraries, 15% are in other categories (Trustees, Academics, Students).

- Talk to buyers. A vast majority of attendees control buying or influence purchasing decisions.
- Find new customers who do not attend national conferences.
- Enjoy a sensible show schedule with six hours of exclusive exhibit time -- with refreshments and a reception in the hall.

EXHIBIT FEE INCLUDES

Booths include 8' wall and 3' side drapes, 1 draped 8' table, 2 chairs, and standard decorator signage.

The Exhibit Hall is carpeted. Electricity and Internet Service will need to be ordered separately from the hotel. See below in Exhibitor Services for more information.

EXHIBIT REGISTRATION PROCEDURE

Space is limited. **Priority for space assignments will be based on date of receipt of Exhibitor Registration Form and payment.** We will attempt to follow the preferences and special requests you note on your Registration Form.

Complete the Exhibitor Application Form and return it with payment.

Applications will be accepted until space is sold out, but WLA must have your registration by March 14 for your company to be listed in the printed program.

EXHIBITOR SERVICES

You will be able to order electricity, wired & wireless internet, and other audio visual on forms that will be included in the Exhibitor Kit. A link to the Exhibitor Kit will be emailed out to all exhibitors beginning January 13.

SHIPPING

Exhibitors are permitted to transport, load or unload, and set up or remove their own materials during official installation and dismantle hours. No shipments will be accepted for storage by the Wenatchee Convention Center or the Wenatchee Coast Hotel. For Exhibitors that need Shipping Services, our exhibit service contractor will be selected by Mid-November and we will include this information in our Exhibitor Kit. The exhibit service company will be the official supplier for all exhibitor services including shipping, material handling, advance warehousing, electrical, and additional booth furnishings.

COMPANY LISTING IN PROGRAM

All Exhibitors registering before March 14 will be listed in the conference program. WLA members will receive special recognition in the program, as well as on site.

HOTEL ROOMS & CONFERENCE MEALS

Hotel rooms have been reserved at the Coast Wenatchee Hotel. The Conference Hotel Rate is:
\$105 Single/Double plus tax

Reservation information will be posted on our conference webpage by January 1.

Exhibitors may purchase tickets to attend WLA Conference Meals and Events. We welcome your participation! Online registration will open by the 10th of January.

EXHIBITS SCHEDULE

Set-up: Wednesday, April 30, 1:00 pm - 5:00 pm, and Thursday, Ma 1, 8:00 am - 9:30 am

Exhibit Days and Schedule:

May 1, 10:00 am - 6:30 pm (Thursday)
Ma 2, 10:00 am - 12:30 pm (Friday)

Events

Thursday:

Exhibits Grand Opening - 10:00 am
Break with Exhibitors - 3:30 pm - 4:00 pm
All-Conference Reception - 5:30 pm - 6:30 pm

Friday:

Exhibit Grand Finale - 11:45 am - 12:15 pm

Dismantle: Friday, May 2 after 12:30 p.m. **If you dismantle before 12:30 p.m. you will be charged a penalty of \$100**

**2014 WLA CONFERENCE
APPLICATION AND CONTRACT FOR EXHIBIT SPACE**

(OFFICE USE ONLY)
Space # Assigned _____
Confirmation / Exhibitor Kit Sent _____

(DATE)

1. Exhibitor Information

Company _____
Company Address _____
Contact Name & Email Address _____

2. Attending Representatives:

Name _____
Email _____ Phone _____
Name _____
Email _____ Phone _____
Locate NEAR these exhibitors _____
Locate AWAY from these exhibitors _____

3. Program Listing

In 35 words or less, describe your products or services for the printed conference program. WLA reserves the right to edit if conference program space is limited.

4. Booth Fees

Business/Profit Rate Number of Booths _____ x \$400 each = FEE: \$ _____
 Non-Profit Rate Number of Booths _____ x \$200 each = FEE: \$ _____

SUBTOTAL: \$ _____
Subtract \$50 if WLA Dues are paid for 2014: \$ _____
TOTAL FEE: \$ _____

5. Payment Method:

Check enclosed (Payable to WLA Conference) American Express Visa MasterCard

Account number _____ Exp. Date _____

CVV: _____ Billing Zip Code _____

Cardholder's Name _____

Signature _____

PLEASE COMPLETE AND SIGN CONTRACT ON BACK SIDE

Mail or Fax signed contract and payment to:
WLA 2014 Joint Conference
23607 Highway 99, Suite 2C
Edmonds, WA 98026
Email: dana@wla.org
Phone: 425.967.0739 Fax 425.771.9588

RULES AND REGULATIONS GOVERNING WLA EXHIBITS

The applicant listed on application hereby confirms space selected for the WLA 2014 Conference and agrees to abide by the rules and regulations of WLA and its agents as stated on this application.

Authorized Exhibitor Signature _____ Date _____

MANAGEMENT: Exhibits at the WLA Conference are sponsored by WLA, herein known as "Sponsor" and managed by their contracted Executive Director and Exhibits Manager, referred to herein as "Management." Sponsors and Management reserve the right, at their sole discretion, to alter the exhibit hours or floor plan arrangement in any manner in the best interest of the exhibition.

ASSIGNMENT OF SPACE: Management will make space assignments in the order applications are received, with consideration of the seniority of the company (such as being a conference sponsor, etc). Location preferences will be accommodated as much as possible. Sponsor and Management reserve the right to determine the eligibility of exhibit space applicants and individual products to be exhibited.

PAYMENTS: Payment in full must accompany this application. Please note the WLA Tax ID number on the application. Failure to complete payments as required may result in space reassignment and/or cancellation by Management.

NO ASSIGNMENT OR SUBLETTING: The rights of an exhibitor are not assignable to any other persons or firm. No exhibitor may assign, sublet, or apportion the whole or any part of the space allotted nor exhibit therein any goods other than those sold in the regular course of business by the exhibitor without specific permission from Management.

EXHIBIT HOURS: Exhibit hours will be determined by Management, and exhibitor agrees to maintain and staff displays during all hours exhibits are open. The Exhibit Hall will be open to attendees only during show hours, and exclusively to exhibitors only when WLA staff is in the hall. No admittance is permitted at other times except by prior arrangement with Management. Anticipated exhibit hours will be listed in your confirmation materials, and Management reserves the right to alter hours as required for the best interest of the exhibition. Exhibitor agrees not to sponsor or conduct any group function outside the exhibit hall without specific prior permission from Management.

DISPLAY REGULATIONS: No exhibit element may exceed a height of 8' from the floor, or be visible above the curtain drape. No exhibit may intrude upon neighboring exhibits or aisles or obstruct view or access to any other display. Items placed along the side rails may not exceed a height of 4' from the floor, and no bare table legs or other unfinished furniture parts shall be visible. Exhibitors must finish the back and/or side portion of their displays so that exposed areas will not be objectionable to nearby exhibitors, and Management reserves the right to have such finishing done or drapery installed at the exhibitor's sole expense. Nothing may be nailed, tacked, screwed or otherwise attached to any portion of the building without express permission from Management and facility. All sound devices must be operated at a level that does not permit sound to travel beyond exhibitor's assigned space. Distribution of printed matter, souvenirs or any other articles shall be restricted to the contracted booth area. No part of the facility other than the exhibitor's booth shall be used for display, order taking, or selling purposes of any kind. Management, at its sole discretion, reserves the right to require removal of any objectionable display elements or prohibit any unauthorized exhibitor selling activity.

SIGNAGE: Each full booth exhibitor will be provided a 44" company identification sign. Additional signage may be attached to curtain drapes or otherwise displayed providing it causes no damage to any equipment or building element and does not interfere with access or view of any neighboring display or infringe on aisle space. Exhibitor will be liable for any damages incurred by signage or other display elements, at exhibitor's sole cost.

INSTALLATION AND DISMANTLE: Exhibitor agrees to abide by established hours for display installation and dismantling, to have display ready for the official opening hour, to keep display in place until the official closing time, and to remove all exhibit materials from the hall by the established deadline. Exhibitors are permitted to set up and dismantle their

own displays in accordance with the rules of the facility, or to use the services provided by the official show contractor. Exhibitors using installation and dismantling services other than the official contractor must provide notification to the official show contractor and proof of insurance coverage as determined by the official contractor.

SHIPPING: Exhibitor agrees to use the materials handling services provided by the official show contractor if shipping service is needed. Items shipped to the facility are subject to return to shipper. Exhibitors may transport, unload or load, and set up/dismantle their own materials during official installation/dismantle hours in accordance with the rules of the facility.

SECURITY: Doors to the Exhibit Hall will be locked during the hours the show is closed. It is the sole responsibility of the exhibitor to safeguard goods, materials, equipment, and displays at all times. Neither the Sponsor, Management, the show facility, nor the official contractor will be liable for any damages or loss of property arising from the exhibitor's occupancy of the exhibit space and participation in the exhibition.

COMPLIANCE WITH REGULATIONS: Exhibitor shall comply, at exhibitor's sole expense, with all national, state, city, municipal, facility and other government and facility rules and regulations, including but not limited to fire safety laws, the Americans with Disabilities Act, all applicable trademark and copyright laws including any performance, reproduction or use of musical, artistic, or literary works.

LIABILITIES AND INSURANCE: 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 exhibition, 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.

EXHIBITOR CANCELLATION: In the event an exhibitor must cancel participation, a written request for cancellation must be sent to the WLA Conference office at 23607 Highway 99, Suite 2-C, Edmonds, WA 98026 or by fax 425-771-9588. Cancellation requests postmarked on or before February 21, 2014 will be eligible for refunds of monies paid less an administrative fee of \$75 for full booths. After that date, no refunds can be made. Companies unable to attend are required to notify Management so that suitable adjustments to exhibit space may be made.

EVENT CANCELLATION: In the event the exhibition is canceled or postponed, Sponsor and Management will refund all monies paid by exhibitor for participation in the event. This refund shall be the sole and exclusive remedy of the exhibitor with respect to any damages sustained by exhibitor in relation to non-performance, cancellation or postponement of the event. Sponsor and Management reserve the right to cancel or postpone the exhibition for any of the following reasons: damage or destruction of the facility, Acts of God, national or unforeseen emergency, war or insurrections, strikes or the possibility of strikes, the authority of the law, or for any cause beyond their control where Sponsor and Management deem it unsafe or unwise to hold the exhibition as planned.

This agreement shall be construed solely as a license for the use of the exhibitor space to be occupied by the exhibitor, and exhibitor agrees that it has not relied on any oral or written representation not contained in this agreement.

SPONSORSHIP / ADVERTISER OPPORTUNITIES

Don't miss the chance to get your message in front of 350-450 attendees who will gather for the WLA Conference from April 30-May 2, 2014 in Wenatchee, WA. The conference theme is "Spring Into Action, Let Your Ideas Bloom." Libraries are at their best when they are working together, and our vendor partners are an important part of the collaborative process. We are pleased to offer you several ways to remind attendees of your role in their work.

Sponsors underwrite a conference event, souvenir or program. **Advertisers** can reach conference attendees through the printed program, whether or not you attend the conference. **DUE DATE:** March 14 to be recognized in the Conference Printed Program.

All sponsors receive

- ◆ acknowledgement on the conference website, in the printed program and onsite at all meals and business meetings
- ◆ distribution of your hand-outs or literature in conference bags
- ◆ a special booth symbol (for sponsors who also exhibit)

Company Name _____

Contact Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Check off the Sponsorship your company wishes to commit to:

PLATINUM SPONSOR, \$5,000 - Two Available

This sponsorship includes logo placement on All Conference materials including registration website page, conference program, all signage, Full Page ad on back cover or inside front cover, 2 complimentary registrations, materials in the conference bags, \$200 reduction in booth fee, and two tickets to the Thursday Night Banquet with Keynote.

All other sponsorships include logo placement on All Conference materials including registration website page, conference program and all signage as well as materials in conference bags. Food & Beverage sponsorships also include distribution of literature at the event, and three minutes at the podium to promote company.

GOLD SPONSOR

- Thursday Breakfast & Keynote by Ciscoe Morris-\$1,500
- Thursday Night Banquet & Keynote -\$2,000
- Printed conference program-\$1,500
- Wednesday Meet & Greet Reception-\$1,500
- Thursday All-Conference Reception-\$2,000
- WLA Awards Luncheon - \$1,500

SILVER SPONSOR

- Conference Bags-\$1,000

BRONZE SPONSOR

- Conference Badge Lanyards-\$500
- Specific conference program session \$500
- A morning or an afternoon coffee break - \$500
- Fun Run Benefiting WLA Scholarships (Unlimited) - \$100

ADVERTISING – Check off the appropriate ad size you require

Advertising Rates for Conference Program

- Back or inside cover, full page, 7.5"x10", Color Cost: \$800
- Full page = 7.5" x 10" B&W Cost: \$600
- Half page = 7.5" x 4.75" B&W horizontal Cost: \$325
- Half page = 3.5" x 7.5" B&W vertical Cost: \$325
- Quarter page = 3.5" x 4.75" B&W Cost: \$175
- Eighth page = 3.5" x 2" B&W Cost: \$100

Payment Options: Check AMEX Visa/MC

Name on Credit Card _____

Card Number _____

Expiration Date _____ CVV: _____

Billing Address Zip Code _____

Send to: WLA Conference

23607 Highway 99, Suite 2-C

Edmonds, WA 98026

Fax 425.771.9588

email: dana@wla.org

Questions on Sponsorship or Advertising?

Contact Dana Murphy-Love, WLA Executive Director,
dana@wla.org or 425-967-0739 or

Tim Mallory, Sponsorship Coordinator, tmallory@trl.org or (360)
704-4502