

WLA 2021

BELLEVUE, WA | SEPT 30-OCT 2

communities, conversations, connections

SPONSOR & EXHIBITOR

PROSPECTUS



The 2021 WLA Conference will bring together library professionals from Academic, Public, School, and Special libraries across the state for a conference 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.

We went fully virtual last year, but this year's conference is hybrid. We'll be bringing the WLA community together again in Bellevue, and we'll also be able to reach those who are unable to travel via virtual access. Your exhibitor registration now includes both an in-person booth *and* a virtual booth to maximize attendee engagement. Sponsors will be even more visible across our in-person conference and virtual app.

The conference theme is *Communities, Conversations, Connections*. As each of us has faced isolation and change, we've been pushed to embrace technology, find new ways to connect, and re-examine the status quo. We're preparing for a return to normal, but what does that new normal look like for libraries? How can we start conversations and forge stronger bonds with our communities?

There are many ways to market your company through the 2021 WLA Conference as an Exhibitor and as a Sponsor. We invite you to participate by registering online at <https://www.wla.org/2021-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 Bellevue!

2021 Conference Committee

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

COVID-19 Update: The WLA Board and office are closely monitoring the COVID-19 pandemic and its impact on future events. At this time, we are planning to hold an in-person conference this fall in Bellevue, with select virtual offerings for the attendees who aren't able to travel. We will follow the recommendations from government and health officials, and we are prepared to pivot to an online event if necessary. In the event of a cancellation, exhibitors will receive a full refund. Sponsorships may be refunded or transferred to the online conference, based on preference of the sponsor.

EXHIBITOR OPPORTUNITIES

Register online: wla.org/2021-wla-sponsors-and-exhibitors

Registration deadline: August 31 to be recognized in the printed program

Why exhibit at the 2021 WLA Conference?

- Meet many new prospects from all around Washington’s 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 17 hours of exhibit time – with refreshments, receptions, and raffles in the hall.
- Connect with virtual attendees and generate leads through our conference app.

Conference App

The 2021 WLA Conference will be hybrid. The virtual conference will be held using [Whova](#), which will allow you to create custom virtual exhibitor pages, generate leads, host giveaways and raffles, schedule one-on-one meetings with attendees, and more.

Space is limited, and we anticipate selling out. Priority for space assignments will be based on the date of receipt of your 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 August 31** if you want your company listed in the printed conference program.

	WLA ORGANIZATIONAL MEMBER	NON-MEMBER
CORPORATE RATE	<i>Exhibitor has five (5) or more employees.</i>	
	\$600	\$750
SMALL BUSINESS RATE	<i>Exhibitor has fewer than five (5) employees.</i>	
	\$400	\$550
NONPROFIT RATE	<i>Exhibitor is granted tax-exempt status by the IRS.</i>	
	\$350	\$500

Booth Furnishings

The exhibit fee includes one 8x10’ draped booth, 1 draped 6’ table, 2 chairs, 2 exhibitor badges, 1 wastebasket, and company ID sign. Additional exhibitor badges are \$10 each. Add-on furnishings and electricity will be available at an additional cost in the Exhibitor Kit, which will be emailed to all exhibitors.

Virtual Exhibit Space

Your interactive, customizable booth allows *you* to add YouTube video, link for live streaming, company description, contact information, coupons, raffles, giveaways, and downloadable promotional documents. You’ll be able to participate in lead generation and live chat. We will drive attendees to your virtual booth through dedicated virtual exhibitor time and the WLA Passport Program. You’ll find additional information in your Exhibitor Kit.

Hotel Rooms & Conference Meals

Our conference hotel is the Bellevue Marriott. Rooms may sell out, so [book your room](#) online by September 7.

Exhibitor boxed lunches will be 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 July 21.

Tentative Exhibits Schedule

We schedule coffee services and events in the Exhibit Hall each day to drive traffic, including the Grand Opening and Finale. Schedule is subject to change.

The Virtual Exhibit Hall will be open in our Whova app September 30–October 2, from 9:00 am–3:00pm (Pacific Time). Each day there will be dedicated exhibits time for virtual attendees, during which we encourage all exhibitors to live-stream, hold raffles, or otherwise actively engage with those participating virtually. One-on-one meetings may be scheduled virtually at any time during the conference.

Set up: Thursday, September 30, 1:00–5:00 pm
Friday, October 1, 7:00–9:30 am

Dismantle: Saturday, October 2, after 4:00 pm

Exhibit Hall Hours: Friday, October 1, 12:45 pm–6:45 pm
Saturday, October 2, 9:00 am–4:00 pm

Virtual Exhibit Hours: Friday, October 1, 9:00 am–3:00pm
Saturday, October 2, 9:00 am–3:00pm

SPONSORSHIP OPPORTUNITIES

Register online: wla.org/2021-wla-sponsors-and-exhibitors

Due Date: August 31 to be recognized in the printed program

Don't miss the chance to get your message out to library staff from across the state who will gather for the 2021 WLA Conference, September 30-October 2, in Bellevue, WA. We are pleased to offer you several ways to be a visible presence at the conference, both virtually and in-person!

Sponsorship Levels

BENEFITS	Bronze	Silver	Gold	Platinum
Logo visible during event	*	*	*	*
Handout in conference bags	*	*	*	*
Listing in Sponsor Center	*	*	*	*
Logo & link on website	*	*	*	*
Logo in print program	*	*	*	*
Listing in Sponsor Center	*	*	*	*
Symbol for exhibitors	*	*	*	*
Banner ad in app		*	*	*
Acknowledgement at podium		*	*	*
Description on website		*	*	*
Description in print program		*	*	*
App push notification			*	*
Social media promotion			*	*
Logo throughout facility				*
Logo throughout conference app				*
Newsletter promotion				*
Podium time				*

Bronze Sponsor | \$300

Sponsor a coffee or refreshment break during the conference. You'll receive:

- Pronounced logo placement during your sponsored event
- Distribution of your handouts or literature in conference bags (limited to one piece per sponsor)
- Listing in Sponsor Center in the conference app
- 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

Silver Sponsor | \$500

Sponsor a reception or other all-attendee event. You'll receive Bronze Sponsorship benefits, plus:

- Banner ads in both mobile conference app & virtual platform
- Acknowledgement at the podium during your sponsored event
- Logo, link and 15-word description (provided by sponsor) on conference website
- Logo, link, and 15-word description (provided by sponsor) on sponsorship page of conference program

Gold Sponsor | \$800

Sponsor a reception or other all-attendee event. You'll receive Silver Sponsorship benefits, plus:

- One push notification via conference app
- Promotion on WLA social media as a featured sponsor

Platinum Sponsor | \$1,000

Sponsor an all-attendee keynote or meal and receive recognition from an attentive audience. You'll receive Gold Sponsorship benefits, plus:

- Pronounced logo placement throughout conference facility
- Pronounced logo placement throughout the conference app
- Promotion in WLA Wednesday weekly e-newsletter as a featured sponsor
- 5 minutes at podium during your sponsored all-attendee event

Add-on! Conference Attendance Grant Sponsor

In addition to your exhibitor, sponsor, or advertiser package, you may contribute any amount to our Conference Attendance Grants. Grant Sponsors will receive special acknowledgement for your generosity throughout the conference.

Libraries are facing difficult budget cuts, and many attendees won't be in a financial position to attend the conference. Your generosity can make their participation possible. WLA is offering funding for both BIPOC members and those financially impacted by COVID-19. With your help, we can help get them to Bellevue! 100% of donations will go directly to conference attendees.

- \$1,285 | full conference registration, travel, and lodging
- \$1,000 | travel and lodging
- \$285 | full conference registration
- Other | any contribution will go towards the Conference Attendance Grant sponsorship fund

Custom Opportunities

To combine or create your own level, please contact the WLA office at info@wla.org or (206) 823-1138. We'd love to hear your creative ideas.

ADVERTISING OPPORTUNITIES

Register online: wla.org/2021-wla-sponsors-and-exhibitors

Registration deadline: August 31

	PRICE	SPECS
CONFERENCE PROGRAM <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"
OTHER ADVERTISING OPPORTUNITIES		
Conference folders	\$1,000	Sponsor gets logo placement on attendee folders

RULES AND REGULATIONS GOVERNING WLA EXHIBITS

Applicant hereby confirms attendance at the 2021 WLA Conference and agrees to abide by the rules and regulations of 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 the conference are sponsored by WLA, 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. Cancellation requests postmarked on or before August 31, 2021, 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.