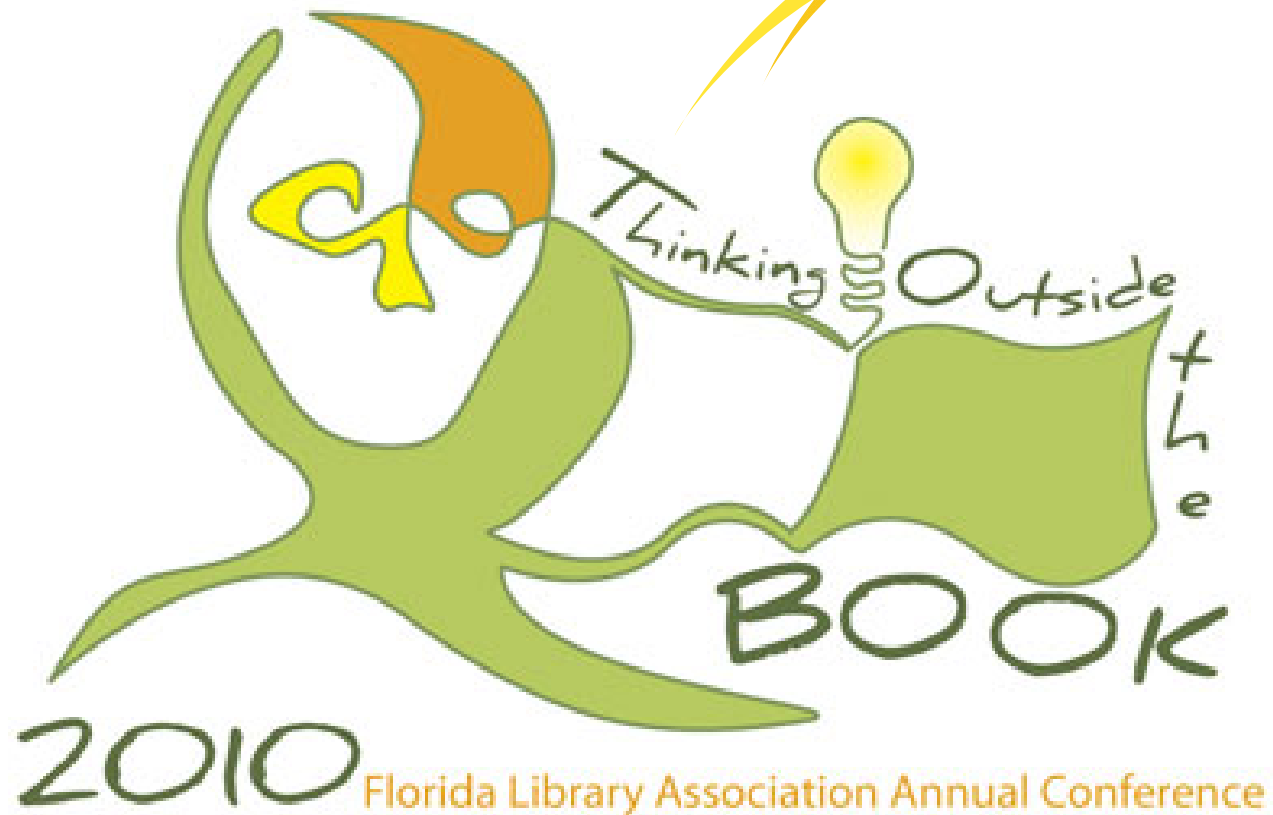


Florida Library Association 2010 Conference and Exhibits



APRIL 7-9, 2010
Rosen Plaza Hotel
Orlando, Florida

2010 EXHIBIT AND SPONSORSHIP BROCHURE



Hotel Accommodations

Rosen Plaza Hotel
9700 International Drive
Orlando, Florida 32819
Phone: 407-996-9700
Fax: 407-996-9111
Toll-Free: 800-366-9700
Group Name: Florida Library Association

Call 800-366-9700 before Monday, March 15, 2010 and mention "Florida Library Association" or register online at www.flalib/conference_2010_hotel_reserv.php to receive your special conference room rate of \$109 single/double. All individual reservations must be accompanied by one night's deposit plus tax or guaranteed by a major credit card. After the cutoff date, March 15, 2010, rooms will be confirmed on a space-available basis at the group rate. Deposits are refundable only for cancellations occurring three days or more prior to arrival.

Make your reservations by March 15, 2010 to secure the group rate of \$109.00

Check In: 3:00 p.m. local time

Check Out: 11:00 a.m. local time

Anyone checking out after 11:00 a.m. local time may incur late charges. Special arrangements can be made for late check-outs based on availability, and/or luggage can be stored for individuals with later departures.

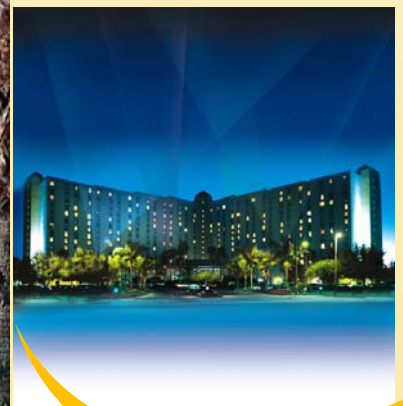


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Becoming an FLA Sponsor is a great opportunity to show your support for Florida's libraries.

All sponsors will be recognized with their name in the conference program.

Refund Policy - ANY CANCELLATION REQUESTS MUST BE IN WRITING and submitted by e-mail to CMC & Associates. Requests for refunds less \$100 administrative fee must be received by March 1, 2010. No refunds can be made after March 1, 2010. Refund requests received before March 1 will be mailed following the conclusion of the conference. Exhibit space not occupied or reconfirmed with CMC & Associates by 8:00 Am on Thursday, April 8, 2010 may be reassigned.

Sponsor Opportunities *THINK BEYOND THE BOOTH!*

Events

Thursday Keynote Speaker	\$4,000 or co-sponsor \$2,000 ea.
Friday Keynote Speaker	\$4,000 or co-sponsor \$2,000 ea.
President's Reception & Scholarship Fundraiser	\$4,000 or co-sponsor \$2,000 ea.

General session and event sponsors (above) may speak for two minutes during the program; co-sponsors would split this opportunity.

Welcome Reception	\$1,500
Thursday Lunch in Exhibits	\$3,000 or co-sponsor \$1,500 ea.
Breaks (held in Exhibits area)	\$500 ea. (3 available)
Morning Coffee Klatch	\$500 (2 available)

Other Opportunities

Conference Bags	SOLD
Conference Program	\$2,500
Cyber Café	\$1,500
Provide Friday luncheon centerpieces	\$1,000
Break-Out Session	\$550 ea. (multiple opportunities)

Other Sponsors

GOLD	\$2,500
SILVER	\$1,500
BRONZE	\$ 500

All sponsors will be recognized:

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

In addition to the items above, sponsorships of \$1,000+ will include:

- Your company name listed on entrance way unit into Exhibit Hall
- Special acknowledgement in Final Conference Program

In addition to the items above, sponsorships of \$2,000+ will include:

- 1/4 page ad in the Conference Program and 50% discount on the booth price
- Promotional item provided by you that we put in the conference bag

In addition to the items above, sponsorships of \$2,500+ will include:

- Your company link posted on the FLA web site as a "Major Sponsor" and an upgrade to a ½ page ad in the Conference Program.

In addition to the items above, sponsorships of \$4,000+ will include:

- An e-mail blast to all conference attendees before the conference with information about the company and contact information.

NEW – General session and event sponsors can speak for two minutes during the program; Co-sponsors would split this opportunity.

For the most up-to-date list of sponsorship options or to purchase a sponsorship, please contact CMC & Associates at 850-224-7775 or mwozniak@cmc-associates.com.

Early Exhibitor registration

(Before February 1, 2010)

Center Aisle		With \$2,000+ Sponsorship
1 st Booth	\$650	\$325
Additional Booth	\$450	\$225

Other Locations		With \$2,000+ Sponsorship
1st Booth	\$600	\$300
Additional Booth	\$400	\$200

Late Exhibitor Registration

(After February 1, 2010)

Center Aisle		With \$2,000+ Sponsorship
1 st Booth	\$750	\$375
Additional Booth	\$550	\$275

Other Locations		With \$2,000+ Sponsorship
1st Booth	\$700	\$350
Additional Booth	\$500	\$250

For maximum exhibit traffic, the following will be held in the Exhibit Hall:

- Exhibitor reception on Wednesday, 5:15pm – 6:30pm
- Refreshment breaks and book signings on Thursday
- Silent Auction, including Friday morning finale

Official Service Contractor

The official service contractor is Shepard Exposition Services. A complete service kit with shipping instructions for booth materials, electrical service, furnishings order forms, etc. will be sent to each exhibitor.

EXHIBITOR INFORMATION

If your company markets to the library community, you'll want to join us for this exciting event. Over 600 individuals from Florida's innovative public, academic, school and special libraries attended FLA's 2008 and 2009 conferences. This is an outstanding opportunity to contact both new and established customers.

All exhibitors receive the following:

- Draped 8'x10' booth (eight-foot backdrop and 36-inch-high side dividers)
- One 6' draped table, wastebasket and 2 chairs
- One company ID sign
- Company listing in the conference program guide
- Two Conference Registrations

Registration Deadline

A signed application for exhibit space must be received by March 12, 2010 to guarantee an exhibit booth at the conference. Exhibit booth reservations that remain unpaid after 21 days will be released back into inventory.

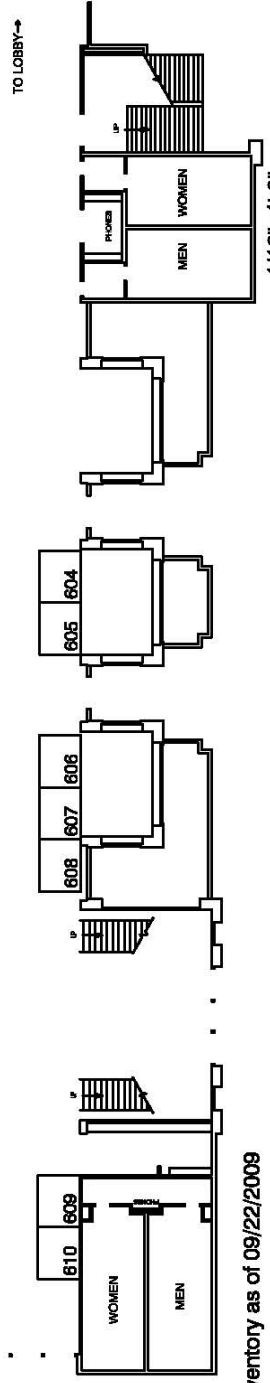
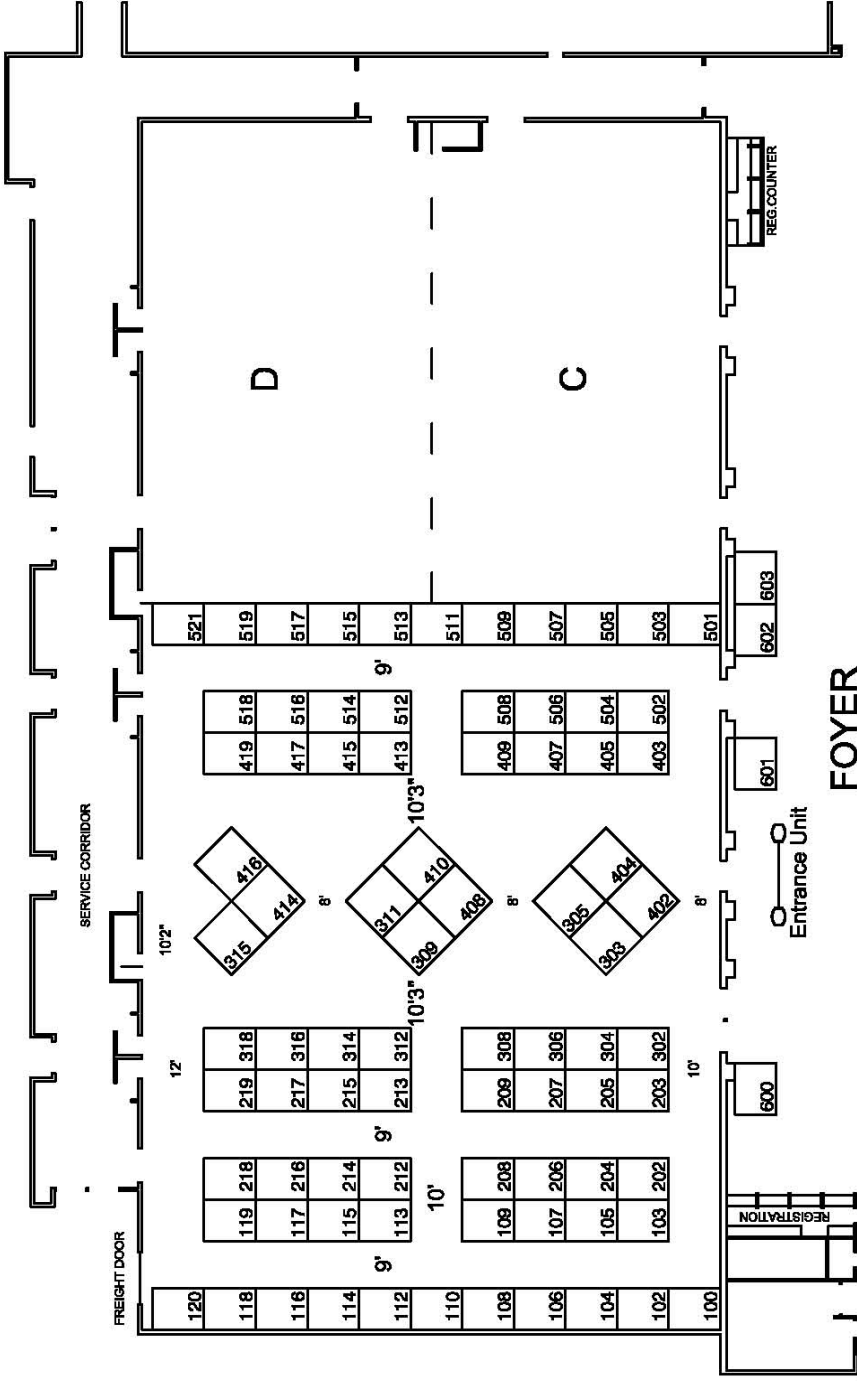
For maximum exhibit traffic, a reception on Wednesday evening, refreshment breaks and books signings on Thursday and the Scholarship Fundraiser Silent Auction on Friday morning will be held in the Exhibit Center.

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.

Conference registration for two persons is included with the purchase of a booth. Any additional personnel who wish to participate in the conference workshops/sessions must register for the conference using the official registration form or on the web-site.

Cancellation Policy - ANY CANCELLATION REQUESTS MUST BE IN WRITING and submitted by e-mail to CMC & Associates. Requests for refunds less \$100 administrative fee must be received by March 1, 2010. No refunds can be made after March 1, 2010. Refund requests received before March 1 will be mailed following the conclusion of the conference. Exhibit space not occupied or reconfirmed with CMC & Associates by 8:00 Am on Thursday, April 8, 2010 may be reassigned.

Florida Library Association April 7-9, 2010



Rosen Plaza Grand Ballroom: A-B

Inventory as of 09/22/2009

Dimension	Size	Qty	SqFt
8x10	80	81	6,480
10x10	100	11	1,100
Totals:			92 7,580

Exhibitor Hours (Tentative-Detailed Schedule to come soon)

Wednesday, April 7
12:00 PM – 4:30 PM
Exhibitor Move-in

Wednesday, April 7
5:15 PM – 6:30 PM
Exhibitor Reception
Open to ALL attendees

Thursday, April 8
10:30 AM – 5:00 PM
Expo Hall OPEN

- 10:30 AM – 10:45 AM
Refreshment Break
- 2:30 PM – 3:00 PM
Refreshment Break

Friday, April 9
8:00 AM – 11:00 AM
Expo Hall OPEN

- 8:00 AM – 8:30 AM
Coffee Klatch in Exhibits
- 9:45 AM – 10:15 AM
Silent Auction Finale in
Exhibits

Terms and Conditions

Exhibit Space Assignment – Space is assigned on a first-come, first-served basis, determined by receipt of monies for full booth space and signed contract. CMC & Associates, agent for 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 Wednesday, April 7, 2010 from 12pm-4:30pm. Exhibitors are required to wait until the official closing time on Friday, April 9, 2010, at 11:00 a.m. to break down exhibits, a show rule that will be monitored. Your cooperation is appreciated. 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, Shepard Exhibit Services, Inc., and the Rosen Plaza Hotel 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. When needed, 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 from Shepard 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.

Advertise in the Conference Program

<u>Selection</u>	<u>Placement</u>	<u>Rate</u>
	Inside Back Cover	\$675
	Inside Front Cover	\$675
	Back Cover (1/2 page)	\$675
	Full Page(inside)	\$600
	Half Page	\$400
	Quarter Page	\$250
	Sixth Page	\$150

NOW is the time to register for exhibit space at Florida's library event of the year. Why not take advantage of the unique sponsorship opportunities only the Florida Library Association can provide?

The expanded options listed in this brochure are designed to maximize your investment and strengthen your impact on key library decision makers. Join us as we embark on an adventure in "Thinking Outside the Book!"

Advertiser Information

Company Name

Contact Person

Street Address

City/State/Zip Code

Phone FAX

E-mail

PAYMENT INFORMATION

Method of Payment

Check VISA MasterCard Discover American Express

Card Owner Name (as it appears on card)

Card Owner Signature

Credit Card Number

Expiration Date

Card Owner Address

Card Owner City/State/Zip

Card Owner Email & Phone

AUTHORIZATION

Authorized by (print name)

Signature Date

Mail or fax this Agreement to:

FLA c/o CMC & Associates

2713 Blirstone Lane

Tallahassee, FL 32301

Ph 850.224.7775

Fax 850.224.7704

mwozniak@cmc-associates.com

Other Advertising Opportunities:

FLA publications include the FLA web page www.flalib.org in electronic format and *Florida Libraries* in print. For information on these, please call the FLA Office at 386.438.5795 or email FLA Executive Director Faye Roberts at faye.roberts@comcast.net.

Application for Sponsorship and Exhibits

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.

Names of 2 persons to receive conference registration with exhibit registration:

1.) _____ 2.) _____

Additional attendees must register at www.cmc-associates.com

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

Booth Rates

Center Aisle— 1st Booth

_____ \$650 before February 1, 2010
 _____ \$750 after February 1, 2010
 _____ \$325 with sponsorship of \$2,000 or more

Other Locations—1st Booth

_____ \$600 before February 1, 2010
 _____ \$700 after February 1, 2010
 _____ \$300 with sponsorship of \$2,000 or more

Center Aisle—Additional Booth

_____ \$450 before February 1, 2010
 _____ \$550 after February 1, 2010
 _____ \$225 with sponsorship of \$2,000 or more

Other Locations— Additional Booth

_____ \$400 before February 1, 2010
 _____ \$550 after February 1, 2010
 _____ \$200 with sponsorship of \$2,000 or more

Booth number preference (first come, first sold): 1. _____ 2. _____ 3. _____

Sponsorships

Thursday Keynote Speaker _____ \$4,000 or _____ \$2,000 co-sponsor

Friday Keynote Speaker _____ \$4,000 or _____ \$2,000 co-sponsor

President's Reception & Scholarship Fundraiser _____ \$4,000 or _____ \$2,000 co-sponsor

Thursday Lunch (in Exhibit area) _____ \$3,000 or _____ \$1,500 co-sponsor

Break-out Session _____ \$ 550 Breaks (held in Exhibits area) _____ \$500

Morning Coffee Klatch _____ \$500 Welcome Reception _____ \$1,500

Cyber Café _____ \$ 1,500 Conference Program _____ \$2,500

Centerpiece Sponsor _____ \$1,000

GOLD \$2,500 _____ SILVER \$1,500 _____ BRONZE \$500 _____

Total Amount Enclosed \$ _____

Method of Payment

On behalf of my organization, I agree to pay the above amount for the FLA Conference and to comply with Exhibit rules.

Signature: _____

Indicate method of payment and fax or mail this form to **FLA, c/o CMC & Associate**

2713 Blairstone Lane, Tallahassee, FL 32301 Fax: 850-224-7704. _____ Check or PO (made payable to FLA)

I authorize CMC & Associates to charge my _____ Visa _____ MasterCard _____ American Express _____ Discover

Credit Card #: _____ Exp. Date: _____

Name as appears on card: _____ Signature: _____