

# From Meek to Mighty: Reinventing Libraries in Challenging Times

Programming April 28 - 30, 2010  
Exhibits April 29 & 30, 2010  
Hyannis Resort and Conference Center

Thank you for your interest in  
exhibiting with MLA  
at the 2010 Annual Conference!

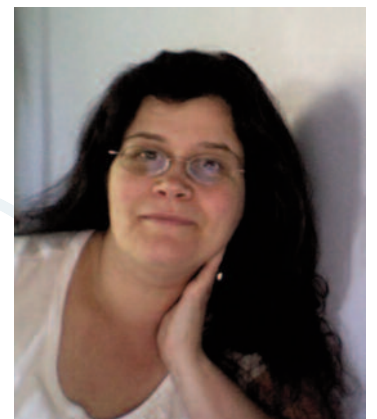
In response to the challenging economic times, the Massachusetts Library Association is hosting a tightly focussed conference which maximizes its benefits to our attendees and exhibitors. The exhibit hall is a great time to meet new contacts and reenforce relationships the with customers you already know. We have worked hard to limit the amount of time you have to give up to be on the floor while making sure that there is plenty of exclusive hall time for one on one contacts.

We realize there are many costs involved in exhibiting at the MLA Conference. We are pleased to announce that we are offering the 2008 exhibitor rates to any company who has exhibited with us in the past two years. We hope this discount will make it a little easier for your company to come us. In addition to the discounted exhibitor rate, this year's site also includes free wireless internet throughout the entire site and a fully carpeted exhibit hall at no additional cost. The Massachusetts Library Association considers our exhibitors a valuable part of our community. We look forward to seeing you at the Resort and Conference Center in beautiful downtown Hyannis.

Warm Regards,

*Elizabeth Hacala*

Massachusetts Library Association  
Executive Manager



## You are making a smart choice!

- Over 600 librarians from across the commonwealth attend the MLA annual conference each year. Attendees include key decision makers in public, special, school, and academic libraries.
- The MLA conference provides attendees and exhibitors national conference impact, with local conference convenience and price.
- The Massachusetts Library Association conference has a reputation for bringing national quality speakers and sessions to our own back yard. As a result, we believe many libraries are choosing to send their staff to our conference over the more expensive national conference. With our *send 3, get 1 free* registration offer, we encourage libraries to send as many staff members as possible.
- Don't forget that the Massachusetts Library Association is offering a special to conference exhibitors: If your company has exhibited with MLA at the 2008 or 2009 annual conference we are offering you the 2008 exhibitor rate as a thank you for your ongoing support.
- We have a great location! This year the MLA conference returns to the Hyannis Resort and Conference Center. This fully renovated space has just been updated throughout all guest rooms and public spaces. The conference center features free wireless internet all through the site and a fully carpeted exhibit space with an easy access loading dock.



### Exhibit Hall Hours:

#### Thursday, April 29

Exhibits Open at 12:00 pm

*Exclusive Time: 2:00 – 3:00 pm*

Exhibits Close at 4:30 pm

#### Friday, April 30

Exhibits Open at 8:00 am

*Exclusive Time: 9:45 – 10:45 am*

Exhibits Close: at 1:30 pm

## What exhibit spaces are available?

### Booth

Our 8x10 booths give you ample space to display and demonstrate your product or service.

With a booth you receive:

- 8' high back wall and 3' high side drape
- One (1) 8' x 30" skirted table (uniform in color)
- Two (2) folding chairs
- One (1) wastebasket with liner
- One (1) 7" x 44" (one-line) ID sign with booth number

### Table Top

The table top space is a great alternative for those who do not have the need or budget for a booth space.

With a table space you receive:

- One (1) 8' x 30" skirted table (uniform in color)
- Two (2) folding chairs
- One (1) 7" x 44" (one-line) ID sign with booth number

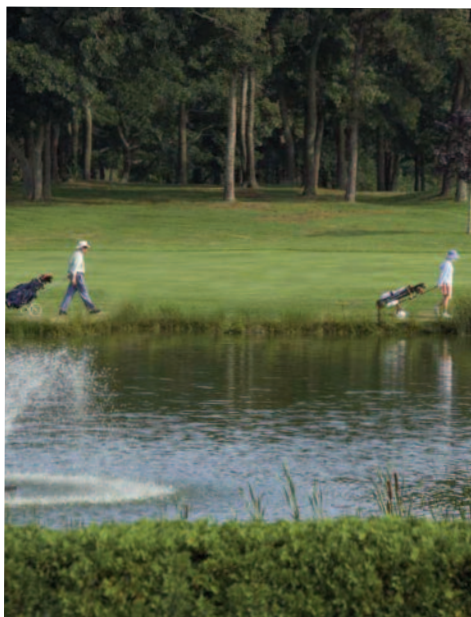


### Empty Space -

The empty space provides you with One (1) 8' x 30" draped space.

*All spaces include a listing for your organization on our web site.*

## REGISTER TODAY!



Registration is based upon a first-come first-served basis and space is limited. We are holding reservations for those who signed up in 2009. **PAYMENT MUST BE RECEIVED BY FEBRUARY 1 OR YOUR SPACE WILL BE RELEASED.**

MEET THE MARCH 28th DEADLINE for listing in the final program which will include advertisements for sponsors. Visit our web site for MLA's revamped sponsorship opportunities.

GET DIRECT ACCESS to more than 600 key decision-makers throughout the library communities not only in Massachusetts but Rhode Island, Maine, New Hampshire and Vermont.

MLA is offering a special to conference exhibitors: If your company has exhibited with MLA in the past two years, you can register at the 2008 rates as a thank you for your ongoing support.

# Exhibitor Reservation Form

Office Use Only
Receipt Number: _____
Assigned Space: _____
Confirmation sent on: _____

## CONTACT INFORMATION

COMPANY NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY STATE ZIP \_\_\_\_\_  
 CONTACT PERSON \_\_\_\_\_  
 TELEPHONE & EMAIL \_\_\_\_\_  
 COMPANY WEB SITE \_\_\_\_\_

## EXHIBIT STAFF (PLEASE ENTER THEM EXACTLY AS THE NAMES SHOULD APPEAR ON BADGES)

Name	Email	Phone
1) _____	_____	_____
2) _____	_____	_____
3) _____	_____	_____
4) _____	_____	_____

## SPACE SPECIFICATIONS

Have you exhibited with MLA in the past 2 years? You are eligible for the "MLA Supporter" discount on your space.

Try to locate our space away from: \_\_\_\_\_

Try to locate our space near: \_\_\_\_\_

Would you like to be contacted about Sponsorship opportunities? Yes No

Will you contribute an item to the exhibit hall Raffle? Yes No

How long have you been an exhibitor?  
 New this year  5-9 Years  
 10+ years  Unknown

We are an MLA Supporter and are taking advantage of the discounted rate!		
Booth(s) @ \$900 (Supporter rate: \$850)	=	\$
Table Top(s) @ \$470 (Supporter rate: \$435)	=	\$
Empty Space (s) @ \$375 (Supporter rate: \$350)	=	\$
Total		

## PAYMENT

Check Enclosed  Please charge my card:

Visa  Mastercard  American Express

Card # \_\_\_\_\_

CSC (on back) \_\_\_\_\_ Expiration \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Email \_\_\_\_\_

Please mail completed application to MLA at:  
 MLA Annual Conference  
 P.O. Box 535  
 Bedford, MA 01730-0535

or if you are paying by credit card you may  
 fax your application to: 781-998-0393  
 ATTN: Exhibitor Registration

We hereby request and application for exhibit space(s) as indicated for use at the Massachusetts Library Association April 29th - 30th conference in Hyannis, MA. We agree to abide by the terms and conditions stated in this packet. Full payment is enclosed which will be returned in this application is not accepted. We are aware that we will receive a refund of \$150 if and only if we cancel in writing on or before March 28, 2009. We are aware that booth spacing will be assigned on or before March 28, 2009 in order of the receipt of contract with payment in full.

Authorized Signature: \_\_\_\_\_ Company Name: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date Sent: \_\_\_\_\_

**PAYMENT MUST BE RECEIVED BY MARCH 28, 2010.**

## TERMS AND CONDITIONS

### RULES AND REGULATIONS COVERING MLA EXHIBITS

**MANAGEMENT EXHIBITS:** at the Massachusetts Library Association (MLA) Annual Conference are sponsored by MLA, herein known as "Sponsor" and managed by their contracted Executive Manager and Exhibits Manager, referred to herein as "Management." Sponsor and Management reserve the right, at their sole discretion, to alter the exhibit hours or floor plan arrangement in any manner which is in the best interest of the exposition.

**ASSIGNMENT OF SPACE:** Space will be assigned providing payment in full is received 30 days prior to the Conference. After that date, assignments will be made by Management in accordance with order of dates of receipt of the regular Exhibit Space Application and seniority of the exhibiting company. Location preferences will be accommodated as far as possible. Sponsor and Management reserve the right to determine the eligibility of exhibit space applicants and individual products to be exhibited.

**PAYMENTS:** Payment in full must accompany this application. Failure to complete payments as required may result in space reassignment and/or cancellation by Management.

**NO ASSIGNMENT OR SUBLETTING:** The rights of an exhibitor are not assignable to any other persons or firm. No exhibitor may assign, sublet, or apportion the whole or any part of the space allotted nor exhibit therein any goods other than those sold in the regular course of business by the exhibitor without specific permission from Management.

**EXHIBIT HOURS:** Exhibit hours will be determined by Management and exhibitor agrees to maintain and staff displays during all hours exhibits are open. Exhibit space will be open to attendees only during show hours and exclusively to exhibitors only when MLA staff is in the hall. No admittance is permitted at other times except by prior arrangement with Management. Anticipated exhibit hours will be listed in your confirmation materials, and Management reserves the right to alter hours as required for the best interest of the exposition. Exhibitor agrees not to sponsor or conduct any group function outside the exhibit hall without specific prior permission from Management.

**DISPLAY REGULATIONS:** No exhibit element may exceed a height of 8' from the floor. No exhibit may intrude upon neighboring exhibits or aisles or obstruct view or access to any other display. Nothing may be nailed, tacked, screwed or otherwise attached to any portion of the building without express permission from Management. All sound devices must be operated at a level that does not permit sound to travel beyond exhibitor's assigned space. Distribution of printed matter, souvenirs or any other articles shall be restricted to the contracted space. No part of the facility other than the exhibitor's booth shall be used for display, order taking, or selling purposes of any kind. Management, at its sole discretion, reserves the right to require removal of any objectionable display elements or prohibit any unauthorized exhibitor selling activity.

**SIGNAGE:** Each exhibitor will provide a company identification sign. Additional signage may be attached to curtain drapes or otherwise displayed providing it causes no damage to any equipment or building element and does not interfere with access or view of any neighboring display or infringe on aisle space. Exhibitor will be liable for any damages incurred by signage or other display elements, at exhibitor's sole cost.

**INSTALLATION AND DISMANTLE:** Exhibitor agrees to abide by established hours for display installation and dismantling, to have display ready for the official opening hour, to keep display in place until the official closing time, and to remove all exhibit materials from the hall by the established deadline. Exhibitors are permitted to set up and dismantle their own dis-

plays, or to use the services provided by the official show contractor. Exhibitors using installation and dismantling services other than the official contractor must provide notification to the official show contractor and proof of insurance coverage as determined by the official contractor.

**SHIPPING:** Exhibitor agrees to use the drayage services provided by the official show contractor if shipping service is needed. Items shipped to the facility are subject to return to shipper. Exhibitors may transport, unload or load and set up/dismantle their own materials during official installation/dismantle hours.

**SECURITY:** Security personnel will be provided during the hours the show is closed. However, it is the sole responsibility of the exhibitor to safeguard goods, materials, equipment, and displays at all times. Neither the Sponsor, the Management, the show facility, the official contractor, nor the security company will be liable for any damages or loss of property arising from the exhibitor's occupancy of the exhibit space and participation in the exposition. The provision of watchman in no way shall be deemed to increase the liability of the Sponsor, Management, the facility, the official contractor, or the security company.

**COMPLIANCE WITH REGULATIONS:** Exhibitor shall comply, at exhibitor's sole expense, with all national, state, city, municipal, and other government and facility rules and regulations, including but not limited to fire safety laws, the Americans with Disabilities Act, all applicable trademark and copyright laws including any performance, reproduction or use of musical, artistic, or literary works.

**LIABILITIES AND INSURANCE:** The Sponsor, Management, the facility, the official contractor, the building owners, and their employees and agents will not be liable for injuries to any person or damage or loss of any property owned or controlled by exhibitors to which claims for damages may arise or be connected in any way to exhibitor's participation in the exposition, nor for any claim or liability which may arise as a result of copyright and trademark laws and regulations. Exhibitor agrees to hold the Sponsor, Management, the facility, the official contractor, the building owners, and their employees and agents harmless from all such claims. It is the sole responsibility of the exhibitor to obtain any required business interruption, property damage, or other insurance coverage.

**EXHIBITOR CANCELLATION:** In the event an exhibitor must cancel participation, a written request for cancellation must be sent to the MLA Conference Office at P.O. Box 535, Bedford, MA 01730. Cancellation requests postmarked on or before 30 days prior to the Conference will be eligible for refunds of monies paid less an administrative fee of \$150. After that date, no refunds can be made. Companies unable to attend are required to notify Management so that suitable adjustments to exhibit space can be made.

**EVENT CANCELLATION:** In the event the exposition is cancelled or postponed, Sponsor and Management will refund all monies paid by exhibitor to MLA for participation in the event. This refund shall be the sole and exclusive remedy of the exhibitor with respect to any damages sustained by exhibitor in relation to non-performance, cancellation or postponement of the event. Sponsor and Management reserve the right to cancel or postpone the exposition for any of the following reasons: damage or destruction of the facility, Acts of God, national or unforeseen emergency, war or insurrection, strikes or the possibility of strikes, authority of the law, or for any cause beyond their control where Sponsor and Management deem it unsafe or unwise to hold the exposition as planned. This agreement shall be construed solely as a license for the use of the exhibitor space to be occupied by the exhibitor; and exhibitor agrees that it has not relied on any oral or written representation not contained in this agreement.

Our contract strictly prohibits early break down. It is a safety hazard for our attendees and other exhibitors. **No early breakdown!**