



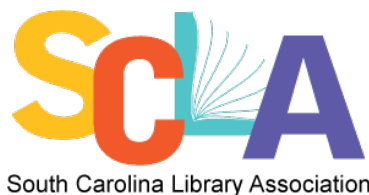
**2023 SCLA
ANNUAL CONFERENCE**

OCTOBER 17-19
Columbia Metropolitan Convention Center

Sponsor & Exhibitor Packet

**Columbia Metropolitan Convention Center
1101 Lincoln Street
Columbia, SC 29201**

October 17-19, 2023





October 17-19, 2023
Columbia Metropolitan Convention Center
Columbia, SC

Maximize your investments in South Carolina.

The 2023 SCLA Annual Conference will be held October 17-19, 2023 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!

As an exhibitor you can:

- Highlight 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				SPONSORSHIPS
	Early Bird Registration (by Aug 31st)	Standard Registration (by Sept. 30)	Late Registration (after Sept. 30)	
Standard	\$475	\$525	\$575	<p style="text-align: center;">See the listing of sponsorship opportunities included in this packet to learn about ways to participate.</p> <p style="text-align: center;">For more information about sponsorships: Donald Wood (803) 252-1087 scla@capconsc.com</p>
Non-profit	\$375	\$425	\$475	
Author	\$275	\$325	\$375	
Booths will be displayed in the Pre-function area of the Columbia Metropolitan Convention Center. Each booth includes a 6’ table, 2 chairs, wastebasket, appropriate signage, complimentary internet, and listing in the Conference program.				<p>For General Questions or More Information:</p> <p style="text-align: center;">Donald Wood, SCLA Executive Secretary 803.252.1087 scla@capconsc.com</p>

SCLA Rules and Regulations Governing All Exhibits and Exhibitors

Dates: October 17-19, 2023

Location: Columbia Metropolitan Convention Center
1101 Lincoln Street, Columbia, SC 29201

Exhibits Hours: **Tuesday, October 17** Noon to 6 p.m.
Wednesday, October 18 8:30 a.m. to 4 p.m.

All exhibits should be completely set up by noon, **Tuesday, October 17**. 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 18, 2023**. A block of rooms has been reserved at the Hampton Inn Columbia Downtown Historic District with a rate of \$175/night. Self-parking at the hotel is \$14 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.

Description of Space: Each booth contains a 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 August 25, 2023.

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 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 Columbia Metropolitan Convention Center.

Character of Exhibits: The Executive Secretary and Exhibits 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, 2023**.

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 **August 25, 2023**.



October 17-19
Columbia Metropolitan Convention Center,
Columbia, SC

Sponsorship Opportunities

The South Carolina Library Association will host its 2023 Annual Conference on October 17-19, 2023. The conference will bring together a wide variety of library professionals from across the state of South Carolina and surrounding states. In years past, we had on average 300 attendees.

Maximize your meeting presence by partnering with SCLA through 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 (\$6,500)

- Exhibit booth
- Verbal thanks from SCLA President from podium and a representative from your company on stage
- Two conference lunch tickets
- Signage throughout the venue.
- Logo exposure on conference website and program
- Breakfast with Public & Academic Directors
- Vendor Showcase during Conference (if desired)
- 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 the Conference

AZALEA (\$5,000)

- Exhibit booth
- One conference lunch ticket
- Signage throughout the venue
- 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 (\$3,500)

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

YELLOW JESSAMINE (\$2,000)

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

CAMELLIA (\$1,500)

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

DOGWOOD (\$750)

- Signage throughout
- Logo exposure on conference website and program

Event Sponsorships

Coffee/Refreshment Break Sponsor (4 opportunities) (\$750 each)

Welcome to the Conference Refreshment Break – Tuesday, October 17th
 Morning “Coffee Shop,” October 18th or October 19th
 Afternoon Break – October 17th or October 18th.

- ✓ 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 Sponsor (October 17th): 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 Sponsor (October 18th): 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 (October 18th): (\$7,500)

- ✓ 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 (October 19th): 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)	\$1,250
Conference Program Printing (with full page ad)	\$1,250	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.

EXHIBITOR/SPONSOR REGISTRATION FORM

SCLA Annual Conference / October 17-19 / Convention Center, 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		Before August 31st	Before Sep. 30	Late Sept. 30
___ 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		<input type="checkbox"/>	<input type="checkbox"/>	\$45/day = \$ _____
Do you plan to sell items from your booth?	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
Do you plan to sponsor autographing from your booth?	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>

Product or service description: _____

Firms we **DO** wish as neighbors: _____

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

The SCLA will make the booth assignments. Refund requests cannot be honored after August 25, 2023.
***** Information received after August 25, 2023, may not appear in the printed conference program. *****

Sponsorships:

General Conference Sponsorship Level: _____ Palmetto (\$6500+) _____ Azalea (\$4,000-\$6,499) _____ Magnolia (\$2,000-\$3,999)

___ Yellow Jessamine (\$1,600-\$1,999) ___ Camellia (\$1,000-\$1,599) ___ Dogwood (\$500-\$1,499) \$ _____

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 e-mailed no later than the week of August 25, 2023. 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