Florida Library Association

2015 Annual Conference

May 13 - 15, 2015 • Caribe Royale Hotel

Exhibit, Sponsorship, and Advertising Opportunities

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

For more information or to register online, visit 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 Construct Data are not related to the FLA conference.
For questions related to exhibiting 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

Preliminary Schedule of Exhibit Hall Activities

<table>
<thead>
<tr>
<th>Wednesday, May 13, 2015</th>
<th>Thursday, May 14, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 noon to 3:30 p.m. Exhibitor Move In</td>
<td>8:30 a.m. to 4:00 p.m. Exhibits Open</td>
</tr>
<tr>
<td>4:00 to 6:00 p.m. Exhibits Open</td>
<td>8:30 to 9:30 a.m. Coffee in Exhibit Hall</td>
</tr>
<tr>
<td>5:00 to 6:30 p.m. Exhibits Reception</td>
<td>9:30 to 10:30 a.m. Coffee with Exhibitors (no conflict)</td>
</tr>
<tr>
<td></td>
<td>12:00 noon to 1:00 p.m. Cash Lunch in Exhibit Hall</td>
</tr>
<tr>
<td></td>
<td>3:15 to 4:00 p.m. Refreshment Break (no conflict) and Door Prizes</td>
</tr>
<tr>
<td></td>
<td>4:00 to 5:30 p.m. 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)

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 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 670 individuals from Florida’s innovative public, academic, school, and special libraries attended FLA’s 2014 conference.

For maximum exhibit traffic, the following activities are planned for the Exhibit Hall:
  • No Conflict Times
  • Refreshment Breaks and Thursday Lunch
  • Interactive Activities for Attendees
  • Silent Auction

FLA policy for 2015—Attendee Information
FLA will provide exhibitors registered to participate in the 2015 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 the week following the 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
  • Conference registration for two company representatives

Registration and Confirmation
A signed application for exhibit space must be received by March 31, 2015 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. Additional booth staff have Exhibit Hall access only. 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 space as desirable as possible. 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 31, 2015. 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) FLA business members, 4) 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
AGS Expo, Inc. is the official service contractor for the 2015 FLA Conference. A complete service kit with shipping instructions for booth materials, electrical service, furnishings, order forms, and additional information will be sent to each exhibitor approximately one month prior to the show. All freight should be consigned and prepaid to the address provided in the packet. Do not send freight to the Caribe Royale Hotel.

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 31, 2015. No refund requests can be accepted after March 31, 2015. Refund requests received by March 31, 2015 will be processed following the conclusion of the conference. Exhibit space not occupied or reconfirmed by 3:00 p.m. on Wednesday, May 13, 2015 will be considered forfeited and may be reassigned.

<table>
<thead>
<tr>
<th>Fees</th>
<th>Early Registration</th>
<th>Late Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Booth Locations</td>
<td>$700</td>
<td>$800</td>
</tr>
<tr>
<td>Booth staff (in excess of two included with booth fee)</td>
<td>$75 per person</td>
<td>$100 per person</td>
</tr>
</tbody>
</table>

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall only; does not include conference activities outside of Exhibit Hall.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Florida Libraries: Inspiring Innovation

## 2015 Conference Sponsorship Opportunities

### Events and Programs

<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 (One minute welcome at 60, 75, &amp; 90-minute break-out sessions)</td>
<td>$550 each</td>
</tr>
<tr>
<td>CyberZone Technology Showcase</td>
<td>$1,000 each</td>
</tr>
</tbody>
</table>

### Refreshments

<table>
<thead>
<tr>
<th>Refreshments</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Coffee Breaks</td>
<td>$750 each (4 available)</td>
</tr>
</tbody>
</table>

### Labeling Opportunities

<table>
<thead>
<tr>
<th>Labeling Opportunity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Bags (SOLD)</td>
<td>$4,000</td>
</tr>
<tr>
<td>Conference Program (with back cover ad)</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>
<tr>
<td>SmartPhone Conference App</td>
<td>$1,000 or co-sponsor $500</td>
</tr>
</tbody>
</table>

### General Sponsorships

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM</td>
<td>$2,500</td>
</tr>
<tr>
<td>GOLD</td>
<td>$1,500</td>
</tr>
<tr>
<td>SILVER</td>
<td>$1,000</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.
- Company name on Exhibit Hall entrance sign.

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

- 1/4 page ad in the Conference Program.
- Promotional item provided by you inserted in the conference bag.
- Links from the FLA Conference Web site.
- Special acknowledgement in the Conference program.

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 to all conference attendees before the conference with information about the company and company contact information.
- Upgrade to a full-page ad in the Conference program.
- Opportunity to speak for two minutes at opening or closing session.

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
Host Hotel and Room Reservations

Caribe Royal Hotel  
8101 World Center Drive  
Orlando, FL 32821  

http://www.cariberoyale.com/

Room Reservations can be made:  
- By calling 1-888-258-7501 and referring to Group Name: Florida Library Association  
- Online at this link - https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=10913763

Room Rates:  
- Queen Double - $129  
- King Deluxe - $149  
- Villas - $254

- Check in time is 3:00 p.m.  
- Check out time is 11:00 a.m.

Complimentary Hotel Services:  
- Wired and Wireless in-room High Speed Internet  
- Access to Fitness Center.  
- In room coffee and tea.  
- Transportation to Walt Disney World® Theme Parks and Nightly Transportation to Downtown Disney.  
- Self-parking is complimentary for all group attendees.

Notes:  
- In order to receive the conference rate, reservations should be made prior to April 21, 2015.  
- Reservations made after the cutoff date will be on a space and rate available basis at the hotel’s discretion.  
- Reservations cancelled within 72 hours of arrival will be charged one night’s room and tax. This includes no-shows.
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>2015 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

**AUTHORIZED BY (print name)**

Signature Date

Mail or fax this Agreement to:
Florida Library Association
541 E. Tennessee St., Suite 103
Tallahassee, FL 32308
Telephone: (850) 270-9205
Fax: (850) 270-9405

For additional information, please contact the FLA Office at (850) 270-9205 or e-mail: julie.murphree@comcast.net
Registration for FLA Sponsorship & Exhibits
May 13-15, 2015 - 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: __________________________________________

Exhibit Contact
Person: __________________________________________ Title: ______________________________

Mailing Address: __________________________________________
City: __________________________ State: _____ Zip: _______

Office: (____) - _______ Cell/Mobile: (_____ ) - _______ Fax: (_____ ) - _______
E-mail: ______________________________

Company’s Website: __________________________________________

Names of two company representatives to receive conference registration with exhibit registration:
1. __________________________________________ E-mail: ______________________________
2. __________________________________________ E-mail: ______________________________

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. _______

Fees
___ # Booths x $_______ = $_________Booth Fee $700 before March 31, 2015 and $800 after March 31, 2015
There is an additional fee for each company representative over two per booth.
___ # Additional Staff x $_______ = $_________ Additional Booth Staff $75 per person before March 31, 2015 & $100 thereafter.
   Staff Names: __________________________________________

___ Sponsorships (Make selection from page 5), Sponsor Item: __________________________________________

___ Total from Advertising (Make selection from page 7), Advertisement Type: __________________________________________

___ 2015 Business Membership ($200)

___ TOTAL AMOUNT

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. □ Check or PO (made payable to FLA) □ Credit Card

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: __________________________________________ Telephone Number: ______________________

City: __________________________________________ State: __________ Zip Code: __________

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.