

# The Most Significant Library Conference in Canada



## Trade Shows are the Most Cost-Effective way for you to Market

Bar none “the trade show” remains the most cost effective way to meet face-to-face with current and future customers. Even if your firm only sees 15 existing customers during the two days and meet and convert five more, where else would you be able to have 20 meetings in just two days – especially with customers who are spread around this vast province.

## This is the Premier Forum for the Industry in this Country

Super Conference is a meeting place for leaders, a place to learn, a place to network and the ultimate venue for the exchange of ideas that relate to and affect the library and information profession. Super Conference attracted more than 4,600 attendees in 2016. They came to Toronto to get the most for their education dollar.

## The Top Decision-Makers & Decision-Influencers Will be There to See You

OLA prides itself on being able to attract the largest library and information audience in the country. We attract the CEOs that attend national and international conferences, but OLA also attracts the people who sit on the selection committees, the implementation task force, the technology sub-committees, and the management team. These are the real decision-makers and decision-influencers. Increasingly OLA is attracting key decision-makers from across the country who recognize the quality of conference and the value it offers as a professional development alternative.

## OLA is the Largest Information Event of its Kind in Canada

Super Conference is the biggest, that’s been mentioned. Super Conference is the oldest event of its kind in Canada. Super Conference is recognized as the source of the best and the latest the industry has to offer. It is beneficial for delegates, because it is during a “quieter” time in most types of institutions and the program is so enticing that practitioners cannot afford not to attend.

OLA believes that the EXPO is an integral part of the education process. It is an extension of what is taught in the workshops and at plenaries. We hope you agree.

For over 116 years the Ontario Library Association has been a leading force in the profession. OLA aims to be proactive in its leadership and stewardship of libraries in this province, as a result we are unique in that the OLA draws members from all types of libraries and from all parts of the province. The Association has grown to more than 5,000 members because it provides meaningful benefits to our members.

The Ontario Library Association’s annual Super Conference is equally as important. It is Canada’s largest library and information conference. Here are some of the pertinent statistics if you have not attended an OLA event in the past, or as a reminder for those who will be returning in 2017:

- Over 4,200 delegates in 2016
- Over 375 workshop sessions and events
- Over 450 expert speakers from within the library field and from outside the field
- 150 author signings
- More than 400 delegates from outside the province
- Over 200 public libraries represented
- More than 100 academic libraries represented
- Over 40 school boards represented, plus independent schools
- Over six hours of non-conflicting exhibit time. The OLA dedicates this time to EXPO visits only.
- Reasonable hours (Thursday 9:00 AM to 5:00 PM and Friday 8:00 AM to 3:00 PM) to maximize effort and avoid fatigue and slow periods
- Over 200 booths in the EXPO and 180 companies represented and over 600 booth personnel
- Among the lowest registration fees for delegates on the continent – one of the reasons they keep coming back.

The OLA Conference is planned by professionals who work in the Ontario market. Each year following the conference more than 30 practitioners come together to plan the next year’s event. The committee draws on the needs and experience of their colleagues, fellow association leaders and others. The goal is to put together a continuing education program that has broad appeal to the Association Membership. Year in and year out the changes that are made are reflective of the changing face of the Ontario library community.

Since 1996 the Super Conference has been held at the Metro Toronto Convention Centre. The venue provides a professional and familiar place for delegates and Members to gather, to network, to re-educate themselves, to keep current on the latest industry trends and to conduct purchasing research and in some cases their actual ordering.



# OLA Super Conference 2017

## Event Address

Metro Toronto Convention Centre, North Building,  
255 Front Street West, Toronto, Ontario

## Schedule

### Wednesday, February 1

9:00 AM – 12:00 NOON Morning Sessions  
12:00 NOON – 1:00 PM First Timer's Event  
1:00 PM – 2:00 PM Plenary  
2:15 PM – 5:15 PM Afternoon Sessions  
6:45 PM – 8:00 PM Plenary  
8:15 PM – 10:00 PM Welcome Party

### Thursday, February 2

9:00 AM – 5:00 PM EXPO  
9:00 AM – 10:15 AM Plenary  
10:30 AM – 12:00 NOON Morning Sessions  
2:15 PM – 5:00 PM Afternoon Sessions

### Friday, February 3

8:00 AM – 3:00 PM EXPO  
9:00 AM – 12:00 NOON Morning Sessions  
2:05 PM – 2:45 PM Afternoon Sessions  
3:00 PM – 4:00 PM Plenary  
4:00 PM – 5:15 PM Closing Reception

Full conference schedule and Plenary Speakers will be announced in October.

## Hotels

### Intercontinental Toronto Centre

(416) 597-1400 \$239 (limited rooms) WiFi included

### Renaissance Toronto @ Rogers Centre

(800) 237-1512 \$189 WiFi included

### Fairmont Royal York

(800) 663-7229 \$195/\$255

### Delta Toronto

(888) 890-3222 \$221 WiFi included

### Strathcona Hotel

(800) 268-8304 \$134/\$154 Wifi included

## Become an Associate Member

Businesses or Corporations in the library and information profession show their support for OLA members through their membership and through their participation in OLA programs and events.

- As an Associate Member you can vote; hold offices.
- OLA is a member of the Canadian Federation of Library Associations. By being an Associate Member you are supporting CFLA.
- Associate Membership includes discounts on exhibit registration and on any OLA event.
- Associate Members get a significant lead time to book prime space at OLA Super Conference
- Associate Members get discounts on advertising
- Associate Members can purchase contact lists for Super Conference and other OLA events.
- Associate Members can purchase additional divisional memberships like OCULA, OSLA and OPLA depending on their primary target audience.

Supporting OLA is to support the industry that your company is trying to reach, sell to and partner with.

## Go to Sessions!

As an Exhibitor at OLA Super Conference your badge is a full-conference badge and lets you attend any non-ticketed event.

OLA Super Conference hosts over 375 workshop sessions and events. Attend a workshop and interact with OLA members, and don't forget the parties and networking events.

The schedule will be available online in October.

## Propose a Session or Host a Meeting

The OLA Conference Planning Committee encourages Associate Members to propose education sessions to be included in the program. A Session Proposal Form can be found in the prospectus. Proposals are due by August 15, 2016. Remember to ensure sessions are balanced and not too commercially focussed.

Firms wanting to hold interest group meetings or client parties or product demonstrations may do so with the assistance, and promotion if wanted, of the OLA. Contact OLA with details (numbers; timing; type of event) and OLA will do what they can to ensure space is available at a Conference facility. There is a \$100 charge for space when OLA can assist.

## OLA Lounge

We will have an OLA Lounge on the EXPO floor. Some of the time will be programmed for casual discussions and networking, other times we'll just be playing board games.

## Mobile App

OLA is offering attendees a rich, interactive mobile option to experience the conference this year. App features include:

- Room & EXPO floor maps
- Searchable Exhibitor directory
- Author signing schedules
- Full session descriptions and room locations
- Personal conference calendar
- Session evaluations

The app is designed to work on all platforms and will launch in late October 2016.

## Code of Conduct

All attendees of OLA events are subject to our Code of Conduct. To review the code, please visit [www.olasuperconference.ca/conduct](http://www.olasuperconference.ca/conduct)



# Pricing Structure, Key Dates, & Details

## 2017 Pricing Model

	Before October 5	After October 5
Single Booth – 100 sq. ft.	\$2,450	\$2,650
Double Booth – 200 sq. ft.	\$4,095	\$4,345
Triple Booth – 300 sq. ft.	\$5,195	\$5,445
Quadruple Booth – 400 sq. ft.	\$5,995	\$6,245
More than 400 sq. ft. (not including aisle)	\$13.95 per sq. ft.	
Corner surcharge	\$225 per open corner	
Non-member surcharge	\$225	\$265
Small Firm Space – minimum 35 sq. ft.	\$695*	\$745*
NFP/Charity Space – minimum 35 sq. ft.	\$695*	\$745*

All prices are subject to 13% HST (HST #10779 8159)

\* includes carpet for booth

### What is Provided For Your EXPO Space Fee

- Black and silver draped booth – 8' back, 3' side rail
- Uncarpeted floor space in booth/space
- 24-hour security
- Unlimited VIP Pass access to invite clients. These must be completed electronically to be free. Paper copies and on-site registrations are subject to EXPO Only Fees.
- Aisle carpeting – black flecked carpet (7½' wide)
- Listing in EXPO Guide, companion website, plus five product categories in the Buyer's Guide
- 15 total exhibit hours; six hours unopposed.
- Inclusion in the year-round AccessOLA "Library Buyer's Guide" including a link to your corporate website
- Up to four\* full-conference passes for bona fide booth/company personnel. No practicing librarians, teacher-librarians, workers or trustees. Additional badges are available for staff at a cost of \$15 per badge. \* Based on size of space rental.
- Use of a booth sitting service

### U.S. Exchange

OLA will accept cheques in U.S. dollars based on \$1 CDN = \$0.81 US. If exchange rate changes by more than 5% OLA will re-consider. Credit card payments usually provide the prevailing exchange rate.

### Non-Canadian Companies

Only Canadian companies or companies that have a Canadian office pay Ontario 13% HST. US and international companies without offices in Canada do not pay 13%.

### Electronic Funds Transfer (EFT)

To pay by EFT, please contact the OLA at [accounting@accessola.com](mailto:accounting@accessola.com) or by phone at 416-363-3388 x 244 for Rachele DesRochers.

### Payment Schedule

A \$904 (\$800 + HST) deposit per 100 square feet is required within three weeks of requesting space. Full payment is due no later than December 15, 2016.

### Membership Status

OLA Associate Membership is \$195 per annum. Please check with OLA's Membership Department to confirm your membership status: [membership@accessola.com](mailto:membership@accessola.com) or (416) 363-3388 x226.

### Small Firms & Not-for-Profit/Charity Groups

**Small Firms:** This area is restricted to companies with annual revenues below \$30,000 gross for their business dealings with the Ontario library community.



**Not-for-Profit:** The OLA annually receives requests from organizations wishing space in the EXPO. Rather than making decisions on the suitability of each the OLA has decided on an NFP rate.

*The OLA will guarantee space no smaller than 35 square feet. The space is bare except for the carpeting. Tables are not included. OLA reserves the right to limit the number of these spaces available.*

## Important Dates & Times

### Move In

Tuesday, January 31 5:00 PM to 8:00 PM

*This early access is available to companies with 300 or more square feet of space.*

Wednesday, February 1 8:00 AM to 8:00 PM

Thursday, February 2 6:00 AM to 9:00 AM

### Show Hours

Thursday, February 2 9:00 AM to 5:00 PM

Friday, February 3 9:00 AM to 3:00 PM

### Tear Down

Friday, February 3 3:00 PM to 10:00 PM

Times are subject to change. Watch final conference program and Official Exhibitors Kit available online for official times.

## Space Selection & Allocation

In an effort to provide all member companies with an equal opportunity at EXPO space, the OLA is continuing its space allocation policy. Member companies that occupied space in 2016 have first right of refusal to the same space in 2017. Some exceptions apply.

- OLA Associate Members – request due by August 31. Companies will be notified of their space within 15 days of the end of the preferred period.
- The remaining groups are eligible to book or will be assigned their space after September 7.
- Associate Members who missed the deadlines.
- Non-member companies who exhibited in 2016.
- General sales – the OLA has a library suppliers' database of companies who have expressed an interest in receiving EXPO materials.

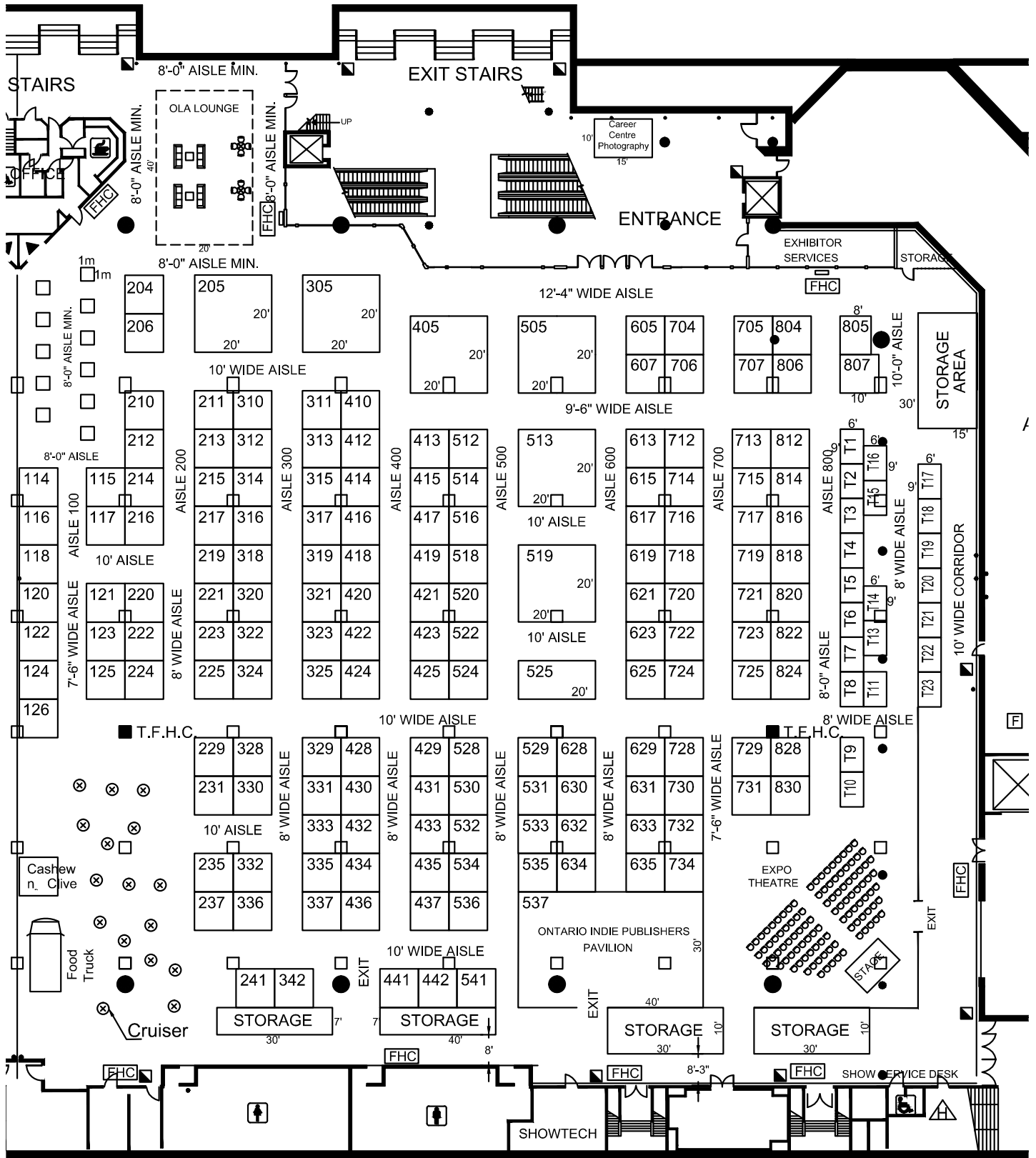
The OLA reserves the right to make the final determination on all booth allocations. Members have the right to "upgrade" their 2016 space to that of a non-member provided they apply before the August 31 deadline. This is on a first request basis.



# 2017 Floor Plan – Subject to Change



## EXHIBIT HALL "C"



# EXPO Space Application & Contract

## Company Information

Please read all parts and General Rules and Regulations before signing below. Information from this application will be used for the Directory Listing and in the Buyer's Guide.

\_\_\_\_\_  
Company Name *(exactly as it should appear, please avoid short forms, all-caps)*

\_\_\_\_\_  
Contact Name *(booth contact)*

\_\_\_\_\_  
Address

\_\_\_\_\_  
City Province/State Postal/Zip Code

\_\_\_\_\_  
Phone FAX

\_\_\_\_\_  
Website Email

\_\_\_\_\_  
Facebook Twitter

Alphabetize our company under the letter:

## Booth Selection

See attached page for pricing and other details.

Size of booth for Super Conference 2017

- Single  Double  Triple  Quad  Other \_\_\_\_\_ sq ft
- Small firm space  Not-for-Profit/Charity Space

Preferred Booth Selections – Please list in order

If you wish the same booth as 2016, and you are an OLA Associate Member, please do not write other booth numbers unless you want to upgrade. We will hold your booth from 2016 until August 31.

Companies you would like to be near\*

\_\_\_\_\_

\_\_\_\_\_

Companies you would NOT like to be near\*

\_\_\_\_\_

\_\_\_\_\_

\* OLA takes this information into consideration when it is assigning new booths, but precedence goes to Members who have long standing locations.

## ASSOCIATE MEMBER SPACE APPLICATIONS Due August 31 to reclaim 2016 space

Early bird space discount until October 5. No Exceptions.

## Directory & Buyer's Guide

Page two of this contract is how the Directory is compiled. Remember that your booth fee includes many of the features of the Directory and Buyer's Guide. Please take advantage of these features.

## Payment Information

Price for Preferred Booth – see attached price sheet	
<input type="checkbox"/> Corner Premium – \$225 per open corner Number of open corners _____	
<input type="checkbox"/> Non-Member Premium – \$225 <i>(After October 5 – \$265)</i>	
<input type="checkbox"/> Extra basic listing in Directory – \$30 each <i>(Each booth has one listing automatically, complete additional copies of page 2 as necessary)</i> Number of extra Directory Listings _____	
<input type="checkbox"/> Extra Buyer's Guide Listings – \$7.50 each <i>(Five listings are free, make your selection on page 2)</i> Number of extra Buyer's Guide Listings _____	
<input type="checkbox"/> Logo – \$30 as eps or tiff file <i>(Email to info@gappointreach.com by December 15)</i> Number of Logos _____	
<input type="checkbox"/> 50 Word Description – \$30 <i>(Email to info@gappointreach.com by December 15)</i> Number of Descriptions _____	
<input type="checkbox"/> Combo: 50 Word Description and Logo – \$50 <i>(Email to info@gappointreach.com by December 15)</i> Number of Combos _____	
HST #10779 8159	Subtotal
<input type="checkbox"/> Canadian Company / Company with Canadian Office	HST 13%
Membership \$195 <input type="checkbox"/> Renewal <input type="checkbox"/> New	
Total	

Please indicate whether the full amount or a deposit should be charged to your card. In the absence of a selection the full amount will be charged.

- Full Amount  
 Deposit Only  Charge same card in December for remainder

- Cheque payable to Ontario Library Association  
 EFT – Contact Rachele at accounting@accessola.com to set up  
 VISA  MASTERCARD

Expiry \_\_\_\_ / \_\_\_\_ Name on Card \_\_\_\_\_

I have read and agree to abide by the rules and regulations.

**This is page one of the application.  
Please complete page two.**

**Ontario Library Association**

2 Toronto Street, 3rd Floor, Toronto, Ontario M5C 2B6

FAX: (866) 211-2999

Email: info@gappointreach.com

# EXPO Space Application & Contract

## Official Directory Listing

- Same as on page 1  
 Additions/corrections below

Company Name *(exactly as it should appear, please avoid short forms, all-caps)*

Contact Name *(for delegates interested in purchasing, not the booth contact)*

Address

City Province/State Postal/Zip Code

Phone FAX

Website Email

Facebook Twitter

**Do you require more than one basic directory listing? \$30 each**  
 Photocopy this form and complete one for each listing required. If more than one firm is represented in a booth and you want them listed – this is necessary.

**Company Logo or Description \$30 each or \$50 both**  
 The logo will be a minimum of 1" x 1" eps or tiff files are ideal. The description should be no longer than 50 words. These should be sent by email to [info@gappointreach.com](mailto:info@gappointreach.com).

**Buyer's Guide Listings**  
 Each firm is entitled to choose FIVE product categories as part of your basic booth registration. Extra categories may be purchased for \$7.50 each. Please mark the product categories that are the most appropriate for your firm. The OLA reserves the right to add additional categories based upon the "other" that are submitted. If you choose to purchase additional listings, make additional product category selections also.

**Email** the form to [info@gappointreach.com](mailto:info@gappointreach.com)

**Ontario Library Association**  
 2 Toronto Street, 3rd Floor, Toronto, Ontario M5C 2B6  
 FAX: (866) 211-2999 Email: [info@gappointreach.com](mailto:info@gappointreach.com)

### BOOKS, PERIODICALS, & DOCUMENTS

- Aboriginal
- Alternative
- Art & Culture
- Biography
- Business
- Canadian Publisher
- Children's Books
- Chinese Books
- Cook Books
- Databases
- Directories
- Dual-Language Materials
- Early-Literacy Stations
- Ebooks
- Educational
- Ejournals
- English as a Second Language
- Fiction
- Foreign Language
- French Books (all topics)
- French Language Materials
- General Books
- Government Documents
- Graphic Novels
- Graphic Novels (French)
- Health Information
- History & Heritage
- Journals & Periodicals
- Large Print Books
- Library Sciences/Services
- Literacy Resources
- Literature & Criticism
- Medical
- Mind/Body/Spirit
- Music/Music Reference
- Mystery
- Native Resources
- Natural History/Environment
- Non-fiction
- OLA Reading Program
- Online Reference
- Online Resources
- Online Services
- Paperbacks
- Picture Books
- Print Braille for Children
- Professional Literature
- Scholarly
- Science
- Science, Technology, Math
- Social Issues
- Social Science
- Specialized Books & Magazines
- Struggling Readers
- Teacher-Librarian Resources
- Teen Fiction & Poetry
- Travel Books
- University Press
- Young Adult Books
- Other \_\_\_\_\_

### AUDIOVISUAL EQUIPMENT & MATERIALS

- Audio Books
- Audio Books (French)
- Audiovisual Equipment
- Audiovisual Materials
- Digital Libraries
- Disk Repair
- DVD
- Ereaders
- E-Comics
- Language Learning
- Movies
- Music
- Music (Downloadable/Streaming)
- Online Resources
- Projectors
- Smart Boards
- Streaming Video
- Other \_\_\_\_\_

### AUTOMATION

- Bar Code Systems
- Booking Software
- Cataloguing
- Collection Development
- Computer & Peripheral Equipment
- Computer Software
- Cost-Recovery Card System
- Database
- Discovery Service
- Electronic Document Delivery
- Electronic Imaging Systems
- E-Lending
- Federated Searching
- Information Technology
- Integrated Library Systems
- Library Automated Systems
- Library Portals
- Materials Handling
- Micrographic Equipment
- Online Search Services
- OPAC
- Patron Self-Checkout Units
- RFID
- Staff Scheduling
- Web-based Library Administration
- Web-based Library Automation
- Other \_\_\_\_\_

### EQUIPMENT, FURNITURE, & SUPPLIES

- Accessible Tables
- Archival Products
- Bags
- Book Trucks
- Bookmarks
- Children's Furniture
- Circulation Desk
- Display
- Furniture
- Information Technology

- Labels
- Lounge Tables & Casegoods
- Microfilm Scanners
- Mobile Storage
- Play Products
- Portable Puppet Theatre
- Posters
- Promotional Products
- Reusable Book Covers
- Reusable Enviro Products
- Seating
- Security Systems
- Shelving
- Storage Systems
- Other \_\_\_\_\_

### SERVICES

- Academic Institution
- Accessibility
- Associations
- Automatic Release Plans
- Book Clubs
- Book Distributor
- Book Fairs
- Book Leasing Plans
- Book Processing
- Book/Print Wholesalers
- Cataloguing Services
- Consultants
- Content Curation
- Conversion Services
- Copyright Licensing
- Data Management
- Data Mining
- Database Conversions
- Digital Distributor
- Discovery Service
- Disk Repair
- E-Content
- Education
- Educational Resources
- Human Rights
- Information Management
- Interlibrary Loan
- International Issues
- Library & Archives
- Library Automated Systems
- Library Education
- Literacy
- Marketing Analytics
- Media Digitization
- Mobile Applications
- Moving Companies
- Online Database
- Online Ordering System
- Online Resources
- Preservation
- Professional Development
- Reading Promotion
- Reference Services
- Resource Sharing
- Security
- Self-Service Technologies
- Subscription Services
- Technical Services
- Training & Development
- Video Wholesalers
- Other \_\_\_\_\_

# General EXPO Rules & Regulations

**SHOW MANAGEMENT** – The Ontario Library Association (OLA) and its authorized representatives are hereinafter referred to as “Show Management.”

**PAYMENTS & REFUNDS** – Full payment for booth space must be made no later than December 15, 2016. Show Management reserves the right to refuse a company entry who has not paid in full by this date. A deposit of a minimum of \$904 per 100 square feet is due no later than three weeks after the form is submitted. The OLA will hold booth space for up to three weeks while a company arranges for a deposit cheque. After three weeks the OLA may release the space for reallocation if another firm requests that specific space. OLA is not responsible for notifying a company that is beyond the three week period or fails to pay in full by December 15, 2016. All applications submitted after December 15 must include payment IN FULL for the space rental charges.

Cancellations made prior to September 15 will receive a refund of payments made, less a 25% cancellation fee. After September 13 and before December 1 the company will forfeit the entire amount of the deposit. After December 1 there are no refunds for space.

In case the EXPO shall not be held for any reason whatsoever, then and there upon the rental and lease of space to the exhibitor shall end. In such case the limit claim for damage and/or compensation by the exhibitor shall be the return of the amount already paid for space for this specific event.

**SPACE RENTAL** – The application for exhibit space, when signed by the exhibiting firm and/or deposit cheque cashed, or credit card processed, by Show Management, shall constitute a valid contract between the parties. In submitting the space contract the firm acknowledges their financial responsibility whether they choose to withdraw or cancel their space.

**USE OF SPACE RESTRICTIONS** – The space contracted for is to be used solely by the exhibitor whose name appears on the application, as agreed to by both parties, and only products and/or services of the exhibitor may be exhibited. Any promotion of other products or services is strictly prohibited. No exhibit will be permitted which interferes with the exhibits of other exhibitors or obstructs the visibility of other exhibits. Exhibits must be confined to the exact space allocated, and where an exhibitor's display is built beyond limitations set forth in this contract and explained in detail in the Official Exhibitor's Kit, Show Management reserves the right to correct such violations by having the exhibitor alter, remove or rearrange any or all of the display so that it will comply with the regulations or, if the exhibitor is not available, to make such corrections at the exhibitor's expense. Show Management reserves the right to restrict exhibits which, because of noise, operation of equipment, creation of safety hazards or any other reason, become objectionable or otherwise distract from neighbouring exhibits. No representation of the exhibitor, his products or services may be carried on in the aisles, corridors, feature areas, or other designated common areas of the Convention Centre.

No exhibit shall assign, sublet, or share the space allocated with another business or firm unless approval has been obtained in writing from Show Management.

## **INSTALLATION, EXHIBIT HOURS, &**

**DISMANTLING** – Dates and hours for installation, exhibiting, and dismantling will be specified by Show Management. Goods being delivered directly to the exposition must be received by a representative of the exhibiting firm or their designate. Exhibits shall be staffed at all times when the EXPO is officially open. No exhibitor will be able to commence dismantling any portion of the exhibit whatsoever, to commence packing crates or cartons or to abandon his display prior to the official closing. Failure to comply with

the regulation will result in the exhibitor being barred from future shows and events sponsored by Show Management. All exhibits must be removed by 10:00 PM on January 29, 2017, and all storage and handling charges for failure to remove exhibit material by that time shall be the responsibility of the exhibitor. Show Management reserves the right, through its official carrier, to remove any exhibit not removed by the conclusion of the exhibition and charge the expense to the exhibitor.

**FIRE REGULATIONS** – All exhibitors must comply with local fire regulations. Only fireproof material may be used in displays and wiring must conform to CSA or UL specifications. All exits and aisles must be kept clear at all times. The exhibitor assumes full responsibility for ensuring that exhibits meet these standards. Show Management is obligated to install two fire hose cabinets for the duration of the EXPO. The location of the cabinets are on the floor plan. Show Management reserves the right to change their location depending upon directives from the Fire Marshall.

**ELECTRICAL SAFETY CODE REQUIREMENTS** – All exhibitors must comply with the Electrical Safety Code Requirements in place at the time of the event. The exhibitor assumes full responsibility for ensuring that exhibits meet these standards.

**DAMAGE TO PROPERTY** – Exhibitors are liable for all damage caused by them or their representatives or contractors to the exhibit facility, booth equipment, or to other exhibitors' property and shall indemnify the facility management, Show Management and/or Official Service Contractor against, and hold them harmless from any complaints, suits, or liabilities resulting from negligence of the exhibitor in connection with the exhibitor's use of exhibit space. Full regulations for property care are in the Official Exhibitor's Kit, available online by November 1.

**CARE OF THE BUILDING** – Painting, nailing, or drilling of floors, walls, ceilings, or any part of the building is not permitted. Exhibitors laying any floor covering must use an adhesive that will not damage the floor. No signs or other articles are to be fastened to the ceiling, walls, pipes, or electrical features.

**SECURITY** – Show Management will employ a professional guard service for the duration of the exhibition and will take reasonable precautions to safeguard exhibitors' property. However, Show Management assumes no liability for loss or damage, howsoever caused, of goods, exhibits or other materials owned, rented or leased by the exhibitor.

**FOOD AND/OR BEVERAGES** – The preparation and/or serving of food or beverages of any kind without the written permission of Show Management and/or the facility is prohibited. Exhibitors wishing to serve samples must complete a request form that can be obtained from Show Management. This is submitted to the facility for permission.

**OFFICIAL EXHIBITORS KIT** – For the 2017 EXPO the Exhibitor Kit will be available online. The Exhibitor's Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management. In the Kit are all the necessary forms for Show contractors and other rules and regulations. All booth space and activity must be arranged in accordance with those outlined in the Kit. If in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor's Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from at any time during the exposition.

OLA will send a link for online access to the Exhibitor's Kit to each company registered with a deposit made by November 1. However, if a link has not been received by December 1 it is the responsibility of the company to contact OLA.

**EXPO-ONLY BADGES** – Show Management provides OLA Super Conference EXPO 2017

an unlimited number of free passes to paying exhibiting firms. These passes are to distribute to key customers, etc. that might not be attending the conference. They cannot be used for booth personnel or staff of exhibiting or partner companies. In order to qualify to give your customers the passes all payments must be up-to-date. OLA will not print badges if firms have an outstanding balance on January 20, 2017. There is no fee for EXPO-ONLY PASSES provided they are completed online. Paper/FAX requests will be processed at a fee of \$5 per pass – billed to the exhibiting company and payable before the conference opens.

**LIABILITY & INSURANCE** – Neither Show Management nor any of its officers, directors, employees, or agents, nor the owners, employees or representatives of the exhibit facility will be responsible for any injury or damage that may occur to the exhibitor or the exhibitor's employees or property from any cause whatsoever prior, during or subsequent to the period covered by the exhibit contract. The exhibitor, on signing this contract, expressly releases the foregoing parties, individuals and firms from, and agrees to indemnify same against, any and all claims for such loss, damage or injury. Exhibitors are advised to carry insurance on their exhibits and its contents; however, this will be taken at their own expense.

**AUTHOR/SPECIAL GUEST BADGES** – The OLA does not charge exhibiting firms for Author or Special Guest badges provided we are notified at least 10 days before the EXPO opens. There is a form in the Exhibitor Kit.

**ENTRY TO THE SHOW** – Show Management reserves the right to deny admission to any visitor, exhibitor, or exhibitor's employee. Show Management reserves the right to final determination of all space assignments in the best interest of the exposition.

**LABOUR** – Exhibitor must observe all contracts in effect between Show Management, service contractors, Convention Centre, and labour organizations involved.

**MEMBERSHIP STATUS** – Rates paid for exhibit space are based on the membership status of the company at the time of the actual display. It is the exhibiting company's responsibility to either pay non-member rates or to have a current Associate Membership in the Ontario Library Association at the time of the event. Show Management reserves the right to withhold a firm's ability to set-up if their membership status changes between time of payment and the event.

**DISCOUNT POLICY** – The OLA does not discount at the end of the sales period. OLA reserves the right to move firms who have purchased smaller spaces into larger spaces.

**SMALL FIRM/NFP** – The OLA reserves the right to limit the number of booths/tables in any category. The OLA does not assign space to this category until the sales period ends in January. Space allocation in this category is on a random basis.

**SELLING AT THE EXPO** – The OLA strongly supports and encourages vendors to sell on the floor of the Super Conference EXPO. Show Management encourages exhibitors to inform them of any special deals they plan to offer and they will be promoted in the on-site EXPO Directory at no additional expense.

**OTHER REGULATIONS** – Any and all other matters not specifically covered by the preceding General Rules and Regulations shall be subject solely to the decision of Show Management. The Show Management shall have full power to interpret, amend and enforce these rules and regulations provided, and amendments, when made, are brought to the notice of exhibitors. Each Exhibitor, for themselves, and their employees, agrees to abide by the foregoing Rules and Regulations and by any Amendments or additions thereto in conformance with the preceding sentence.

**SPACE SELECTION/ALLOCATION** – The policy is clearly articulated on Space Allocation & Contract form.



# Sponsorship

Special Thanks to all of the firms who are supporting OLA in 2016!

Each year the OLA solicits the library industry for financial support to assist in the costs of running such a large and diverse conference. The money that is donated goes to keep the registration prices down for delegates. Please consider allocating some of your marketing budget to sponsorship.

The Association as a general practice doesn't consider adding an expense to the conference just to create a sponsorship opportunity.

## Opportunities that are still available

### \$5,000 Plenary Speaker

- One of the few times when all delegates gather together in one place to attend the same session. What a great way to "hit" the largest single gathering!

### \$2,500 – \$4,000 Stream Sponsor

- Sponsor a whole stream of sessions.

### \$2,00 – \$4,000 Conference App

- OLA is offering attendees a rich, interactive mobile option to experience the conference

### \$3,000 Delegate Lanyards

- Provide a lanyard to every attendee at the conference.

### \$2,500 OLA Lounge on the EXPO floor

- Sponsor the lounge on the north west corner of the EXPO floor

### \$2,500 Speaker's Lounge

- Where all Speaker's check in to pick up their badges, leave their coats, use the computers for last-minute prep, or sit back and relax until their session.
- Most speaker's meet their convenors in the Speaker's Lounge.

### \$2,500 Career Centre

- Popular with recent graduates and seasoned professionals looking to make a move.
- Mock Interviews provide delegates a chance to participate in a simulation of a real interview.
- Opportunity to talk with a professional career coach.
- Other career resources such as: Job Information; Cover Letter Review; Résumé Critiquing; and Interview Tips/Techniques.

### \$1,000+ Spotlight Speakers

- Each division of OLA has a Spotlight Speaker.

### \$895 – \$1,800 Conference Bag

- Looking to make a big splash at Super Conference? Every delegate – over 4,000 – receives a Conference Bag which contains their on-site program, badgeholder, and Passport to Prizes. This is a high-profile sponsorship activity.

### \$600 Insert in Conference Bag

- Want a guaranteed distribution of your flyer or promotional item? We only accept six commercial items.
- 3,500 copies of your insert must be sent to the OLA office in January for inclusion in the bags.

### \$600 Handout on Every Seat at a Plenary

- Imagine the attention they will pay in the 15 minutes before a plenary when they arrive to get a seat at one of these packed Plenary Sessions.

### \$500 Sponsor a Session

- Pick a subject area. Make a splash at the session – hand out a flyer, give away a related title.
- There are opportunities for this small amount of money to make a big impact.

### \$250 – \$10,000 Hold an Auction/Draw & Donate the Proceeds

- Hold an auction or draw at your Booth and donate the proceeds. Let us know in advance and you will get profiled in the on-site program and more afterwards.

### \$450 Daily Bookmark

- The sponsoring company will receive a 2" x 1½" ad on the front of the bookmark.

### \$350 Pens or Paper Pad in Conference Bag

- Requested by Delegates!
- Provide 3,500 pens or paper pads for the delegate bags. Be the ink that allows your buyers to make notes and remember who supports them.

### Up to \$100 Passport to Prizes Participant

- Delegates visit with vendors in the EXPO who provide stamps on their Passport. Completed Passports are randomly drawn and the winner receives one of the donated prizes. Typically a prize should have a value of less than \$100.

Contact [info@gappointreach.com](mailto:info@gappointreach.com) or (416) 699-1938

## Are you familiar with the Signature Events of OLA?

Consider allocating some of your marketing budget in either the Marketplace or as an Event Sponsor.

These events are targeted at 100–300 people and are planned by practitioners who are asking for more participation by those who offer products that compliment the topics. They know that there are opportunities for synergy.

There is significant recognition of your support available at the events; online through OLA's many digital channels; through social media; and at OLA's premier event Super Conference.

### Annual Institute on the Library As Place (AILP) – July

The Annual Institute explores the impact that architectural spaces and design have on the human experience. [www.accessola.com/ailp-marketplace](http://www.accessola.com/ailp-marketplace)



### RA in a Day – October 21, 2016 | Toronto

You will never know all there is to know about reader's advisory and recommendation.



OLA Super Conference EXPO 2017

### Children's & Youth Services Expo – November 3, 2016 | London

Held for a number of years in conjunction with Super Conference. In 2015 it became a stand-alone event. This is for those who work in Children's and Youth Services in school and public library settings.



### OCULA Spring Conference – April

This gathering of university and college library staff provides an environment to hear local, regional, and nationally recognized speakers.



### Digital Odyssey – June

Examines the intersection of governmental, academic, and community open data and open heritage materials.



### Teaching Librarian Advertising

The best way to reach those who are working in school libraries and teaching information skills. The magazine is published three times per year with a circulation of 1,500.