



January 2007

Dear Exhibitor:

You are cordially invited to display your company's products and/or services at the 116th Annual Conference of the Connecticut Library Association, to be held April 16-18, 2007 at the Connecticut Convention Center in Hartford.

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 twice each day, all 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.

CLA has long wanted to meet in Hartford and, now that the Connecticut Convention Center has been built, there is finally a site large enough to accommodate our meeting. This brand new state-of-the-art facility is located within easy walking distance of downtown, the Wadsworth Atheneum, the Old State House, the Capitol building, and the newly renovated Hartford Public Library. It is positioned for convenient access to and from major highways and the Bradley International Airport, and it offers ample parking. The adjacent and connected Marriott Hartford Downtown Hotel provides luxury accommodations for our overnight guests. We are looking forward to a wonderful meeting in our capital city.

A special feature at Conference 2007 will be a Tuesday evening social event a few blocks from the convention center at Capitol Community College. It will include mini-golf in the library stacks and a concert featuring jazz renditions of Shakespeare's poetry. The evening will include light refreshments, and the area offers many restaurants for your enjoyment before and after the concert. CLA, Capitol Community College, and Connecticut Library Consortium share sponsorship of the concert, but we are seeking corporate sponsors for other segments of the evening. Please check the *Sponsorship Opportunities* sheet enclosed with this mailing and join us in producing a delightful evening for Connecticut's library community.

As many of you know, a conference in a convention center is subject to more stringent rules than is a meeting in a hotel. If you are able to transport and unload your own exhibit materials, you should see little difference in the convention center experience. If you need to ship items to the conference site, please note that neither the convention center nor the hotel will accept shipments for you. Therefore, please be sure to follow the instructions in the *Shipping and Storage* section of the *Exhibitor Information Sheet* (below) if you will require shipping.

Please review the enclosed materials and register for CLA's Conference 2007 today. We will accept registrations until the hall is sold out but, in order to be listed in the conference booklet, your company must return its registration and payment no later than March 15, 2007. *If your*

company pre-registered for Conference 2007 (i.e., paperwork and payment were received by June 30, 2006), simply return the enclosed Registration Form with your company name and the note *PRE-REGISTERED* at the top. Remember to review all the materials enclosed with this letter. Upon receipt of your paperwork, we will email a registration confirmation.

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

One last item: Should you have questions, feel free to contact either of the exhibits committee co-chairs. However, because the Monroe Public Library will be moving into its new building between approximately January 15 and February 28, 2007, we advise that you contact Alice Knapp first during that forty-five day period. Nevertheless, both of us, plus our committee members, look forward to greeting you on April 16.

Sincerely,

Robert Simon
Co-Chair
CLA Conference Exhibits Committee
Director
Monroe Public Library
203-452-5458, or rsimon@biblio.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
CONFERENCE 2007
EXHIBITOR INFORMATION SHEET**

DATES: Monday, Tuesday, and Wednesday, April 16, 17 and 18, 2007

LOCATION: Connecticut Convention Center, 100 Columbus Boulevard, Hartford, CT 06106

DIRECTIONS AND UNLOADING: Detailed directions to the site are on the Connecticut Convention Center website: www.ctconventions.com. Click the *Exhibitors* box at the top of the homepage, then click on *Maps and Directions* at the left of the next page.

At the bottom of that page is a link to directions to the loading dock, where you will unload your items. At this spot, look for the *Library Show - Unload Here* sign. Park near, *but not on*, the ramp and unload your items. Then, please park your car immediately -- the security guard at the loading dock will have directions to the parking garage and will monitor your items while you park. After you have moved your vehicle, return to collect your items and take the freight elevator to the sixth floor. There will be signs to direct you to Ballroom A, our Exhibit Hall.

PARKING: The flat rate for daily tradeshow parking is \$11.00 per day. To obtain this rate, pick up a voucher at the CLA registration desk and present it when you exit the garage. The overnight rate for guests at the Marriott Hotel is \$16.00 per day. To obtain this rate, present your hotel bill to the parking attendant. If you want to be able to move in and out of the garage during your stay, go to the parking office once you have checked in and obtain a pass that allows you to open the gate.

CONFERENCE SCHEDULE:

MONDAY, APRIL 16, 2007

3:00 – 9:00 Exhibitor set-up.

WE REQUIRE ALL EXHIBITS TO BE COMPLETELY SET UP BY 9:00 PM TODAY UNLESS OTHER ARRANGEMENTS HAVE BEEN MADE IN ADVANCE WITH THE CONFERENCE EXHIBITS COMMITTEE.

TUESDAY, APRIL 17, 2007

8:30 – 12:00 Exhibits open
10:30 – 11:00 Refreshments served in Exhibit Hall
12:00 – 12:45 Exhibit Hall ***closed for lunch***
12:45 – 4:00 Exhibits open
3:15 – 3:45 Dessert served in Exhibit Hall

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WEDNESDAY, APRIL 18, 2007

7:30 – 8:30	Complimentary exhibitor breakfast
8:30 – 12:00	Exhibits open
10:30 – 11:00	Refreshments served in Exhibit Hall
12:00 – 12:45	Exhibit Hall <u>closed for lunch</u>
12:45 – 3:00	Exhibits open
2:00 – 2:30	Dessert served in Exhibit Hall
3:00	Exhibits close

REGISTRATION PROCESS: Please register using the form enclosed in this mailing. *Remember to send in your registration form and your payment at the same time!* If your company pre-registered for Conference 2007 (i.e., paperwork and payment were received by June 30, 2006), simply return the enclosed Registration Form with your company name and the note *PRE-REGISTERED* at the top. Remember to review all the materials included in this packet. Upon receipt of your paperwork and payment, we will e-mail a confirmation that indicates your table number and verifies your orders for electricity, Internet access, meals, and participation in the exhibitor raffle.

On set-up day (Monday, April 16), please report to the Exhibits Committee table outside the Exhibit Hall to sign in, collect your conference materials, and register names for badges.

COSTS TO EXHIBIT: Exhibit spaces cost \$350.00 each. *Please note that these are tables, not booths!* Each space is 10 feet long by 2 feet deep and includes your choice of table at 8 feet, 6 feet, or 4 feet, plus one chair. If you prefer, the space can be left empty except for the chair. *Please be sure of your requirements because table sizes cannot be changed on-site.* Chairs are placed at the end of the tables and may not be used behind them.

Electrical service is available for \$75.00 per outlet for 5-amp service, or \$90.00 per outlet for 10-amp service. You may bring a power strip if you will require more than one outlet.

Wireless Internet access is available for an all-conference fee of \$225.00 per computer. *Please be sure that your computer(s) is configured for wireless access.* You will be assigned a password code to access the Internet.

Use the Registration Form enclosed to order any or all of these services.

DEMO SESSIONS: Each day of the conference, CLA is offering 3 one-hour classroom sessions that exhibitors may use for product demonstrations, workshops, user group

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meetings, or any other desired presentations. The cost is \$175.00 per session, and the demo room will include a screen, electrical service, *and some kind of TBD Internet access*. Exhibitors must supply any additional equipment. To have your session included in the printed program, please register by March 15. If the registrations received by that date are inadequate to cover the costs for the demo room, it may be necessary to shift all sessions to a single day or to cancel the demo sessions entirely.

Use the *Demo Room Application* enclosed to reserve a demo session.

LODGING: Rooms have been reserved for CLA guests at the adjacent Marriott Hartford Downtown Hotel at a rate of \$151.00 plus tax (currently at 12%). To make a reservation, call the hotel at 860-249-8000 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 March 15, 2007, and availability and price cannot be guaranteed after that time.

SHIPPING AND STORAGE: Neither the Connecticut Convention Center nor the adjacent Marriott Hartford Downtown Hotel will accept conference-bound shipments of any kind. You may transport and move in your own items provided you do not require any motorized equipment for the move. If you are not able to handle your own display items, contact the show contractor, SER Exposition Services, at 508-757-3397 and ask for exhibitor services.

You are responsible for making ship-out arrangements. All outgoing shipments must be picked up no later than 6:00 p.m. on Wednesday, April 18. There are no storage facilities for exhibitor property after the show.

SECURITY: The Exhibit Hall will be closed during hours the exhibits are not open, and a security guard will be on duty overnight. 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 17, to the exhibitors whose displays excel in the categories of *Best New Exhibitor* and *Best Exhibit of Show*.

RAFFLE: Many exhibitors conduct raffles for their products or services during the CLA conference. Please indicate on the Registration Form if you wish to participate in the raffle. Participants will be identified by feather bouquets placed on their tables. *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.

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EXHIBITOR BREAKFAST: Our traditional complimentary breakfast for exhibitors will be held Wednesday, April 18, from 7:30 to 8:30 a.m. in Meeting Room 24. Please 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 table at Conference 2008 will also be held.

Please indicate on the Registration Form if you plan to attend the breakfast. Tickets will be delivered to each exhibitor on Tuesday afternoon, April 17.

ATTENDEES LIST: 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 April 2007. However, you may purchase the CLA membership list for promotional purposes at a cost of \$100.00 (as labels or on disk). Pre-payment is required. After the conference, a list of attendees will be available at the same price, also by pre-payment.

To order these lists, please send your request and payment to

Pam Najarian, Administrative Assistant
Connecticut Library Association
234 Court Street
Middletown, CT, 06457.

Please note that this is a new address for CLA.

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

*Robert Simon**

Co-Chair

CLA Conference Exhibits Committee

Director

Monroe Public Library

203-452-5458

[*rsimon@biblio.org*](mailto:rsimon@biblio.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*](mailto:aknapp@fergusonlibrary.org)

** No calls between January 15 and February 28, please – moving to a new building!*

CONNECTICUT LIBRARY ASSOCIATION
116TH ANNUAL CONFERENCE -- APRIL 16-18, 2007
CONNECTICUT CONVENTION CCENTER, HARTFORD, 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 _____

Phone _____ Fax _____

Email _____ Website _____

Is this the first time your company has exhibited at CLA? No _____ Yes _____

REPRESENTATIVE IN CHARGE ON-SITE: _____

RESERVE EXHIBIT REQUIREMENTS:

_____ spaces @ \$350 with:
8' table _____ 6' table _____ 4' table _____ empty space _____ \$ _____

(NOTE: Table sizes cannot be changed on-site)

_____ 5-amp electrical outlets @ \$75 each \$ _____

_____ 10-amp electrical outlets @ \$90 each \$ _____

_____ Wireless Internet connections @ \$225 each \$ _____

TOTAL PAYMENT ENCLOSED: \$ _____

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

PARTICIPATING IN THE EXHIBITOR RAFFLE? No _____ Yes _____

ATTENDING THE TUESDAY SOCIAL EVENT? No _____ Yes _____

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

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 15, 2007**. Make checks payable to CLA Conference 2007 and mail to:

Alice Knapp
The Ferguson Library
1 Public Library Plaza
Stamford, CT 06904

Questions? Phone 203-964-1000, x 8201 or email aknapp@fergusonlibrary.org