

Canadian Library Association/Association canadienne des bibliothèques

65th National Conference & Trade Show

Edmonton, AB ~ June 2-4, 2010



Canada's premier trade show for the library community

The Canadian Library Association/Association canadienne des bibliothèques National Conference and Trade Show is Canada's premier event for the library and information community. It offers exhibitors a unique opportunity to present and demonstrate their products and services to attendees from all across Canada.

Who will visit your booth at the trade show?

- Those who administer libraries and their buying programs, use software and databases to serve their clients and make key purchasing decisions
- 42% of delegates are staff and board members of public libraries
- 30% of delegates are employed in the academic sector of libraries: college, university, elementary and secondary school libraries
- 18% of delegates work in special libraries
- 10% of delegates are library educators, consultants and suppliers to the library community

Here's what you get with your booth rental

We provide a complete exhibit package for one price that includes the following:

- Booth includes - 10'W x 10'D booth; 8' high drape back wall; 3' high drape side walls
- Table top includes - 1 skirted table and 2 chairs
- Exhibitor manual kit which includes detailed information on displays, transportation, and rentals
- Free listing in conference program
- Unlimited free badges for booth personnel
- Your company will be listed on the conference Web site exhibitor page as a Trade Show participant and link your home page to the listing
- Your company will receive one complimentary conference registration allowing an individual from your company to attend the conference sessions (additional charges would be incurred for any ticketed events)

Sponsorship opportunities

A variety of opportunities for sponsorship (programs, sessions, social events or awards) are available providing excellent marketing opportunities for your company. Those successful at marketing to the Canadian library community have found that using a variety of venues is an excellent way of increasing the recognition of their brand and making important and valuable sales.

Sponsors are recognized on the conference Web site, on signage at the conference, badge ribbons, in the final Conference Program, and in the bi-monthly journal *Feliciter*.

Preliminary program

The preliminary program is the key advertising medium for the conference. It will be published in January 2010 with *Feliciter* and distributed directly by mail. The Rate Card is enclosed, with detailed information on deadlines, advertising copy requirements and pricing.

Feliciter

Published since 1956 and read by members of the information profession and the library community, *Feliciter* is Canada's premier library journal, reaching approximately 16,000 readers and decision-makers six times each year. *Feliciter* has an excellent track record of high quality and timely content and a distinctive look and voice. Evidence shows that *Feliciter* readers respond best to vendors and publishers whose advertisements appear repeatedly throughout the year.

Booth site selection and guarantee policy

Booths are assigned on a first-come, first-serve basis to fully paid applications. Assignments are confirmed after full payment has been received.

The 2009 "Platinum & Gold" level sponsors will be assigned first and Montréal's Exhibitors who took advantage of the Special Advance Purchase for Edmonton will be assigned second. Subsequent booth designations will be based upon the postmark on the envelope or the courier waybill. If payment is made by VISA or MASTERCARD and faxed, the date of the fax will determine the order of booth assignment.

Cancellation policy

Booth cancellations received in writing by December 31 will be refunded less a 25% handling charge. Cancellations received between January 1 and February 28, 2010 will be refunded less a 50% handling charge. After March 1, 2010 there will be no refunds.

Show hours & Exhibit events

Wednesday, June 2

Move – In

June 3-4

Trade Show



Contact Information

Judy Green

Manager, Marketing & Communications

Tel: 613-232-9625 ext 322 • Fax: 613-563-9895 • Email: jgreen@cla.ca

CLA

Canadian
Library
Association

Association
canadienne
des bibliothèques