

LIBRARIES

MAKE IT HAPPEN 

SCLA CONFERENCE 2017

Sponsor & Exhibitor Packet

**Columbia Marriott
1200 Hampton Street
Columbia, SC 29201**

October 11-13, 2017



South Carolina Library Association

LIBRARIES **MAKE IT HAPPEN**

SCLA CONFERENCE 2017

October 11-13
Columbia Marriott,
Columbia, SC

Maximize your investments in South Carolina.

After a successful 2016 conference, we are expecting to have a large turnout for our 2017 Annual Conference in Columbia, SC. You will want to take advantage of this special opportunity to feature your company or organization, and what you have to offer to librarians from across the state. As a Conference exhibitor and/or sponsor, you will maximize your presence and investments. Thank you for supporting South Carolina libraries!

As an exhibitor you can:

- Showcase your company's products and/or services to librarians and decision makers.
- Build connections with existing and potential customers.
- Receive a contact list of registered conference attendees.

Support and grow your loyal customer base.

SCLA offers many sponsorship opportunities as listed in this registration packet. Sponsorships at every level help to make the Conference a reality. The Conference, in turn, brings into one place a significant group of professionals who make up your customer base.

Sponsorships provide you with the opportunity to:

- Increase the visibility of your company and brand at the Conference beyond the exhibitor booth.
- Show support for the South Carolina library community.
- Give back to those who have made investments in your products and services.

EXHIBIT BOOTHS

	Super Early Registration (by July 1)	Early Registration (by Sept. 1)	Late Registration (after Sept. 1)
Standard	\$475	\$525	\$575
Non-profit	\$375	\$425	\$475
Author	\$275	\$325	\$375

Draped 8'x8' booth (8' back drape and 3' high side dividers), 6' draped table, 2 chairs, wastebasket, vendor ID signage, complimentary internet, and listing in the conference program.

SPONSORSHIPS

See the listing of sponsorship opportunities included in this packet to learn about ways to participate.

For more information about sponsorships:
Jimmie Epling
Office 843.398.4940 x 303 Cell 606.923.1576
iimmie.epling@darlington-lib.org

For General Questions or More Information:

Donald Wood, SCLA Executive Secretary
803.252.1087
scla@capconsc.com

SCLA Rules and Regulations Governing All Exhibits and Exhibitors

Dates: **October 10-13, 2017**

Location: Columbia Marriott
1200 Hampton Street
Columbia, South Carolina 29201

Exhibits Chair: Faith Line, Anderson County Library
fline@andersonlibrary.org
(864) 260-4500, Ext. 102

Exhibits Hours: **Wednesday, October 11**
Thursday, October 12

Noon to 6:30 p.m.
8:30 a.m. to 4:30 p.m.

All exhibits should be completely set up by noon, **Wednesday, October 11, 2017**. Access and set-up hours will be in your confirmed exhibitor confirmation letter. No dismantling or packing of exhibits may begin prior to 4:30 p.m. on **Thursday October 12, 2017**. A block of rooms has been reserved at the hotel at the conference rate of \$155/night. Self-parking is \$12 per day or \$22 per day for valet.

Description of Space: Booths are standard 8'x8' consisting of the following: 8' high back drape and 3' high side dividers; 6' draped table (per booth); 2 chairs; vendor ID signage; wastebasket; and complimentary internet.

Any two or more adjacent booths may be rented to provide a double or larger booth.

Booth Assignment: Priority assignments may be given for sponsors, exhibitors with multiple booths, previous SCLA exhibitors, and date application/payment received. Early registration is encouraged. All applications must be accompanied by full payment. No cancellation refunds will be issued after September 1, 2017.

Shipping Instructions: The hotel has **limited storage space**. Pick-up arrangements should also be made prior to the conference with our display company, PRX Exposition Services. More information will be sent in your confirmed exhibitor confirmation letter.

Available Extras: Additional tables, power or equipment should be requested prior to the Conference. Further information on ordering will be in your confirmed exhibitor confirmation packet.

Subletting Exhibits Space: No exhibit space may be sublet without written permission from the Exhibits Chair.

Liability: The South Carolina Library Association and the Marriott Hotel will not be responsible for the safety of exhibits from theft, fire, or other causes, although the exhibits area will be closed when not open to registrants. The exhibitor assumes responsibility for injury or damage to persons or property occurring within the exhibits space assigned to each exhibitor in accordance with the terms of this agreement.

Care of Building & Equipment: Exhibitors or their agents shall not injure or deface the walls and floors of the building or the booths. If any damage occurs, the exhibitor is liable to the Marriott Hotel. Signs must be attached to draperies surrounding the booths or to table covers.

Character of Exhibits: The Executive Secretary and Exhibits Chair reserves the right to decline any exhibit or part of an exhibit if it is deemed unsuitable.

Listing in the Program: To be listed in the official conference program, exhibitors must be registered before **September 1, 2017**.

Nature of Contractual Agreement: The provisions set forth in this document shall be binding upon exhibitors who make application, pay fees and are assigned space. No refunds will be issued after September 1, 2017.

LIBRARIES

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October 11-13
Columbia Marriott,
Columbia, SC

SCLA CONFERENCE 2017

Sponsorship Opportunities

The South Carolina Library Association will host its 2017 Annual Conference on October 10-13, 2017. The conference will bring together a wide variety of library professionals from across the state of South Carolina and surrounding states. Last year we had nearly 300 attendees, and we are anticipating even more for 2017.

Maximize your meeting presence by partnering with SCLA through a sponsorship! Many opportunities are available, from general conference sponsorships to individual event sponsorships and more. Help us celebrate a milestone, and bring benefits to your company/organization!

General Conference Sponsorships

PALMETTO (\$5,000 OR MORE)

- Exhibit booth
- Verbal thanks from SCLA President from podium and a representative from your company on stage
- 2 conference lunch tickets
- Signage
- Logo exposure on conference website and program
- Breakfast with Public & Academic Directors
- Vendor Showcase during Conference
- Opportunity to provide an insert or flash drive in all participants' conference bag
- Social media and website post
- E-mail highlighting your organization and services sent to attendees prior to conference

AZALEA (\$3,000 - \$4,999)

- Exhibit booth
- 1 conference lunch ticket
- Signage
- Logo exposure on conference website and program
- Breakfast with Public & Academic Directors
- Vendor Showcase during Conference
- Opportunity to provide an insert or flash drive in all participants' conference bag
- Social media and website post

MAGNOLIA (\$1,000 - \$2,999)

- Exhibit booth
- Signage
- Logo exposure on conference website and program
- Breakfast with Public & Academic Directors
- Vendor Showcase during Conference
- Opportunity to provide an insert or flash drive in all participants' conference bag

YELLOW JESSAMINE (\$600 - \$999)

- A table for product information at the Poster Session
- Signage
- Logo exposure on conference website and program
- Opportunity to provide an insert or flash drive in all participants' conference bag

CAMELLIA (\$500 - \$599)

- Signage
- Logo exposure on conference website and program.
- Opportunity to provide an insert or flash drive in all participants' conference bag

DOGWOOD (\$150 - \$499)

- Signage
- Logo exposure on conference website and program

Event Sponsorships

Coffee/Refreshment Break Sponsor (4 opportunities) (\$500 each)

"Welcome to the Conference" Refreshment Break, Oct. 11 – Wednesday Afternoon

"Coffee Shop", Oct. 12 – Thursday, Morning

Poster Session Break, Oct. 12 – Thursday Afternoon

Friday Forum "Coffee Shop", Oct. 13 – Friday Morning

- Signage prominently displayed at function
- Organization named with logo on conference website and conference program
- Organization named on general sponsor board at the registration area
- *For exhibitors:* Sponsor recognition signage for exhibit booth

First General Session (Wednesday, Nov. 10): Opening Keynote Speaker (Negotiable)

- All benefits of the Palmetto sponsorship level (see above)
- Organization announced at keynote/business meeting
- Opportunity to share in introduction at sponsored event
- Organization named on general sponsor board at the registration area
- *For exhibitors:* Sponsor recognition signage for exhibit booth

Second General Session (Thursday, Oct. 12): Keynote Speaker (Negotiable) Luncheon sponsorship benefits: Luncheon (\$6,000)

- *For keynote sponsorship:* All benefits of the Palmetto sponsorship level (see above)
- *For keynote sponsorship:* Opportunity to share in introduction at sponsored event
- All benefits of the Palmetto sponsorship level (see above)
- Two (2) meal tickets for luncheon
- Organization announced at keynote/luncheon
- Organization named on general sponsor board at the registration area
- *For exhibitors:* Sponsor recognition signage for exhibit booth

All Conference Reception (Thursday, Oct. 12): (\$5,000)

- All benefits of the Palmetto sponsorship level (see above)
- Organization announced at event
- Opportunity to share in introduction at sponsored event
- Organization named on general sponsor board at the registration area
- *For exhibitors:* Sponsor recognition signage for exhibit booth

Third General Session (Friday, Oct. 13): Keynote Speaker (Negotiable) Both opportunities include: Awards Brunch (\$6,000)

- *For keynote sponsorship:* All benefits of the Palmetto sponsorship level (see above)
- *For keynote sponsorship:* Opportunity to share in introduction at sponsored event
- *For awards brunch sponsorship:* All benefits of the Palmetto sponsorship level (see above)
- Two (2) meal tickets for brunch
- Organization announced at keynote/brunch
- Organization named on general sponsor board at the registration area
- *For exhibitors:* Sponsor recognition signage for exhibit booth

Other Opportunities (Contact us for details!)

Conference Bags (with your logo included)	\$1,500	Conference Hall WiFi Access (with full page ad)	\$1,500
Conference Program Printing (with full page ad)	\$1,500	Career Counseling Service (with full page ad)	\$1,000

Donated Prizes for Drawings – We will be holding drawings for exhibitor prizes throughout the exhibit time to encourage booth visits by attendees. We would welcome donations for prize drawings.



**Have Your
Own
Sponsorship
Idea?**

**Would You Like to
Co-Sponsor an
Event?**

We want to hear your sponsorship idea! If you have an idea for a sponsorship not listed here, contact:

Jimmie Epling
2017 SCLA Conference Coordinator
Office : 843.398.4940 Ext. 303
Cell : 606.923.1576
jimmie.epling@darlington-lib.org

For more information, contact:

Donald Wood
Executive Secretary
South Carolina Library Association
(SCLA)
P.O. Box 1763
Columbia, SC 29202
Office: 803.252.1087
Fax: 803.252.0589

Become a Sponsor Now at a Future SCLA Conference!

2018 (SCLA/SELA)	Oct. 30 th – Nov. 2 nd	Hilton Greenville (Haywood Area)
2019	Oct. 9 th – 11 th	Marriott in Columbia

Contact us now to lock in your 2018 and 2019 sponsorship at a discounted rate!

EXHIBITOR/SPONSOR REGISTRATION FORM

2017 SCLA Annual Conference // October 11-13 // Marriott, Columbia, SC



Company/Organization Name: _____

Contact Person: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: (Office): _____ (Cell/Mobile): _____ Fax: _____

Email: _____

Company Website: _____

Name & Email of Representative(s) attending the Conference (to receive conference/exhibit registration materials):
_____**Exhibit Booth:**

Booth sign should read (if different from company name): _____

Registration Deadlines		Super Early July 1 st	Early Sep. 1 st	Late After Sep. 1 st	
_____ Standard (8'x8' w/ table)	# of booths _____ X	\$475	or \$525	or \$575 =	\$ _____
_____ Non-Profit (8'x8' w/ table)	# of booths _____ X	\$375	or \$425	or \$475 =	\$ _____
_____ Author (8'x8' w/ table)	# of booths _____ X	\$275	or \$325	or \$375 =	\$ _____
_____ Additional Tables (8'x8' table)			Number _____ X \$40	=	\$ _____
_____ Booth Electricity				\$45 =	\$ _____
Do you plan to sell items from your booth?			Yes No		
Do you plan to sponsor autographing from your booth?			Yes No		
Will you need access to the internet (no charge)?			Yes No		

Product or service description: _____

Firms we **DO** wish as neighbors: _____Firms we **DO NOT** wish as neighbors: _____

SCLA will make the booth assignments. Refund requests cannot be honored after September 1, 2017.
 ***** Information received after September 1, 2017 may not appear in the printed conference program. *****

Sponsorships:

General Conference Sponsorship Level: _____ Palmetto (\$5000+) _____ Azalea (\$3000-\$4999) _____ Magnolia (\$1000-\$2999)

_____ Yellow Jessamine (\$600-\$999) _____ Camellia (\$500-\$599) _____ Dogwood (\$150-\$499) \$ _____

Additional Sponsorship Opportunities: (Choose from list of sponsorship opportunities included with this form.)

Sponsor Item(s): _____ \$ _____

OPTIONAL: Exhibitor/Company SCLA Membership (\$35 annually) \$ _____

Total Due: \$ _____

By signing this contract, I agree that the representatives of my company will accept and comply with the **Rules and Regulations Governing All Exhibits and Exhibitors**. Please enclose a check for the total amount due including any sponsorships. Checks should be made payable to SCLA (**Federal ID# SCLA: 23-7078610**). Booth confirmation will be mailed no later than the week of September 22, 2017. If you desire to pay by credit card, please contact the association's office at (803) 252-1087.

Signature: _____ Date _____

Return signed form and payment in full to: SC Library Association, PO Box 1763, Columbia, S.C. 29202