



Sponsor & Exhibitor Packet

Columbia Metropolitan Convention Center
1101 Lincoln Street
Columbia, SC 29201

October 29 – 31, 2024

The 2024 SCLA Annual Conference will be held October 29 – 31, 2024 at the Columbia Metropolitan Convention Center 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!

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.

SCLA Rules and Regulations Governing All Exhibits and Exhibitors

All exhibits should be completely set up by noon, **Tuesday, October 29th**. Access and set-up hours will be in your exhibitor confirmation letter. No dismantling or packing of exhibits may begin prior to 4 p.m. on **Wednesday, October 30th**. A block of rooms has been reserved at the Hampton Inn Columbia Downtown Historic District with a rate of \$175.00/night. Self-parking at the hotel is \$14.00 per day. The CMCC parking lot adjacent to the facility may be available at no charge on a first-come, first-served basis. Pay-for-Parking garages and metered parking is also available.

Code of Conduct: The South Carolina Library Association (SCLA) is committed to providing a welcoming environment which enables members and participants to learn, network, and freely exchange ideas. To support this commitment, we request that all attendees abide by the ALA Statement of Appropriate Conduct at our annual conference and other SCLA sponsored events. Harassment of any kind will not be tolerated. Participants asked to stop a hostile or harassing behavior are expected to comply immediately. Please contact SCLA management if you believe you have been harassed or that someone has otherwise violated this Code of Conduct. We request that all SCLA members abide by the Code of Conduct when participating in SCLA sponsored or hosted events, meetings, and online or in-person communication. All reports will be promptly reviewed to determine and carry out the appropriate course of action.

Exhibit Hours: Tuesday, October 29th – Noon – 6:00pm / Wednesday, October 30th – 8:30am – 4:00pm
Description of Space: Each booth contains an 8' covered table; 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 to 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 August 25, 2024.

Shipping Instructions: The venue has limited storage space. Pick-up arrangements should also be made prior to the Conference with our display company, PRX/Party Reflections. 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 exhibitor confirmation packet. Any request processed onsite will require an additional fee.

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

Liability: The South Carolina Library Association and the Columbia Metropolitan Convention Center will not be responsible for the safety of exhibits from theft, fire, or other causes, although the exhibits area will be closed when the building is closed for the night. The exhibitor assumes responsibility for injury or damage to persons or property occurring within the exhibit's 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 Columbia Metropolitan Convention Center.

Character of Exhibits: Executive Director and Conference Chair reserve 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 **August 25, 2024**.

Nature of Contractual Agreement: The provisions set forth in this document shall be binding upon exhibitors who make applications, pay fees, and are assigned space. No refunds will be issued after **August 25, 2024**.

Sponsorship Opportunities

General Conference Sponsorships

- Platinum** **\$6,500.00**
 - All of DIAMOND level benefits
 - Verbal thanks from SCLA President from podium and a representative from your company on stage
 - Two conference lunch tickets
 - E-mail highlighting your organization and services sent to attendees prior to the Conference

- Diamond** **\$5,000.00**
 - All of EMERALD level benefits
 - One conference lunch ticket
 - Acknowledgement on Social media

- Emerald** **\$3,500.00**
 - All of GOLD level benefits
 - Exhibit booth
 - Breakfast with Public & Academic Directors
 - Vendor Showcase during the Conference

- Gold** **\$2,000.00**
 - SAPPHIRE level benefits
 - A table for product information at the Poster Session

- Sapphire** **\$1,500.00**
 - RUBY level benefits
 - Opportunity to provide an insert or flash drive in all participants' conference bag

- Ruby** **\$750.00**
 - Signage throughout the conference and acknowledgment in the program
 - Recognition on SCLA website and in program
 - Verbal acknowledgement at the conference

Event Sponsorships

- ☐ **Coffee/Refreshment Break Sponsor (5 opportunities)** **\$750.00 each**
Welcome to the Conference Refreshment Break – Tuesday, October 29th
Morning “Coffee Shop,” October 30th or October 31st
Afternoon Break – October 29th or October 30th
- Signage prominently displayed at function
 - Logo included on signage throughout the conference and acknowledgment in the program
 - Recognition on SCLA website and in program
 - **For exhibitors:** Sponsor recognition signage for exhibit booth
- ☐ **First General Session Sponsor (October 29th): Opening Keynote Speaker – Dr. R. David Lankes** **\$1,500.00**
- All benefits of the Sapphire sponsorship level (see above)
 - Organization announced at keynote/business meeting
 - Opportunity to share in introduction at sponsored event
 - Logo included on signage throughout the conference and acknowledgment in the program
 - **For exhibitors:** Sponsor recognition signage for exhibit booth
- ☐ **Second General Session Sponsor (October 30th): Keynote Speaker – Mychal Threats** **\$6,500.00**
- Luncheon sponsorship benefits: **Luncheon** **\$6,500.00**
- For keynote sponsorship: All benefits of the Platinum sponsorship level (see above)
 - For keynote sponsorship: Opportunity to share in introduction at sponsored event
 - All benefits of the Platinum sponsorship level (see above)
 - Two (2) tickets to luncheon
 - Organization announced at keynote/luncheon
 - Logo included on signage throughout the conference and acknowledgment in the program
 - **For exhibitors:** Sponsor recognition signage for exhibit booth
- ☐ **All Conference Reception (October 30th):** **\$7,500.00**
- All benefits of the Platinum sponsorship level (see above)
 - Organization announced at event
 - Opportunity to share in introduction at sponsored event
 - Logo included on signage throughout the conference and acknowledgment in the program
 - **For exhibitors:** Sponsor recognition signage for exhibit booth
- ☐ **Third General Session (October 31st): Awards Brunch – Dr. Nicole Cooke** **\$6,500.00**
- For keynote sponsorship: All benefits of the Platinum sponsorship level (see above)
 - For keynote sponsorship: Opportunity to share in introduction at sponsored event
 - For awards brunch sponsorship: All benefits of the Platinum sponsorship level (see above)
 - Two (2) tickets for brunch
 - Organization announced at keynote/brunch
 - Logo included on signage throughout the conference and acknowledgment in the program
 - **For exhibitors:** Sponsor recognition signage for exhibit booth

Additional Sponsorship Opportunities (contact SCLA for details)

_____ Conference Bags with company logo	\$1,500.00
_____ Conference Program Printing (includes full page ad in program)	\$1,250.00
_____ Conference Wifi (includes full page ad in program)	\$1,250.00

Donated Prizes for Drawings – we will be holding drawings for exhibitor prizes throughout the exhibit time - we would welcome donations for prize drawings.

2024 SCLA Annual Conference Exhibitor/Sponsor Contract

Company: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone (Office): _____ Phone (Cell): _____

Email: _____

Website: _____

Name & Email of Representative(s) attending the conference:

Name _____ Email: _____

Name _____ Email: _____

Booth Sign (if different from company name): _____

	Before 8/31	Before 9/30	After 9/30
<input type="checkbox"/> Standard	\$500.00	\$550.00	\$600.00
<input type="checkbox"/> Non-Profit	\$375.00	\$425.00	\$475.00
<input type="checkbox"/> Author	\$275.00	\$325.00	\$375.00

**Price is per booth

Additional 8' Tables # _____ @ \$45.00 each \$ _____

Booth Electricity \$50.00/day \$ _____

I plan to sell items at my booth I will have autographing at my booth

Product or service description: _____

Companies we DO wish to be next to*: _____

Companies we DO NOT wish to be next to*: _____

*Please note this is a REQUEST & we will do our best to accommodate this but it is NOT a guarantee

OPTIONAL: Exhibitor/Company SCLA Membership \$35.00/year \$ _____

TOTAL AMOUNT DUE \$ _____

By signing this contract, I agree that the representatives of my company will accept and comply with the SCLA Code of Conduct as well as the Rules and Regulations Governing All Exhibits and Exhibitors.

Checks should be made payable to SCLA (Federal ID# SCLA: 23-7078610). If you desire to pay by credit card, please contact Aimee Hiers at SCLA Headquarters ahiers@pmpamc.com - please note there is a 5% credit card processing.

Signature: _____ Date: _____

Return signed form and payment to SCLA, 1 Windsor Cove; Ste. 305, Columbia, SC 29223