



Charting the  
**UNKNOWN**  
→ TOGETHER →

**2019 OLA-WLA Conference, Vancouver, WA**

EXHIBITOR &  
SPONSOR  
PROSPECTUS



## 2019 OLA-WLA Conference

*Charting the Unknown Together*

April 17-20, 2019  
Hilton Vancouver, WA

The conference will bring together the Oregon Library Association (OLA) and Washington Library Association (WLA) for four days packed full of professional development opportunities and exciting networking events. We have limited space at this year's conference facility and we expect to sell out of booth spaces quickly, so be sure to register early.

This year the conference theme is "Charting the Unknown Together," which reflects the current climate of change, injustice, and uncertainty that affects library professionals and patrons alike. Together, we're hopeful that our collaboration and camaraderie can help us navigate these new waters.

We expect to draw approximately 800 attendees from public, academic, school, and special libraries from both Oregon and Washington. There is an impressive lineup of speakers and programs that is drawing a lot of interest from our diverse library community.

There are many ways to market your company through the 2019 OLA-WLA Conference as an Exhibitor and as a Sponsor. We invite you to participate by registering online at [wla.org/2019-ola-wla-sponsors-and-exhibitors](http://wla.org/2019-ola-wla-sponsors-and-exhibitors).

Information on setup and other details are included in the following Exhibitor & Sponsor Prospectus.

We greatly appreciate the support that you show our library communities through your participation in our conferences.

We hope to see you in Vancouver!

2019 Conference Committee

PO Box 33808  
Seattle, WA 98133  
(206) 823-1138 | [info@wla.org](mailto:info@wla.org)

# EXHIBITOR OPPORTUNITIES

Register online: [wla.org/2019-ola-wla-sponsors-and-exhibitors](http://wla.org/2019-ola-wla-sponsors-and-exhibitors)  
Registration deadline: March 6 to be recognized in the printed program

## Why exhibit at the 2019 OLA-WLA Conference?

- Meet many new prospects from all around Oregon and Washington. We expect attendance of approximately 800 attendees from academic, public, school, and special libraries.
- Talk to buyers. Many attendees control buying or influence purchasing decisions.
- Find new customers who do not attend national conferences.
- Enjoy an active show schedule with over 20 hours of exclusive exhibit time – with refreshments, receptions, and raffles in the hall.

**Space is limited, and we anticipate selling out.** Priority for space assignments will be based on date of receipt of Exhibitor Registration Form and payment. We will attempt to follow the preferences and special requests you note in your online registration. Registration will be open until space is sold out. However, your registration must be submitted **by March 6** if you want your company listed in the printed conference program.

<b>CORPORATE RATE</b>	<i>Exhibitor has five (5) or more employees.</i>
	\$600
<b>SMALL BUSINESS RATE</b>	<i>Exhibitor has fewer than five (5) employees.</i>
	\$400
<b>NONPROFIT RATE</b>	<i>Exhibitor is granted tax-exempt status by the IRS.</i>
	\$350

## Booth Furnishings

The exhibit fee includes one 8x6' draped booth, 1 draped 6' table, 2 chairs, 2 exhibitor badges, standard decorator signage, and wireless Internet. The Exhibit Hall is carpeted.

Additional exhibitor badges are \$10 each. Additional furnishings and electricity will be available an additional cost in the Exhibitor Kit, which will be emailed to all exhibitors in January.

## Hotel Rooms & Conference Meals

Our conference hotel is the Hilton Vancouver. Additional overflow hotels will be announced in January. We anticipate rooms selling out quickly, so book your room online here: [wla.org/2019-ola-wla-conference-hotels](http://wla.org/2019-ola-wla-conference-hotels)

Exhibitor boxed lunches are available to purchase in the online registration form. Exhibitors may also purchase tickets to attend conference meals and events. We welcome your participation! Registration for meals and events will open in mid-January.

## Exhibits Schedule

This schedule is subject to change. There will be at least three events in the Exhibit Hall each day, including the Grand Opening and Finale.

Set up: Wednesday, April 17, 1:00 pm – 5:00 pm & Thursday, April 18, 7:00 am – 11:00 am  
Dismantle: Saturday, April 20, after 4:00 pm

Exhibit Hours:

Thursday, April 18, 11:30 am – 6:00 pm  
Friday, April 19, 9:00 am – 6:00 pm  
Saturday, April 20, 9:00 am – 4:00 pm

## RULES AND REGULATIONS GOVERNING OLA-WLA EXHIBITS

Applicant hereby confirms attendance at the 2019 OLA-WLA Conference and agrees to abide by the rules and regulations of OLA and WLA and its agents as stated on the form above and contract below. Contract will need to be acknowledged and signed in the online registration form.

**MANAGEMENT:** Exhibits at the 2019 OLA-WLA Conference are sponsored by WLA and OLA, herein known as "Sponsor" and managed by their contracted management company, referred to herein as "Management." Sponsor and Management reserve the right, at their sole discretion, to alter the exhibit hours or floor plan arrangement in any manner that is in the best interest of the exhibition.

**ASSIGNMENT OF SPACE:** Management will make space assignments in the order applications are received. Location preferences will be accommodated as much as possible. Sponsor and Management reserve the right to determine the eligibility of exhibit space applicants and individual products to be exhibited.

**PAYMENTS:** Payment in full must accompany this application. Failure to complete payments as required may result in space reassignment or cancellation by Management.

**NO ASSIGNMENT OR SUBLETTING:** The rights of an exhibitor are not assignable to any other persons or firm. No exhibitor may assign, sublet, or apportion the whole or any part of the space allotted nor exhibit therein any goods other than those sold in the regular course of business by the exhibitor without specific permission from Management.

**EXHIBIT HOURS:** Exhibit hours will be determined by Management, and exhibitor agrees to maintain and staff displays during all hours exhibits are open. The Exhibit Hall will be open to attendees only during show hours, and exclusively to exhibitors only when WLA staff is in the hall. No admittance is permitted at other times except by prior arrangement with Management. Management reserves the right to alter hours as required for the best interest of the exhibition. Exhibitor agrees not to sponsor or conduct any group function outside the exhibit hall without prior permission from Management.

**DISPLAY REGULATIONS:** No exhibit element may exceed a height of 8' from the floor. No exhibit may intrude upon neighboring exhibits or aisles or obstruct view or access to any other display. Items placed along the side rails may not exceed a height of 4' from the floor. The back and/or side portion of displays shall be maintained as to not be objectionable to nearby exhibitors, and Management reserves the right to require such maintenance if found. Nothing may be nailed, tacked, screwed, or otherwise attached to any portion of the building without express permission from Management and facility. All sound devices must be operated at a level that does not permit sound to travel beyond exhibitor's assigned space. Distribution of printed matter, souvenirs, or any other articles shall be restricted to the contracted booth area. No part of the facility other than the exhibitor's booth shall be used for display, order taking, or selling purposes of any kind. Management reserves the right to require removal of any objectionable display elements or prohibit any unauthorized exhibitor selling activity.

**INSTALLATION AND DISMANTLE:** Exhibitor agrees to abide by established hours for display installation and dismantling, to have display ready for the official opening hour, to keep display in place until the official closing time, and to remove all exhibit materials from the hall by the established deadline. Exhibitors are permitted to set up and dismantle their own displays in accordance with the rules of the facility.

**SECURITY:** Doors to the Exhibit Hall will be locked during the hours the show is closed. It is the sole responsibility of the exhibitor to safeguard goods, materials, equipment, and displays at all times. Neither the Sponsor, Management, nor the show facility will be liable for any damages or loss of property arising from the exhibitor's occupancy of the exhibit space and participation in the exhibition.

**COMPLIANCE WITH REGULATIONS:** Exhibitor shall comply, at exhibitor's sole expense, with all national, state, city, municipal, facility, and other government and facility rules and regulations, including but not limited to fire safety laws, the

Americans with Disabilities Act, all applicable trademark and copyright laws including any performance, reproduction, or use of musical, artistic, or literary works.

**LIABILITIES AND INSURANCE:** The Sponsor, Management, the facility, the official contractor, the building owners, and their employees and agents will not be liable for injuries to any person or damage or loss of any property owned or controlled by exhibitors to which claims for damages may arise or be connected in any way to exhibitor's participation in the exhibition, nor for any claim or liability that may arise as a result of copyright and trademark laws and regulations. Exhibitor agrees to hold harmless and defend the Sponsor, Management, the facility, the official contractor, the building owners, and their employees and agents from all such claims. It is the sole responsibility of the exhibitor to obtain any required business interruption, property damage, or other insurance coverage.

The exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify, and save the Facility, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses, or damages to persons or property, governmental charges, or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Facility and its employees or agents.

The exhibitor shall obtain and keep in force during the term of the installation and use the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

**SIGNAGE:** Each full booth exhibitor will be provided an identification sign. Additional signage may be displayed providing it causes no damage to any equipment or building element and does not interfere with access or view of any neighboring display or infringe on aisle space. Exhibitor will be liable for any damages incurred by signage or other display elements, at exhibitor's sole cost.

**EXHIBITOR CANCELLATION:** In the event an exhibitor must cancel participation, a written request for cancellation must be sent to the WLA office at PO Box 33808, Seattle, WA 98133 or by email at [info@wla.org](mailto:info@wla.org). Cancellation requests postmarked on or before March 6, 2019 will be eligible for refunds of monies paid less an administrative fee of \$75 for full booths. After that date, no refunds can be made. Companies unable to attend are required to notify Management so that suitable adjustments to exhibit space may be made.

**EVENT CANCELLATION:** In the event the exhibition is canceled or postponed, Sponsor and Management will refund all monies paid by exhibitor for participation in the event. This refund shall be the sole and exclusive remedy of the exhibitor with respect to any damages sustained by exhibitor in relation to non-performance, cancellation, or postponement of the event. Sponsor and Management reserve the right to cancel or postpone the exhibition for any of the following reasons: damage or destruction of the facility, Acts of God, national or unforeseen emergency, war or insurrections, strikes or the possibility of strikes, the authority of the law, or for any cause beyond their control where Sponsor and Management deem it unsafe or unwise to hold the exhibition as planned.

This agreement shall be construed solely as a license for the use of the exhibitor space to be occupied by the exhibitor, and exhibitor agrees that it has not relied on any oral or written representation not contained in this agreement.

## SPONSORSHIP OPPORTUNITIES

Register online: [wla.org/2019-ola-wla-sponsors-and-exhibitors](http://wla.org/2019-ola-wla-sponsors-and-exhibitors)

*Due Date: March 6 to be recognized in the printed program*

Don't miss the chance to get your message out to approximately 800 attendees who will gather for the 2019 OLA-WLA Conference, April 17-20, 2019 in Vancouver, WA. The conference theme is *Charting the Unknown Together*. Libraries achieve more when they work together, and our vendor partners are an important part of the process. We are pleased to offer you several ways to be a visible presence at the conference.

### Premier Partner | \$1,000

Sponsor popular all-attendee events and receive recognition during presentations from attentive audiences. Events to be sponsored include all-attendee keynotes and meals. Premier Partners receive:

- Pronounced logo placement throughout conference
- 5 minutes at the podium during the event
- Distribution of your handouts or literature in conference bags (limited to one piece per sponsor)
- Logo on sponsorship page of conference program
- Sponsor promotions sent out via social media
- Logo, link, and 15-word description (provided by sponsor) on conference website
- Email blast to conference attendees
- A unique sponsorship symbol in conference program for sponsors that also choose to exhibit

### Sustaining Partner | \$500

Sponsor a reception or other event and receive recognition from an attentive audience. Events to be sponsored include all-attendee receptions and other events. Sustaining Partners receive:

- Pronounced logo placement throughout reception areas
- Acknowledgement at the podium
- Distribution of your handouts or literature in conference bags (limited to one piece per sponsor)
- Logo and description on sponsorship page of conference program
- Logo, link and 15-word description (provided by sponsor) on conference website
- A unique sponsorship symbol in conference program for sponsors that also choose to exhibit

### Advocate Partner | \$250

Sponsor a coffee or refreshment break during conference and receive recognition between sessions. Advocate Partners receive:

- Pronounced logo placement in break areas
- Distribution of your handouts or literature in conference bags (limited to one piece per sponsor)
- Logo on sponsorship page of conference program
- Logo and link on conference website
- A unique sponsorship symbol in conference program for sponsors that also choose to exhibit

### Custom Opportunities

To combine or create your own level, please contact the WLA office at [info@wla.org](mailto:info@wla.org) or (206) 823-1138.

## Partnership Levels

BENEFITS	PREMIER	SUSTAINING	ADVOCATE
<b>PRE-CONFERENCE RECOGNITION</b>			
Social media promotion	*		
Website presence	*	*	*
Email blast	*	*	
<b>CONFERENCE RECOGNITION</b>			
5 minutes at podium	*		
Inclusion at events	*	*	*
Logo placement	*	*	*
Conference program	*	*	*
Materials in folders	*	*	*
Exhibitor symbol	*	*	*
<b>POST-CONFERENCE RECOGNITION</b>			
Social media thanks	*		

## ADVERTISING OPPORTUNITIES

Register online: [wla.org/2019-ola-wla-sponsors-and-exhibitors](http://wla.org/2019-ola-wla-sponsors-and-exhibitors)

Registration deadline: March 6

	PRICE	SPECS
<b>CONFERENCE PROGRAM</b> <i>Ads submitted by sponsor</i>		
Back or inside cover	\$800	full page, color, 7.5x10"
Interior full page	\$500	B&W, 7.5x10"
Interior half page	\$300	B&W, vertical or horizontal, 7.5x4.75" or 4.75x7.5"
Interior quarter page	\$175	B&W, 3.5x4.75"
<b>OTHER ADVERTISING OPPORTUNITIES</b>		
Conference folders	\$1,000	Sponsor gets logo placement on attendee folders