



January 2008

Dear Exhibitor:

You are cordially invited to display your company's products and/or services at the 117th Annual Conference of the Connecticut Library Association, to be held April 28-30, 2008 at The Mystic Marriott Hotel and Spa, 625 North Road (CT Route 117) in Groton. Access to this site is conveniently available from US Interstate 95, and parking is plentiful and free.

Year after year, our exhibitors tell us that the CLA conference is one of the best library trade shows they attend. Approximately one thousand librarians, trustees, and library friends attend and more than one hundred companies register to exhibit every year. The Exhibit Hall is open throughout most of the conference, exclusive exhibit time is scheduled each day, coffee breaks are held in the Hall, and raffle drawings are conducted there each afternoon. All of these features encourage our attendees to visit the exhibits.

The 2008 conference will offer some new and innovative features never before tried by CLA. Your attention is directed to three:

- Exhibitor set-up will take place on Monday morning and afternoon, April 28, from 11:00 a.m. until 4:00 p.m. Following set-up, from 4:30 to 6:00 p.m., an opening reception for the exhibits will take place in the Exhibit Hall. This is intended to give our exhibitors a bit more exposure to conference attendees by adding a third day of exhibit access for those librarians, trustees, and Friends who attend only the Monday sessions.
- We will no longer close the Exhibit Hall to attendees for the exhibitor lunch period on Tuesday and Wednesday. Instead, exhibitors are encouraged to register for box lunches, which will be delivered to their tables so that business does not have to be stopped unless exhibitors wish to take a break.
- We will no longer mail the registration paperwork. Instead, exhibitor information will be listed on the CLA website (www.ctlibraryassociation.org/exhibitors.htm). Download and complete the appropriate registration forms, and then mail them back to the address indicated.

Please visit the CLA website today to review the exhibitor materials and register for Conference 2008. We will accept registrations until the Exhibit Hall is sold out but, in order to be listed in the conference booklet, your company must return its registration forms and payment no later than March 1, 2008. Upon receipt of your paperwork, we will email you a confirmation.

We hope that you will join us and help to make this conference our most successful ever.

Sincerely,

Robert Simon
Co-Chair
CLA Conference Exhibits Committee
Director
Edith Wheeler Memorial Library of Monroe
203-452-2850 x 2930, or
rsimon@ewml.org

Alice Knapp
Co-Chair
CLA Conference Exhibits Committee
Director of Public Services
The Ferguson Library of Stamford
203-964-1000 x 8201, or
aknapp@fergusonlibrary.org

**CONNECTICUT LIBRARY ASSOCIATION
ANNUAL CONFERENCE 2008
EXHIBITOR INFORMATION**

DATES: Monday, April 28 through Wednesday, April 30, 2008

LOCATION: The Mystic Marriott Hotel and Spa, 625 North Road (CT Route 117), Groton, CT 06340

DIRECTIONS: Detailed directions to the site are on the hotel's website. Visit www.marriott.com/hotels, click on *Hotel Directory*, click on *Connecticut*, then click on *Mystic/Groton*.

CONFERENCE SCHEDULE:

MONDAY, APRIL 28, 2008

11:00 – 4:00 Exhibitor set-up.

WE REQUIRE ALL EXHIBITS TO BE COMPLETELY SET UP BY 4:00 P.M. TODAY UNLESS OTHER ARRANGEMENTS HAVE BEEN MADE IN ADVANCE WITH THE CONFERENCE EXHIBITS COMMITTEE.

4:30 – 6:00 Opening reception in the Exhibit Hall
Exclusive exhibit time

TUESDAY, APRIL 29, 2008

8:30 Exhibits open

8:30 – 9:00 Exclusive exhibit time

10:55 – 11:30 Exclusive exhibit time

2:55 – 3:30 Exclusive exhibit time

5:30 Exhibits close

WEDNESDAY, APRIL 30, 2008

7:30 – 8:30 Complimentary exhibitor breakfast

8:30 Exhibits open

8:30 – 9:00 Exclusive exhibit time

10:55 – 11:30 Exclusive exhibit time

2:55 – 3:30 Exclusive exhibit time

4:00 Exhibits close

REGISTRATION PROCESS: We no longer mail our registration paperwork. Instead, exhibitors should visit CLA's conference website (www.ctlibraryassociation.org/exhibitors.htm), *download the registration forms*, fill them out, and then mail them back to the address indicated. Remember to review all the materials included in the exhibitor section of the website. Upon receipt of your paperwork and payment, we will email a confirmation that indicates your table number and verifies your orders for electricity, Internet access, box lunches, etc.

On set-up day (Monday, April 28), please report to the Exhibits Committee table inside the Exhibit Hall to sign in, collect your conference materials, and register names for badges.

COSTS TO EXHIBIT: Please use the registration form to order either exhibitor package 1, 2, or 3. Included in your registration fee is the complimentary exhibitor breakfast, free onsite parking, and two-day complimentary storage prior to the conference. Use the registration form also to order other items such as box lunches, additional chairs, or 20-amp circuits with quad boxes. (NOTE: in place of a 20-amp circuit with quad box, feel free to bring your own power strip.) Checks should be made payable *Connecticut Library Association* and mailed with your form to the address indicated.

LUNCHES: *We will no longer close the Exhibit Hall to attendees for the exhibitor lunch period on Tuesday and Wednesday.* Instead, exhibitors are encouraged to register for box lunches (\$20.00@), which will be delivered to their tables so that business does not have to be stopped. Any exhibitor who wishes to leave the hall and take a break should feel free to do so. A reminder: we advise registrants either to order box lunches or bring their own lunches because there are few other eating venues besides these or the hotel restaurant.

“DEMO” SESSIONS: On Tuesday and Wednesday of the conference, CLA will offer 3 one-hour classroom sessions each day that exhibitors may use for product demonstrations, workshops, user group meetings, or any other desired presentations. The cost for each demo session is \$200.00, and the demo room will include a screen, electrical service, and wireless Internet access. Exhibitors must supply any additional equipment. To have your session included in the printed program, please register by March 1. Use the on-line *Demo Room Application* form to reserve a demo session.

LODGING: Rooms have been reserved at the Mystic Marriott at a special group rate of \$149.00 per night. Please contact the hotel at 860-446-2600 and ask for the Connecticut Library Association rate. Be sure to call early to get this rate, which is a substantial savings. The cut-off date to receive our group rate is April 6, 2008, after which time availability and price cannot be guaranteed.

LOAD-IN/OUT: Unloading exhibit items through the hotel’s main lobby is not permitted. *All exhibitors are required to utilize the banquet loading dock located at the rear of the building. The dock will be marked for your convenience.* When not loading/unloading, all exhibitor vehicles must be parked on the north corner of the parking lot.

SHIPPING AND STORAGE: The hotel will not be responsible for storage of any boxes or packages more than 48 hours before the conference. Shipments prior to that date will be subject to a fee of \$40.00 per day per package. Arrangements must be made by the exhibitors with the carrier of their choice to remove all empty crates, cases, or containers from the event room during and within one (1) hour of the close of the conference.

SECURITY: CLA will take every reasonable precaution to protect the exhibits, but it is the sole responsibility of the exhibitor to safeguard company property.

AWARDS: Awards will be presented on Tuesday morning, April 29, to the exhibitors whose displays excel in the categories of *Best New Exhibitor* and *Best Exhibit of Show*.

RAFFLE: Many exhibitors participate in the daily raffles of products or services during the CLA conference. Please indicate on the registration form if you wish to participate in the raffle. *Exhibitors display their raffle prizes and collect entries at their own tables. Please bring a bowl or basket to collect your raffle entries.* The Exhibits Committee will conduct a raffle drawing each afternoon.

EXHIBITOR BREAKFAST: Our traditional complimentary breakfast for exhibitors will be held Wednesday, April 30, from 7:30 to 8:30 a.m. (location to be announced). Come to eat, socialize, and offer your comments to the CLA Exhibits Committee and to the association officers. A drawing for a free exhibit hall space at Conference 2009 will also be held. *Please indicate on the registration form if you plan to attend the breakfast.*

LIST OF ATTENDEES: Because the majority of registrations are received within a month or less of the conference, it will not be possible to provide a list of attendees prior to May 2008. However, you may purchase the conference attendee list, in label format, for promotional purposes at a cost of \$100.00. Pre-payment is required.

To order this list, please send your request and payment to

Pam Najarian
Connecticut Library Association
Post Office Box 75,
Middletown, CT 06457

SPONSORSHIPS: Exhibitors are encouraged to sign up as sponsors and help to underwrite the costs of the conference. For more information on sponsorship opportunities, please call Pam Najarian, CLA Coordinator (860-346-2444). CLA thanks you!

***Questions? Problems? Need more information?
Please contact:***

*Robert Simon
Co-Chair
CLA Conference Exhibits Committee
Director
Edith Wheeler Memorial Library of Monroe
203-452-2850, x 2930
rsimon@ewml.org*

*Alice Knapp
Co-Chair
CLA Conference Exhibits Committee
Director of Public Services
The Ferguson Library of Stamford
203-964-1000, x 8201
aknapp@fergusonlibrary.org*

CONNECTICUT LIBRARY ASSOCIATION
117TH ANNUAL CONFERENCE
APRIL 28 -30, 2008
THE MYSTIC MARRIOTT HOTEL AND SPA
GROTON, CT
EXHIBITOR REGISTRATION FORM

EXHIBITING FIRM: Please type or print ***LEGIBLY*** the company name as it is to appear in the conference booklet, using correct capitalization, punctuation, and abbreviations.

Company Name _____

Address _____

City _____

State _____ ZIP _____

Contact Name _____

Telephone _____

Fax _____

Email _____

Website _____

Is this the first time your company is exhibiting at the CLA Conference?

Yes _____ No _____

NAME OF COMPANY REPRESENTATIVE IN CHARGE ON-SITE:

(CONTINUED ON NEXT PAGE)

EXHIBIT REQUIREMENTS (Please read carefully):

PACKAGE 1:

8' x 3' carpeted floor space

Covered and skirted 8' table with 1 chair # _____ @ \$400 = \$ _____

PACKAGE 2:

8' x 3' carpeted floor space

Covered and skirted 8' table with 1 chair

20-amp circuit with 1 outlet # _____ @ \$600 = \$ _____

PACKAGE 3:

8' x 3' carpeted floor space

Covered and skirted 8' table with 1 chair

20-amp circuit with 1 outlet

Wireless Internet access # _____ @ \$800 = \$ _____

MISCELLANEOUS:

Box lunches – Tuesday # _____ @ \$20 = \$ _____

Box lunches – Wednesday # _____ @ \$20 = \$ _____

Additional chairs # _____ @ \$45 = \$ _____

20-Amp circuit with quad box # _____ @ \$300 = \$ _____

TOTAL PAYMENT ENCLOSED \$ _____

SPECIAL PLACEMENT NEEDS (wall space, near/far from another vendor, etc.):

PARTICIPATING IN THE EXHIBITOR RAFFLE? Yes _____ No _____

ATTENDING EXHIBITOR BREAKFAST? Yes _____ No _____ How many? _____

INTERESTED IN BEING A CONFERENCE SPONSOR? Yes _____ No _____

Space is sold on a "first-come" basis and payment must accompany your order. Sales will continue until the Exhibit Hall is sold out, but the deadline for being listed in the conference booklet is **March 1, 2008**. Make checks payable to *Connecticut Library Association* and mail to:

Robert Simon
Edith Wheeler Memorial Library
733 Monroe Turnpike
Monroe, CT 06468

Questions? Phone 203-452-2850, x 2930 or email rsimon@ewml.org

**CONNECTICUT LIBRARY ASSOCIATION
117TH ANNUAL CONFERENCE
APRIL 28 -30, 2008
THE MYSTIC MARRIOTT HOTEL AND SPA
GROTON, CT
DEMO ROOM APPLICATION**

Exhibitors are invited to take advantage of the opportunity to make an in-depth presentation in a classroom setting at the 2008 Connecticut Library Association Annual Conference. There will be three (3) "demo session" time slots available on Tuesday, April 29, and again on Wednesday, April 30. You are welcome to reserve "demo time" for any type of presentation, demonstration, workshop, user group session, etc.

The demo room will be set up for approximately fifteen (15) to twenty (20) people, with space for audiovisual equipment at the front. CLA will provide a screen, wireless Internet access, and the electrical service for your equipment. Other required equipment is the responsibility of the presenting company.

The charge for each one-hour use of the demo room is \$200.00. Times will be assigned on a first-come-first-served basis once your application and payment are received. Make checks payable to *Connecticut Library Association*. Sessions scheduled by March 1, 2008 will be listed in the printed program. Times available are (please – only one demo session per company):

TUESDAY, APRIL 29

_____ 9:15 to 10:15

_____ 11:00 to 12:00

_____ 2:00 to 3:00

WEDNESDAY, APRIL 30

_____ 9:15 to 10:15

_____ 11:00 to 12:00

_____ 2:00 to 3:00

Indicate your time preferences by marking the above lines 1, 2, and 3. You may contact the name listed below to check on available times.

Please complete the form below and return it with your payment.

COMPANY NAME: _____

CONTACT PERSON: _____

PHONE: _____ EMAIL _____

PRESENTER AT CONFERENCE: _____

**PLEASE RETURN THIS APPLICATION WITH YOUR PAYMENT TO:
ROBERT SIMON, DIRECTOR
EDITH WHEELER MEMORIAL LIBRARY
733 MONROE TURNPIKE
MONROE, CT 06468
203-452-2850 x 2930
rsimon@ewml.org**