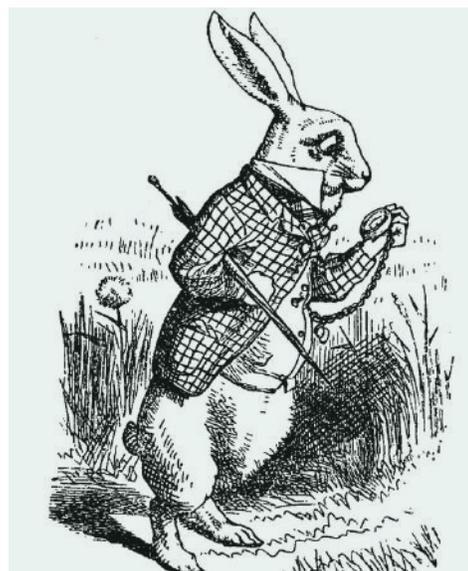




2017 WLA Conference

LIBRARIES THROUGH THE LOOKING-GLASS

EXHIBITOR & SPONSOR PROSPECTUS



Hotel Murano
Tacoma, WA
November 1 - 4



2017 WLA Conference *Libraries Through the Looking-Glass*

November 1-4, 2017
Hotel Murano
Tacoma, WA

The 2017 Annual Conference of the Washington Library Association will be held November 1-4 at the Hotel Murano in Tacoma, WA. It will be an exciting and fun-filled four days!

The conference is expected to draw between 600-700 attendees from public, academic, school, and special libraries throughout Washington. There is an impressive lineup of speakers and programs that is drawing a lot of interest from this diverse library community.

There are many ways to market your company through the WLA Conference as an Exhibitor and as a Sponsor. We invite you to participate by registering online at <http://www.wla.org/2017-wla-fall-conference-sponsors-exhibitors>.

Information on setup and other details are included in the enclosed Exhibitor/Sponsor Prospectus.

We greatly appreciate the support that you show the Washington Library Association and our library communities through your participation in our conferences.

We hope to see you in Tacoma!

WLA 2017 Conference Planning Committee

PO Box 33808
Seattle, WA 98133
(206) 823-1138 | info@wla.org

WHY EXHIBIT AT THE WLA 2017 CONFERENCE?

Meet many new prospects from all around Washington. We expect attendance of approximately 600-700. About 40% work in school libraries, 30% in public libraries, and 30% are in other categories (academic, special, students, etc.).

- Talk to buyers. A vast majority of attendees control buying or influence purchasing decisions.
- Find new customers who do not attend national conferences.
- Enjoy an active show schedule with over 20 hours of exclusive exhibit time – with refreshments and a reception in the hall.

EXHIBIT FEE INCLUDES

Corporate Booths*

8x8' booth includes 8' wall and 3' side drapes, 2 draped 6' tables, 2 chairs, 1 exhibitor badge, standard decorator signage, and 1 boxed lunch for Friday.

Small Business and Nonprofit Booths*

8x8' booth includes 8' wall and 3' side drapes, 1 draped 6' table, 1 chair, 1 exhibitor badge, standard decorator signage, and 1 boxed lunch for Friday.

*Definitions for Corporate, Small Business, and Nonprofit are included below.

The Exhibit Hall is carpeted. Wireless Internet is included. Electricity will need to be ordered separately through the WLA office. Email info@wla.org 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 September 20 for your company to be listed in the printed program.

EXHIBITOR SERVICES

You will be able to order electricity from the hotel by contacting the WLA office. A link to the Exhibitor Kit will be emailed out to all exhibitors in September.

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 Hotel Murano. Please contact the exhibit services contractor included in our Exhibitor Kit for any shipping, material handling, advance warehousing, electrical, and additional booth furnishings.

COMPANY LISTING IN PROGRAM

All exhibitors registered by September 20 will be listed in the conference program and on our conference web site. WLA members will receive special recognition in the program, online, and on-site.

HOTEL ROOMS & CONFERENCE MEALS

Hotel Murano conference rates are, before tax:

\$149 Double Double Deluxe

\$149 King Deluxe

\$189 Double Double Patron Level

\$189 King Bed Patron Level

Reservation information:

<http://www.wla.org/2017-wla-fall-conference-hotel>.

Exhibitors may purchase tickets to attend conference meals and events. We welcome your participation! Conference attendee registration opens on August 7.

EXHIBITS SCHEDULE

Set-up: Wednesday, November 1, 1:00 pm – 5:00 pm
Thursday, November 2, 6:00 am – 7:30 am
Thursday, November 2, 10:00 am – 11:00 am

Exhibit Days and Schedule

Thursday, November 2, 11:30 am – 6:30 pm
Friday, November 3, 10:00 am – 6:30 pm
Saturday, November 4, 9:00 am – 4:00 pm

Events

Thursday:

Exhibits Grand Opening, 11:30 am – 12:00 pm
Break with Exhibitors, 3:15 pm – 3:45 pm
Reception, 5:30 – 6:30 pm

Friday:

Break with Exhibitors, 11:15 am – 11:45 am
Reception, 5:30 pm – 6:30 pm
Banquet, 6:45 pm – 8:00 pm

Saturday:

Exhibit Finale & Drawing, 3:15 pm – 3:45 pm

Dismantle: Saturday, November 4, after 4:00 pm. **If you dismantle before 4:00 pm you will be charged a penalty of \$100.**

RESERVATION FOR EXHIBIT SPACE

Note: Exhibitor Booths are SOLD OUT. Email info@wla.org to be added to the waitlist.

Exhibitor Information

Company _____
 Type of product/service _____
 Contact Name & Email Address _____
 Company Address _____
 Office Phone _____ Cell Phone _____

Attending Representatives

Name _____
 Email _____ Phone _____
 Name _____
 Email _____ Phone _____

Email info@wla.org with additional representatives' names and contact information.

Locate NEAR these exhibitors _____
 Locate AWAY from these exhibitors _____

Program Listing

In 35 words or less, describe your products or services for the printed conference program. WLA reserves the right to make minor edits for fit and clarity.

Booth Fees

Fee includes one boxed lunch per booth on Friday; additional lunches may be purchased for \$25 each.
 Exhibitor Types: Corporate - Five (5) or more employees; Small Business - Fewer than five (5) employees;
 Nonprofit - Granted tax-exempt status by the IRS

- | | | |
|---|-------------------|----------|
| <input type="checkbox"/> CORPORATE RATE - WLA MEMBER | 1 BOOTH FOR \$450 | \$ _____ |
| <input type="checkbox"/> CORPORATE RATE - NON-MEMBER | 1 BOOTH FOR \$525 | \$ _____ |
| <input type="checkbox"/> SMALL BUSINESS RATE - WLA MEMBER | 1 BOOTH FOR \$300 | \$ _____ |
| <input type="checkbox"/> SMALL BUSINESS RATE - NON-MEMBER | 1 BOOTH FOR \$375 | \$ _____ |
| <input type="checkbox"/> NONPROFIT RATE - WLA MEMBER | 1 BOOTH FOR \$275 | \$ _____ |
| <input type="checkbox"/> NONPROFIT RATE - NON-MEMBER | 1 BOOTH FOR \$325 | \$ _____ |
| <input type="checkbox"/> EXTRA BOXED LUNCHES | _____ x \$25 EACH | \$ _____ |
| <input type="checkbox"/> EXTRA BADGES | _____ x \$10 EACH | \$ _____ |
| SUBTOTAL: | | \$ _____ |

TOTAL FEE: \$ _____

During the Exhibit Finale, there will be a door prize drawing. Are you willing to donate a door prize? Yes No

Payment Method

CHECK ENCLOSED (PAYABLE TO WLA) AMERICAN EXPRESS VISA MASTERCARD
 ACCOUNT NUMBER _____ EXP. DATE _____
 CVV: _____ BILLING ADDRESS & ZIP CODE _____
 CARDHOLDER'S NAME _____
 SIGNATURE _____

RULES AND REGULATIONS GOVERNING WLA EXHIBITS

Applicant hereby confirms attendance at the 2017 WLA Conference and agrees to abide by the rules and regulations of WLA and its agents as stated on the application above and contract below. Return completed form, signed contract, and full payment to info@wla.org or WLA, PO Box 33808, Seattle, WA 98133

Authorized Exhibitor Signature _____ Date _____

MANAGEMENT: Exhibits at the 2017 WLA Conference are sponsored by WLA, herein known as "Sponsor" and managed by their contracted management company, referred to herein as "Management." Sponsor and Management reserve the right, at their sole discretion, to alter the exhibit hours or floor plan arrangement in any manner that is 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 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. 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 prior permission from Management.

DISPLAY REGULATIONS: No exhibit element may exceed a height of 8' from the floor. 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. The back and/or side portion of displays shall be maintained as to not be objectionable to nearby exhibitors, and Management reserves the right to require such maintenance if found. 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 reserves the right to require removal of any objectionable display elements or prohibit any unauthorized exhibitor selling activity.

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.

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, nor the show facility 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.

The exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Hotel, its owners, its operator, Providence Hotels, Inc., and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses, or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees or agents.

The exhibitor shall obtain and keep in force during the term of the installation and use the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

SIGNAGE: Each full booth exhibitor will be provided an identification sign. Additional signage may be 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.

EXHIBITOR CANCELLATION: In the event an exhibitor must cancel participation, a written request for cancellation must be sent to the WLA Office at PO Box 33808, Seattle, WA 98133 or by email at info@wla.org. Cancellation requests postmarked on or before September 11, 2017, 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 OPPORTUNITIES*Due Date: September 20 to be recognized in the printed program*

Don't miss the chance to get your message in front of 600-700 attendees who will gather for the WLA Conference from November 1 - 4, 2017 in Tacoma, WA. The conference theme is *Through the Looking-Glass*. Libraries achieve more when they dream the impossible, and our vendor partners are an important part of the process. We are pleased to offer you several ways to be a visible presence at the conference. Sponsors underwrite an event, session, or souvenir. Sponsors can also reach attendees through the conference website and printed program, whether or not you attend.

All sponsors receive:

- Acknowledgement on the conference website, in the printed program, and at the event
- Distribution of your handouts or literature in conference bags (limited to one piece per sponsor)
- Food and beverage sponsorships include distribution of literature at the event and 3 minutes at the podium

Company Name _____
 Contact Name _____
 Address _____ City _____ State _____ Zip _____
 Phone _____ Email _____

Please select your Sponsorship Level:

EVENT SPONSORSHIPS	PRINT SPONSORSHIPS
<input type="checkbox"/> Wednesday Meet & Greet Happy Hour - \$1,500	<input type="checkbox"/> Printed conference program - \$2,000
<input type="checkbox"/> Thursday Breakfast & Keynote - \$1,500	<input type="checkbox"/> Back or inside cover, full page, 7.5"x10", Color - \$1000
<input type="checkbox"/> Thursday All-Conference Happy Hour - \$2,000	<input type="checkbox"/> Full page = 7.5" x 10" B&W - \$600
<input type="checkbox"/> Friday Awards Luncheon - \$1,500	<input type="checkbox"/> Half page = 7.5" x 4.75" B&W horizontal - \$325
<input type="checkbox"/> Friday Night Banquet & Keynote - \$2,000	<input type="checkbox"/> Half page = 3.5" x 7.5" B&W vertical Cost - \$325
<input type="checkbox"/> Friday Night Happy Hour - \$2,000	<input type="checkbox"/> Quarter page = 3.5" x 4.75" B&W - \$175
<input type="checkbox"/> Morning or afternoon coffee break - \$500	<input type="checkbox"/> Conference bags - \$1,000
<input type="checkbox"/> Specific breakout session - \$500	<input type="checkbox"/> Conference badge lanyards - \$500
<input type="checkbox"/> Fun Run to Benefit WLA Scholarships, min. \$100: \$____	

Sponsorship Total: _____**Payment Method**
 CHECK ENCLOSED (PAYABLE TO WLA) AMERICAN EXPRESS VISA MASTERCARD

ACCOUNT NUMBER _____ EXP. DATE _____

CVV: _____ BILLING ADDRESS & ZIP CODE _____

CARDHOLDER'S NAME _____

SIGNATURE _____

Send to: WLA, PO Box 33808, Seattle, WA 98133

Or email to info@wla.org