

Florida Library Association

## **2012 Annual Conference and Exhibits**

April 18 - 20, 2012

Wyndham Orlando Resort



## **Exhibit, Sponsorship, and Advertising Opportunities**

- ▶ Exhibitor Information
- ▶ Exhibit Hall Floor Plan
- ▶ Sponsorship Opportunities
- ▶ Advertising Opportunities
- ▶ Hotel Accommodations

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

The Florida Library Association is not in any way associated with Construct Data Fair Guide and does not use this organization's services in any way. Any communications received by your company from this organization are not related to the FLA conference.

# Preliminary Schedule of Exhibit Hall Activities



## FOR MORE INFORMATION

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 32314-6838  
 Telephone: 850-224-6222  
 Fax: 850-877-7022  
 E-mail: [plantomeet@earthlink.net](mailto:plantomeet@earthlink.net)

Tuesday, April 17, 2012	
12:00 p.m. to 5:00 p.m.	Decorator Set-up
Wednesday, April 18, 2012	
8:00 a.m. to 3:00 p.m.	Exhibitor Move In
5:00 to 6:30 p.m.	Exhibits Grand Opening & Reception
	Exhibits Game Begins
Thursday, April 19, 2012	
8:00 a.m. to 4:00 p.m.	Exhibits Open
8:00 to 9:00 a.m.	Coffee Klatch
9:30 to 10:30 a.m.	Coffee with Exhibitors (no conflict)
12:00 noon to 1:00 p.m.	Cash Lunch
3:15 to 4:00 p.m.	Refreshment Break (no conflict) and Game Finale
4:00 to 5:30 p.m.	Exhibit Break Down (No decorator assistance available)
Friday, April 20, 2012	
8:00 to 11:00 a.m.	Exhibit Break Down & Decorator Move Out
Security provided Wednesday and Thursday nights.	
This preliminary schedule is subject to change. The full conference schedule may be found at <a href="http://www.flalib.org">www.flalib.org</a> .	

## Become a Business Member of FLA



- Recognition of membership status at your booth
- *Florida Libraries* - FLA's semi-annual journal
- Your company highlighted on the FLA Web site
- News on fast-breaking library issues
- Annual dues only \$200

To find out more about Organizational/Business Memberships and view a PowerPoint presentation, visit: [www.flalib.org/membership.php](http://www.flalib.org/membership.php)

# Exhibiting with FLA

## Exhibitor Information

The FLA conference is an outstanding way to contact both new and established customers in the library community. Over 650 individuals from Florida's innovative public, academic, school, and special libraries attended FLA's 2010 & 2011 conferences.

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

- Grand Opening Reception
- No Conflict Times
- Refreshment Breaks and Thursday Lunch
- Fun games to encourage attendees to your booth

## Booth Package

All exhibitors receive the following:

- Draped 8'x10' booth (8-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
- Registration for two company representatives

## Registration and Confirmation

A signed application for exhibit space must be received by March 21, 2012 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 booth staff must be registered on the registration form in this packet. Payment must accompany your Registration 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 four of this brochure. The floor plan was developed to make each booth a desirable location. The shaded booths on the Exhibit Floor Plan on the following page are Preferred Booth Spaces. Preferred Booth Spaces are limited. Please submit your registration to exhibit at the FLA Conference as early as possible for the best booth selection.

## Booth Assignments

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

Booth assignments will be made after March 21, 2012. 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 assignments will be given to 1) Sponsors, 2) Exhibitors purchasing multiple booths, 3) Purchasers of

## Fees

	Early Registration	Late Registration
Regular Booth Locations	\$650	\$750
Preferred Booth Locations	\$700	\$800
Booth staff (in excess of two included with booth fee). Exhibit Hall only; does not include conference activities outside of Exhibit Hall.	\$50 per person	\$80 per person

Preferred Booth Location, 4) FLA business members, 5) Previous FLA exhibitors, and 5) Date application and payment received.

## 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 is the official service contractor. A complete service kit with shipping instructions for booth materials, electrical service, furnishings, order forms, and additional information will be sent to each exhibitor. All freight should be consigned and prepaid to: BH & L Decorators. Please do not send freight to the Wyndham Orlando Resort.

## Cancellation Policy

CANCELLATION REQUESTS MUST BE SUBMITTED IN WRITING to *A Plan to Meet, Inc.* acting on behalf of the Florida Library Association. Requests for refunds, less the \$100 administrative fee, must be received by March 21, 2012. No refund requests can be accepted after March 21, 2012. Refund requests received by March 21, 2012 will be processed following the conclusion of the conference. Exhibit space not occupied or reconfirmed by 3:00 p.m. on Wednesday, April 18, 2012 may be reassigned.



# FLORIDA LIBRARIES: VIBRANT AND VITAL

## 2012 Conference Sponsorship Opportunities

### Events and Programs

Note: General Session and President's Reception sponsors may speak for two minutes during the program; co-sponsors will split this opportunity.

Wednesday General	\$4,000 or co-sponsor \$2,000 each
Friday General Session	\$4,000 or co-sponsor \$2,000 each
President's Reception & Scholarship Fundraiser	\$4,000 or co-sponsor \$2,000 each
Welcome Reception in the Exhibit Hall	\$3,000 or co-sponsor \$1,500 each
Programs (60, 75, and 90 minute break-out sessions)	\$550 each (multiple opportunities)

### Refreshments

Morning Coffee Klatch	\$500 each (3 available)
<b>Refreshment Breaks</b>	
• AM Coffee Breaks	\$500 each (2 available)
or	
• AM Coffee Breaks with Food	\$1,000 each (2 available)
• PM Coffee Breaks with Food	\$1,000 each (2 available)

### Labeling Opportunities

Conference Bags (SOLD)	\$4,000
Conference Program	\$2,500
Name Badge Neck Wallet	\$2,000
Table Decorations used at two events	\$1,000
Mobile Conference Web Site & Schedule Maker	\$500

### General Sponsorships

<b>GOLD</b>	\$2,500
<b>SILVER</b>	\$1,500
<b>BRONZE</b>	\$500

### 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 the entrance way into the 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 inserted in the conference bag.
- Special recognition and links from the FLA Conference Web site.

### 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.
- Special recognition and links from the FLA Conference Web site.

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

- An e-mail to all conference attendees before the conference with information about the company and company contact information.
- Special recognition and links from the FLA Conference Web site.

For the most up-to-date list of sponsorship options or to purchase a sponsorship, please contact:

**Sharon Gray**  
**A Plan to Meet, Inc.**  
 Telephone: (850) 224-6222  
 E-mail: [aplantomeet@earthlink.net](mailto:aplantomeet@earthlink.net)

# Advertising with FLA



These expanded advertising options are designed to maximize your investment and strengthen your impact on key library decision makers.

Join us in celebrating  
**“FLORIDA LIBRARIES VIBRANT AND VITAL.”**

\_\_\_\_\_  
 Company Name:

\_\_\_\_\_  
 Contact Person:

\_\_\_\_\_  
 Street Address:

\_\_\_\_\_  
 City/State/Zip Code:

\_\_\_\_\_  
 Telephone/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 E-mail & Telephone

## 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**  
**Telephone: (386) 438-5795**  
**Fax: (386) 438-5796**

For additional information, please contact the FLA Office at (386) 438-5795 or e-mail FLA Executive Director Faye Roberts at: [faye.roberts@comcast.net](mailto:faye.roberts@comcast.net).

FLA Advertising Opportunities	
PLACEMENT	RATE (\$)
<b>2012 Conference Print Program</b>	
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
<b>FLA Web Site</b>	
3-month ad & link to Web site	\$250
6-month ad & link to Web site	\$450
1-year ad & link to Web site	\$800
<b>Florida Libraries (electronic)</b>	
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

# Hotel Accommodations

Wyndham Orlando Resort  
8001 International Drive  
Orlando, FL 32819  
Telephone: (407) 351-2420  
Group Name: Florida Library Association



## Room Rates

- Single room \$109.00
- Junior Suite \$139.00
- Tax of 12.5% (current and subject to change)
- Rates available three days before and three days after the conference dates, based on availability
- Rate includes resort fee (normally 7.5%), parking, and Internet in room

## Reservations

### Ask for the Florida Library Association rate

- Online through the conference page of the FLA Web site at [www.flalib.org](http://www.flalib.org)
- By telephone: (800) 421-8001
  
- Reserve by March 27, 2012 to get the conference rate
- Cancellation accepted up to 72 hours prior to arrival

## Check-in/Check-Out

- Check-in is 4:00 PM
- Check-out is 11:00 AM



# Registration for Sponsorship & Exhibits

Florida Library Association, April 18-20, 2012, Wyndham Orlando Resort

For online registration, please visit [www.flalib.org](http://www.flalib.org)

Please provide all requested information and print clearly. All communication will be via e-mail.

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Office: ( ) - \_\_\_\_\_ Cell/Mobile: ( ) - \_\_\_\_\_ Fax: ( ) - \_\_\_\_\_

E-mail: \_\_\_\_\_

Organization's Web Site: \_\_\_\_\_

Names of two company representatives to receive conference registration with exhibit registration:

1. \_\_\_\_\_ 2. \_\_\_\_\_

There is an additional fee for each company representative over two per booth. See Additional Booth Staff Section on the second page of this form.

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Booth number preference:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

## Floor Plan

An Exhibit Hall floor plan is on page four of this brochure. The floor plan was developed to make each booth a desirable location. The shaded booths on the Exhibit Floor Plan on the following page are Preferred Booth Spaces. Preferred Booth Spaces are limited. Please submit your registration to exhibit at the FLA Conference as early as possible for the best booth selection.



# (Registration for Sponsorship and Exhibits Continued )

**Yes, I want to become a 2012 Business Member for \$200**

### Booth Rates

#### Preferred Locations

\_\_\_\_\_ \$700 through March 21, 2012  
 \_\_\_\_\_ \$800 after March 21, 2012

### Additional Booth Staff (for exhibits only)

\_\_\_\_\_ X \$50 per person (through March 21, 2012) = \_\_\_\_\_  
 \_\_\_\_\_ X \$75 per person (after March 21, 2012) = \_\_\_\_\_  
 TOTAL for additional booth staff beyond two = \_\_\_\_\_

#### Other Locations

\_\_\_\_\_ \$650 through March 21, 2012  
 \_\_\_\_\_ \$750 after March 21, 2012

Staff Names: \_\_\_\_\_  
 \_\_\_\_\_

### Sponsorships

Wednesday General Session	<input type="checkbox"/> \$4,000 or <input type="checkbox"/> \$2,000 co-sponsor
Friday General Session	<input type="checkbox"/> \$4,000 or <input type="checkbox"/> \$2,000 co-sponsor
President's Reception & Scholarship Fundraiser	<input type="checkbox"/> \$4,000 or <input type="checkbox"/> \$2,000 co-sponsor
Welcome Reception in the Exhibit Hall	<input type="checkbox"/> \$3,000 or <input type="checkbox"/> \$1,500 co-sponsor
Programs (60, 75, and 90 minute break-out sessions)	<input type="checkbox"/> \$550 each

GOLD	<input type="checkbox"/> \$2,500 each
SILVER	<input type="checkbox"/> \$1,500 each
BRONZE	<input type="checkbox"/> \$500 each

Morning Coffee Klatch	<input type="checkbox"/> \$500 each
<b>Refreshment Breaks</b>	
• AM Coffee Breaks	<input type="checkbox"/> \$500 each
or	
• AM Coffee Breaks with Food	<input type="checkbox"/> \$1,000 each
• PM Coffee Breaks with Food	<input type="checkbox"/> \$1,000 each

Conference Bags (SOLD)	<input type="checkbox"/> \$4,000
Conference Program	<input type="checkbox"/> \$2,500
Name Badge Neck Wallet	<input type="checkbox"/> \$2,000
Table Decorations used at two events	<input type="checkbox"/> \$1,000
Mobile Conference Web Site & Schedule Maker	<input type="checkbox"/> \$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: \_\_\_\_\_

Please indicate method of payment and fax or e-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.* on behalf of the Florida Library Association to charge my:

Visa  MasterCard  American Express  Discover

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name as appears on card: \_\_\_\_\_ Signature of card holder: \_\_\_\_\_

Credit card billing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_