



84th Annual Florida Library Association Conference and Exhibits

EXHIBITOR, SPONSORSHIP & ADVERTISING BROCHURE

April 23-24, 2008

Tradewinds Beach Resorts and Conference Center
St. Pete Beach, Florida



YOU ARE CORDIALLY INVITED

You are cordially invited to sponsor and exhibit at the 84th Annual Florida Library Association Conference and Exhibits in St. Pete Beach, Florida. This event will draw approximately 700 individuals from the most innovative and progressive organizations in the library community.

If your company provides services and/or products for the library community, you do not want to miss the opportunity to exhibit and sponsor at this event. Don't delay, register early to reserve your spot.

Register online at www.cmc-associates.com

Hotel Information

Tradewinds Beach Resorts and Conference Center
Island Grand Beach Resort
5500 Gulf Boulevard
S. Pete Beach, FL 33706

Room Rate: \$ 159.00

All reservations need to be made by March 28, 2008 to receive the room rate.

For hotel reservations, please call 1-800-808-9833 or send an email to groupreservations@twresort.com and ask for the FLA 2008 Annual Conference rate.

More information on the hotel can be found at
www.flalib.org/conference_2008.html

FOR ADDITIONAL INFORMATION CONTACT:
Florida Library Association
CMC & Associates, Registration & Information
2713 Blirstone Lane
Tallahassee, FL 32301
Telephone: 888-320-6125 or 850-224-7775
Fax: 850-224-7704
MWozniak@cmc-associates.com

EXHIBITOR INFORMATION

Exhibit Registration Includes:

The exhibit fee includes two full conference registrations. Each exhibit space will be eight-feet by ten-feet and defined by eight-foot high back drape and three-foot high side drape.

- Each space is furnished with one six-foot draped table, a wastebasket, two chairs and one booth identification sign.
- For maximum exhibit traffic, Ribbon Cutting & Grand Opening on Wednesday morning, Past President's Reception on Wednesday evening, and afternoon refreshment breaks will be held in the Exhibit Center.
- A floor plan is included in this packet. Exhibitors may request booth locations and will be assigned a space on a first-come, first served basis.
- Additional personnel who wish to participate the conference workshops/sessions must register for the conference using the official registration form or on the web-site.

Exhibit Registration

\$600 for the first booth through March 7, 2008

\$700 after March 7, 2008

\$550 for each additional booth

Sign-up Deadline

A signed application for exhibit space must be received by April 1, 2008 to guarantee an exhibit booth at the conference.

Official Service Contractor

The official service contractor is Exhibit Services, Inc. A complete service kit containing shipping instructions for booth materials, electrical service, furnishings order forms, etc. will be sent to each exhibitor along with their accepted contract indicating their assigned space.

Exhibit Rules

Exhibit Space Assignment – Space is assigned on a first-come, first-served basis, determined by receipt of monies for full booth space/signed contract. The Florida Library Association will confirm the receipt of monies/contract along with a booth assignment. Management reserves the right to re-arrange the floor plan where necessary to facilitate a successful traffic flow.

Exhibit Set-Up/Break Down – Exhibitor set-up will take place Tuesday, April 22, 2008 from 12pm-6pm. Exhibitors are required to wait until the official closing time on Thursday, April 24, 2008, at 5:00 p.m. to break down exhibits, a show rule that will be monitored. Thank you in advance for your cooperation.

The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. The Association reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of an exhibit, which in the judgment of the Association, is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising, soliciting, or anything of a similar nature.

Payment For Booth Space – Any person, partnership, or corporation engaging space who shall fail to make payment as herein provided shall thereby and thereupon forfeit all rights in and to the use of assigned space, and the Florida Library Association shall have the right to dispose of such space in such manner as it may consider to its interest without liability on the part of the Association.

Liability – It is agreed that the Exhibitors shall indemnify and save harmless the Florida Library Association, CMC & Associates, Exhibit Services, Inc., and the Tradewinds Beach Resorts & Conference Center from all liability that might ensue from any cause whatsoever. The Florida Library Association will not guarantee Exhibitors against loss of any kind. Reasonable care should be exercised to protect all exhibits. A security guard will be maintained during the hours when the exhibit area is closed, until the official closing time of the exhibit show.

Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policies, protecting them against loss through theft, fire damage, etc. The Exhibitor is responsible for damage to property. No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, floors, etc., in such manner as to deface or destroy.

Fire Regulations – In order to comply with local fire ordinance requirements, all decorative material must be flame resistant. Materials meeting these requirements are available to Exhibitors by Exhibit Services, Inc. No volatile or flammable fluids, substances, or materials of any nature prohibited by city fire regulations or insurance carriers may be used in any booth.

Cancellation Policy – Exhibitors who must cancel their reserved space may do so until February 29, 2008 to receive a full refund on the deposit paid. Exhibit spaces cancelled between March 1, 2008 and March 14, 2008 will be refunded at 50% of the amount paid.

ALL CANCELLATION REQUESTS MUST BE MADE IN WRITING and may be submitted by mail, fax or e-mail. Cancellations received after March 14, 2008 are not eligible for a refund.

SPONSORSHIP OPPORTUNITIES

Becoming an FLA Sponsor is a great opportunity to show your support —and did you know that by becoming an FLA sponsor you get some really great rewards as well? FLA's sponsorship Program is simple and provides great benefits to you. All sponsors will be recognized with their name in the conference program and on signs used throughout the conference.

Don't delay, reserve your sponsorship today!

Sponsorships

EVENT SPONSORS

President's Reception & Scholarship Fundraiser	\$4,000 or co-sponsor \$2,000 ea.
Florida Book Awards Banquet	\$6,000 or co-sponsor \$2,000 ea.
Past President's Reception in Exhibits	\$4,000 or co-sponsor \$1,000 ea.
Welcome Reception	\$1,500
Breaks in Exhibits	co-sponsor \$1,500 ea. (3 available)
Morning Coffee Klatch	co-sponsor \$1,000 ea. (3 available)

SESSION SPONSORS

Opening Session Keynote Speaker	\$6,000 or co-sponsor \$3,000 ea.
Closing Session Keynote Speaker	\$6,000 or co-sponsor \$3,000 ea.
Break-out Session Speaker	\$750 (multiple opportunities)

OTHER SPONSORS

Conference Bags	\$4,000	Printed Awards Program	\$1,000
Scholarships	\$250		

All sponsors will be recognized:

- In the on-site Conference Program Guide given to every conference registrant
- With special sponsor ribbons for all on-site personnel
- On a sign posted at your sponsored event

Sponsorships of \$1,000+ will receive all of the items listed above AND:

- A plaque acknowledging your "Above and Beyond" support
- Your company name listed on entrance way unit into Exhibit Hall
- Special acknowledgement in Final Conference Program
- First selection on booth space at this year's conference (if sponsorship received with booth reservation)

Sponsorships of \$2,000 or more will receive a free 1/4 page ad in the Conference Program

Refund Policy

If a sponsor must rescind its offer of sponsorship, FLA must receive a written cancellation notice from the sponsor no later than March 17, 2008, in order to issue a 100% refund, less a \$50 processing fee. No refunds will be issued after this date.

APPLICATION FOR SPONSORSHIP & EXHIBIT

For on-line registration visit www.cmc-associates.com

Please complete all information:

Company Name: _____

Contact Person & Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: (____) _____ Fax: (____) _____

Email: _____

Please print your email address clearly. All communication will be done through email.

Name(s) of person(s) attending the conference: _____

Description of the products or services your company provides (for the Conference Program, 30 word max.)

Registration

EXHIBITS	____ \$600 8' x 10' Booth before March 7, 2008	____ \$550 Additional 8' x 10' Booth
	____ \$700 8' x 10' Booth after March 7, 2008	
	Booth Number Preference (first come, first sold): 1. _____ 2. _____ 3. _____	

SPONSORSHIPS	Option 1	Option 2
	Conference Bag	____ \$4,000
Printed Awards Program	____ \$1,000	
Florida Book Awards Banquet	____ \$6,000	____ \$2,000 (1 of 3 co-sponsors)
Past President's Reception in Exhibits	____ \$4,000	____ \$1,000 (1 of 4 co-sponsors)
Opening Session Keynote Speaker	____ \$6,000	____ \$3,000 (1 of 2 co-sponsors)
Closing Session Keynote Speaker	____ \$6,000	____ \$3,000 (1 of 2 co-sponsors)
President's Reception & Scholarship Fundraiser	____ \$4,000	____ \$2,000 (1 of 2 co-sponsors)
Break-out Session Speakers	____ \$750	
Scholarships	____ \$250	
Breaks in Exhibits	____ \$1,500 (3 available)	
Morning Coffee Klatch	____ \$1,000 (3 available)	
Welcome Reception	____ \$1,500	
General Donation	\$ _____	

Total Amount Enclosed \$ _____

Method of Payment

Indicate payment method and mail or fax this form to FLA, c/o CMC & Associates, 2713 Blairstone Lane, Tallahassee, FL 32301, Fax: 850-224-7704. *On behalf of my organization, I agree to pay the above amount for FLA, scheduled for April 23-24, 2008.* Signature: _____

____ Check or Po in the amount of \$ _____ (made payable to FLA)

I authorize CMC & Associates to charge my: ____ Mastercard ____ Visa ____ American Express a total of \$ _____

Credit Card #: _____ Exp. date: _____

Name as appears on card: _____ Signature: _____