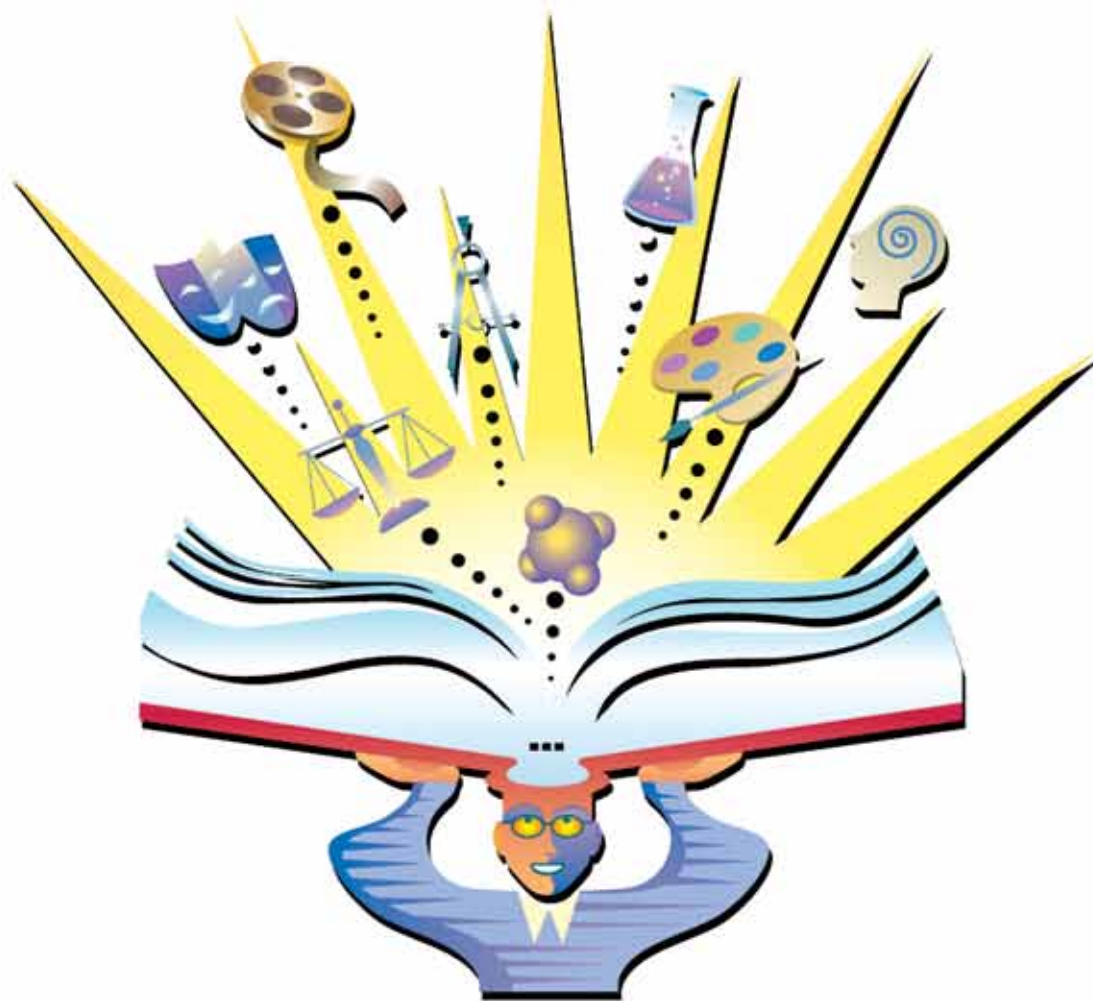


Florida Library Association 2011 Annual Conference and Exhibits

MAY 4 - 6, 2011 • ORLANDO, FLORIDA
Doubletree Hotel at the Entrance to Universal Orlando



OPEN LIBRARIES ... OPEN MINDS

Exhibit, Sponsorship and Advertising Opportunities

- * Exhibitor Information
- * Exhibit Hall Floor Plan
- * Sponsorship Opportunities
- * Hotel Accommodations

For more information, visit the
Florida Library Association online at <http://www.flalib.org/>

Preliminary Schedule of Exhibit Hall Activities

1ST DAY	Wednesday, May 4, 2011	
	8:00 am - 12:00 pm	Decorator Set-up
	12:00 pm - 4:30 pm	Exhibit Move In
	3:00 pm - 3:15 pm	Refreshment Break
	5:00 pm - 6:30 pm	Exhibit Grand Opening & Reception

2ND DAY	Thursday, May 5, 2011	
	8:00 am - 5:00 pm	Exhibits Open and Silent Auction
	8:00 am - 9:00 am	Coffee Klatch
	10:30 am - 11:00 am	Coffee Break
	11:00 am - 4:30 pm	Poster Sessions
	12:00 pm - 1:30 pm	Lunch for Purchase
	Time to be announced	Performers' Showcase
2:15 pm - 2:45 pm	Refreshment Break	

3RD DAY	Friday, May 6, 2011	
	7:30 am - 12:00 pm	Registration and Information Desk
	8:00 am - 8:30 am	Coffee Klatch
	8:00 am - 11:00 am	Exhibits Open
	8:00 am - 11:00 am	Poster Sessions
	9:00 am - 11:00 am	Technology Petting Zoo
	9:45 am - 10:00 am	Session Break and Live Auction
	11:00 am - 2:00 p.m.	Exhibitor Move Out

This preliminary schedule is subject to change.
The full conference schedule may be found at www.flalib.org

BECOME A BUSINESS MEMBER OF FLA

- Discounted rates on conference booth rental
- Recognition of membership status at your booth
- Florida Libraries – FLA's semi-annual journal
- Your company highlighted on FLA website
- News on fast breaking library issues
- Annual dues \$200

www.flalib.org



Table of Contents

Exhibiting with FLA	Page 3
Exhibit Hall Floor Plan.....	Page 4
Sponsorship Opportunities.....	Page 5
Hotel Accommodations.....	Page 6
Advertiser Information.....	Page 7
Application	Page 8

For questions related to exhibiting and sponsoring with the Florida Library Association, please contact:

Sharon P. Gray, CMP
A Plan to Meet, Inc.
 P.O. Box 6838, Tallahassee, FL 32314
 Phone: 850-224-6222 Fax: 850-877-7022
 E-mail: aplantomeet@earthlink.net

Exhibiting with FLA

EXHIBITOR INFORMATION

The FLA conference is an outstanding way to contact both new and established customers in the library community. Over 600 individuals from Florida's innovative public, academic, school and special libraries attended FLA's 2009 and 2010 conferences.

For maximum exhibit traffic, the following activities are planned for the Exhibit Hall:

- Refreshment Breaks and Thursday Lunch
- Poster Sessions and Silent/Live Auction
- Performers' Showcase
- Fun game to encourage attendees to visit your booth

Booth Package

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 and Confirmation

A signed application for exhibit space must be received by April 4, 2011 to receive the Early Exhibitor Registration rate and to guarantee that your company information is included in the conference program. However, booths will continue to be sold until the exhibit hall is filled. Conference registration for two company representatives is included with your exhibit booth purchase. Any additional company representatives who wish to attend must register for the conference using the official attendee registration form. Payment must accompany your Application for Sponsorship and Exhibits. You will receive confirmation of the receipt of your application and payment.

Floor Plan

An Exhibit Hall floor plan is on page 4 of this brochure. The floor plan was developed to make each booth a desirable location.

Booth Assignments

You may list three booth preferences on your Application for Sponsorship and Exhibits.

Booth assignments will be made after April 4, 2011. At that time you will be notified of your booth assignment along with any final details. While your requests will be taken into consideration, priority booth assignment will be given to 1) Sponsors, 2) Exhibitors purchasing multiple booths, 3) Purchasers of Preferred Booth Location, 4) FLA business members, 5) previous FLA exhibitors and 5) date application and payment received.

FEES

Early Registration - by April 4, 2011

Preferred Booth Locations

FLA Business Member*	Non Member*
\$650	\$715

Regular Booth Locations

FLA Business Member*	Non Member*
\$600	\$660

*** Booth rates discounted 50% for Exhibitors sponsoring at \$2,000 or more**

Late Registration - after April 4, 2011

Preferred Booth Location

FLA Business Member*	Non Member
\$750	\$825

Regular Booth Locations

FLA Business Member*	Non Member*
\$700	\$770

Terms and Conditions

Comprehensive information regarding insurance, liability, security, property damage, etc. will be included with exhibit confirmation.

Fire Regulations

In order to comply with local fire ordinances, all decorative materials used at your booth must be flame resistant. No volatile or flammable fluids, substances, or materials of any nature prohibited by city fire regulations or insurance carriers may be used in any exhibit booth.

Official Service Contractor

BH & L Decorators, Inc. is the official service contractor. A complete service kit with shipping instructions for booth materials, electrical service, furnishings, order forms, etc. will be sent to each exhibitor. All freight should be consigned and prepaid to BH & L Decorators, Inc. Do not send freight to the Doubletree Hotel.

Cancellation Policy

ANY CANCELLATION REQUESTS MUST BE IN WRITING and submitted by email to *A Plan to Meet*. Requests for refunds less \$100 administrative fee must be received by April 4, 2011. No refund requests can be accepted after April 4, 2011. Refund requests received before April 4, 2011 will be processed following the conclusion of the conference. Exhibit space not occupied or reconfirmed by 5:00 pm Wednesday, May 4, 2011 may be reassigned.

Sponsor Opportunities

Events

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

Special Opportunity

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.
Refreshment Breaks	\$500 ea. (3 available)
Morning Coffee Klatch	\$500 (3 available)

Other Opportunities

Conference Bags	\$4,000
Conference Program	\$2,500
Name Badge Neck Wallets	\$2,000
Cyber Café	\$1,500
Friday Luncheon Centerpieces	\$1,000
Break-Out Session	\$550 ea. (multiple opportunities)

Other Sponsors

GOLD \$2,500	SILVER \$1,500	BRONZE \$500
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Sponsors will be recognized with conference signage and acknowledged:

- 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 1/2 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.

For the most up-to-date list of sponsorship options or to purchase a sponsorship, please contact Sharon Gray, *A Plan to Meet*, by phone at 850-224-6222 or by e-mail aplantomeet@earthlink.net.

Hotel Accommodations



Hotel Accommodations

Doubletree Hotel at the Entrance to Universal Orlando
5780 Major Boulevard
Orlando, Florida 32819
Phone: 407-351-1000
Fax: 407-352-8556
Group Name: Florida Library Association



Hotel accommodations can be made online through the FLA Web site at www.flalib.org/conference_2011.php. If you prefer, you may make your reservations by phone at 1-800-327-2110. Please mention that you are with the Florida Library Association.

Make your reservation by **5:00 p.m. on April 11** to receive the FLA conference rate of **\$99**. The conference rate is available three days before and three days after the conference dates, based on availability.

Check In: 4:00 p.m. EST
Check Out: 11:00 a.m. EST

Questions related to late check-outs or luggage storage should be directed to the hotel front desk.



Advertiser Information

FLA Advertising Opportunities

Publication	Rate (\$)
<i>2011 Conference Print Program</i>	
Program Sponsor – includes full back cover of print program	2,500
Inside front cover	675
Inside back cover	675
Full page	600
1/2 page	400
1/4 page	250
1/8 page	150
<i>FLA Web Site</i>	
3 month ad & link to Web site	250
6 months ad & link to Web site	450
1 year ad & link to Web site	800
<i>Florida Libraries (electronic)</i>	
Inside front cover	700
Inside back cover	700
Back cover	500
Full page	600
1/2 page	325
1/4 page	200
1/8 page	125

Company Name: _____

Contact Person: _____

Street Address: _____

City/State/Zip Code: _____

Phone/FAX: _____

E-mail: _____

PAYMENT INFORMATION

Method of Payment

Check Visa MasterCard

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:

Florida Library Association

P.O. Box 1571

Lake City, FL 32056-1571

Ph: 386.438.5795

Fax: 386.438.5796

Other Advertising Opportunities:

FLA publications include the FLA web page www.flalib.org and *Florida Libraries*. 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.

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 "OPEN LIBRARIES... OPEN MINDS"

Application for Sponsorship and Exhibits

For on-line registration, visit www.flalib.org

Please complete all information:

Company Name: _____

Contact Person: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Office: (____) _____ Cell/Phone: (____) _____ 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 for conference separately @ www.flalib.org

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

Booth number preference: 1. _____ 2. _____ 3. _____

Please list companies that you do not want adjacent to your booth:

1. _____ 2. _____

FLA Business Member? Yes No

Become a 2011 Business Member \$200

Booth Rates

FLA Business Member

Preferred Locations

- _____ \$650 before April 4, 2011
- _____ \$750 after April 4, 2011
- _____ \$325 with sponsorship of \$2,000 or more

Other Locations

- _____ \$600 before April 4, 2011
- _____ \$700 after April 4, 2011
- _____ \$300 with sponsorship of \$2,000 or more

Non Member

Preferred Locations

- _____ \$715 before April 4, 2011
- _____ \$825 after April 4, 2011
- _____ \$358 with sponsorship of \$2,000 or more

Other Locations

- _____ \$660 before April 4, 2011
- _____ \$770 after April 4, 2011
- _____ \$330 with sponsorship of \$2,000 or more

Sponsorships

Thursday General Session

\$4,000 or \$2,000 co-sponsor

Friday General Session

\$4,000 or \$2,000 co-sponsor

President's Reception & Scholarship Fundraiser

\$4,000 or \$2,000 co-sponsor

Conference Bags

\$4,000

Thursday Lunch (in Exhibit area)

\$3,000 or \$1,500 co-sponsor

Name Badge Neck Wallets

\$2,000

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

Friday 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 A Plan to Meet, Inc., P.O. Box 6838, Tallahassee, FL 32314

Fax: 850-877-7022 Check or PO (made payable to FLA)

I authorize A Plan to Meet, Inc. to charge my Visa MasterCard American Express Discover

Credit Card #: _____ Exp. Date: _____

Name as appears on card: _____ Signature of Card holder: _____

Credit card billing address: _____

City: _____ State: _____ Zip: _____