Exhibit, Sponsorship, and Advertising Opportunities

• Exhibitor Information
• Exhibit Hall Floor Plan
• Sponsorships
• Advertising Opportunities
• Hotel Accommodations

For more information or to register online, visit https://www.regonline.com/2013FLAexhibits

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday, May 1, 2013</strong></td>
<td></td>
</tr>
<tr>
<td>12:00 noon to 4:00 p.m.</td>
<td>Exhibitor Move In</td>
</tr>
<tr>
<td>4:30 to 6:00 p.m.</td>
<td>Exhibits Open</td>
</tr>
<tr>
<td>5:00 to 6:00 p.m.</td>
<td>Exhibits Reception</td>
</tr>
<tr>
<td><strong>Thursday, May 2, 2013</strong></td>
<td></td>
</tr>
<tr>
<td>8:00 a.m. to 4:00 p.m.</td>
<td>Exhibits Open</td>
</tr>
<tr>
<td>8:00 to 8:30 a.m.</td>
<td>Coffee Klatch in Exhibit Hall</td>
</tr>
<tr>
<td>9:30 to 10:30 a.m.</td>
<td>Coffee with Exhibitors (no conflict)</td>
</tr>
<tr>
<td>12:00 noon to 1:00 p.m.</td>
<td>Cash Lunch in Exhibit Hall</td>
</tr>
<tr>
<td>3:15 to 4:00 p.m.</td>
<td>Refreshment Break (no conflict) and Door Prizes</td>
</tr>
<tr>
<td>4:00 to 5:30 p.m.</td>
<td>Exhibit Break Down</td>
</tr>
</tbody>
</table>

Security provided Wednesday night.

This preliminary schedule is subject to change. The full conference schedule may be found at [www.flalib.org](http://www.flalib.org).

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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: aplantomeet@earthlink.net

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### 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)
Exhibitor Information
The FLA conference is an outstanding way to contact both new and established customers in the library community. Over 660 individuals from Florida’s innovative public, academic, school, and special libraries attended FLA’s 2012 conference.

For maximum exhibit traffic, the following activities are planned for the Exhibit Hall:
- Exhibits
- No Conflict Times
- Refreshment Breaks and Thursday Lunch
- Poster Sessions
- Silent Auction

New FLA policy for 2013—Attendee Information
FLA will provide exhibitors registered to participate in the 2013 FLA Trade Show with a list of attendees (name, title, library/organization, mailing address, phone number, and email address) registered for the conference one month prior to the conference and a final list one week post conference.

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

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 Hilton Orlando.

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 29, 2013. No refund requests can be accepted after March 29, 2013. Refund requests received by March 29, 2013 will be processed following the conclusion of the conference. Exhibit space not occupied or reconfirmed by 3:00 p.m. on Wednesday, May 1, 2013 may be reassigned.

Fees

<table>
<thead>
<tr>
<th></th>
<th>Early Registration</th>
<th>Late Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Booth Locations</td>
<td>$650</td>
<td>$750</td>
</tr>
<tr>
<td>Preferred Booth Locations</td>
<td>$700</td>
<td>$800</td>
</tr>
<tr>
<td>Booth staff (in excess of two included with booth fee). Exhibit Hall only; does not include conference activities outside of Exhibit Hall.</td>
<td>$75 per person</td>
<td>$100 per person</td>
</tr>
</tbody>
</table>

Registration and Confirmation
A signed application for exhibit space must be received by March 29, 2013 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 representative 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 29, 2013. 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 Preferred Booth Location, 4) FLA business members, 5) Previous FLA exhibitors, and 5) Date application and payment received.
## 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.

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday General Session</td>
<td>Co-sponsor $2,000 1 available</td>
</tr>
<tr>
<td>Friday General Session</td>
<td>$4,000 or co-sponsor $2,000 each</td>
</tr>
<tr>
<td>President’s Reception &amp; Scholarship Fundraiser</td>
<td>$4,000 or co-sponsor $2,000 each</td>
</tr>
<tr>
<td>Reception in the Exhibit Hall</td>
<td>$3,000 or co-sponsor $1,500 each</td>
</tr>
<tr>
<td>Breakout Session Programs (does not include opportunity to speak)</td>
<td>$550 each</td>
</tr>
</tbody>
</table>

### Refreshments

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning Coffee Klatch</td>
<td>$750 each</td>
</tr>
<tr>
<td>AM Coffee Breaks</td>
<td>$750 each</td>
</tr>
<tr>
<td>or</td>
<td></td>
</tr>
<tr>
<td>AM Coffee Breaks with Food</td>
<td>$1,500 each</td>
</tr>
<tr>
<td>PM Coffee Breaks with Food</td>
<td>$1,500 each</td>
</tr>
</tbody>
</table>

### Labeling Opportunities

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Bags (SOLD)</td>
<td>$4,000</td>
</tr>
<tr>
<td>Conference Program</td>
<td>$2,500</td>
</tr>
<tr>
<td>Name Badge Neck Wallet</td>
<td>$2,000</td>
</tr>
<tr>
<td>Table Decorations used at two events</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### General Sponsorships

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td>$2,500</td>
</tr>
<tr>
<td>SILVER</td>
<td>$1,500</td>
</tr>
<tr>
<td>BRONZE</td>
<td>$500</td>
</tr>
</tbody>
</table>

### 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
Advertising with FLA

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

### FLA Advertising Opportunities

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>RATE ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2013 Conference Print Program</strong></td>
<td></td>
</tr>
<tr>
<td>Program Sponsor - includes full back cover of print program</td>
<td>$2,500</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>$675</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$675</td>
</tr>
<tr>
<td>Full page</td>
<td>$600</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$400</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$250</td>
</tr>
<tr>
<td>1/8 page</td>
<td>$150</td>
</tr>
<tr>
<td><strong>FLA Web Site</strong></td>
<td></td>
</tr>
<tr>
<td>3-month ad &amp; link to Web site</td>
<td>$250</td>
</tr>
<tr>
<td>6-month ad &amp; link to Web site</td>
<td>$450</td>
</tr>
<tr>
<td>1-year ad &amp; link to Web site</td>
<td>$800</td>
</tr>
<tr>
<td><strong>Florida Libraries (electronic)</strong></td>
<td></td>
</tr>
<tr>
<td>Inside front cover</td>
<td>$700</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$700</td>
</tr>
<tr>
<td>Back cover</td>
<td>$500</td>
</tr>
<tr>
<td>Full page</td>
<td>$600</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$325</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$200</td>
</tr>
<tr>
<td>1/8 page</td>
<td>$125</td>
</tr>
</tbody>
</table>

**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.
BOOKING GUEST ROOM RESERVATIONS
• Online through the conference page of the FLA Web site at http://www.fla.lib.org/
• Directly through the link below
  https://resweb.passkey.com/Resweb.do?mode/welcome_ei_new&eventID=9638843
• By calling (888) 488-3509

Group Name: Florida Library Association

Guest Rooms

Rates (no added resort fee):
• Single/Double $119
• Suites $199 and up

The special FLA Conference rate is available for 3 days prior to and 3 days after the conference on a space available basis.
The cut-off date for room reservations at the conference rate is April 8, 2013. Make reservations early. Demand at the Hilton at this room rate is expected to be high.

Check-in/Check-out:
• Check-in is at 3:00 p.m.
• Check-out is 12:00 p.m.

Parking:
Self parking rate is $7 per day for FLA participants.

Internet:
Complimentary Internet access for guests available throughout the hotel.

The Hilton Orlando, http://www.thehiltonorlando.com/, is two years old and features a modern design. Features include a comprehensive 15,000 square-foot Spa and Fitness Center, two resort pools, a lazy river, nine-hole executive golf course, a jogging track, and basketball, tennis, and bocce ball courts. Seven creative dining options provide fresh and creative cuisine.

Interactive map of the hotel – http://www.thehiltonorlando.com/flash/InteractiveMap.html
Registration for Sponsorship & Exhibits
Florida Library Association, May 1-2, 2013, Hilton Orlando
For online registration, please visit 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 ____________________________
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. Longer descriptions will be edited).

________________________________________

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 are Preferred Booth Spaces. Preferred Booth Spaces are limited. Please submit your registration as early as possible for the best booth selection.
(Registration for Sponsorship and Exhibits Continued)

□ Yes, I want to become a 2013 Business Member for $200

### Booth Rates

**Preferred Locations**
- $700 through March 29, 2013
- $800 after March 29, 2013

**Other Locations**
- $650 through March 29, 2013
- $750 after March 29, 2013

### Additional Booth Staff (for exhibits only)

- $75 per person (through March 29, 2013) =
- $100 per person (after March 29, 2013) =

TOTAL for additional booth staff beyond two =

Staff Names: __________________________________________

### Sponsorships

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday General Session</td>
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<td>SILVER</td>
<td>$1,500</td>
</tr>
<tr>
<td>BRONZE</td>
<td>$500</td>
</tr>
</tbody>
</table>

### 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 mail, fax or e-mail, aplantomeet@earthlink.net, 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 #: ___________________ Security Code: __________ Expiration Date: __________

Name as appears on card: ____________________ Signature of card holder: _____________________

Credit card billing address: ____________________________

City: __________________________ State: ______ Zip Code: __________

### Additional Booth Staff (for exhibits only)

- $75 per person (through March 29, 2013) =
- $100 per person (after March 29, 2013) =

TOTAL for additional booth staff beyond two =

Staff Names: __________________________________________

### Morning Coffee Klatch

□ $750 each

### Refreshment Breaks

- AM Coffee Breaks
  - $750 each
- AM Coffee Breaks with Food
  - $1,500 each
- PM Coffee Breaks with Food
  - $1,500 each

### Conference Program

□ $2,500

### Name Badge Neck Wallet

□ $2,000

### Table Decorations used at two events

□ $1,000