



2016 WALE Conference Sponsorship, Advertising & Exhibitor Opportunities



Don't miss the chance to get your message in front of attendees at the 2016 WALE Conference this October 24-26, 2016 in Chelan, WA. The conference theme is "Letting Our Light Shine for 25 Years," commemorating the 25th anniversary of Washington Library Employees (WALE), a section of the Washington Library Association, and our vendor partners are an important part of the celebration. We are pleased to offer you several ways to remind attendees of your role in their work.

Sponsors underwrite a conference event. Exhibitors can network and directly interact with attendees. Advertisers can reach conference attendees through the printed program and/or conference bags, whether or not you attend the conference. All Sponsors and Exhibitors receive acknowledgement on the conference website, in the printed program, and at the onsite business meeting.

To be one of the exclusive participants in our small Exhibitor Hall, act fast! Only eight (8) spots are available.

APPLICATION DEADLINE: September 15, to be recognized in the printed program.

LOCATION: Campbell's Resort on Lake Chelan, 104 W Woodin Ave, Lake Chelan, WA 98816

Conference room rates:

TRADITIONAL (king or double queen) rooms \$94.00 plus 11.2% tax

DELUXE (king or double queen) rooms \$108.00 plus 11.2% tax

To make room reservations (and to get the special rate), you will need to phone 800-553-8225 ext. 1.

Ask for the WALE Conference rate; the group reservation number is **328220**.

EXHIBITS SCHEDULE

Set-up: 7:30 am – 8:30 am, Tuesday, October 25

Exhibits Open: 9:00 am – 6:00 pm

Dismantle: Saturday, October 25, 6:00 pm – 7:00 pm

If you dismantle before 6:00 pm you will be charged a penalty of \$100.

WLA TAX ID: 91-0877878

Mail or email completed application and signed contract to:

WLA

PO Box 33808

Seattle, WA 98133

email: info@wla.org

2016 WALE Conference Sponsor/Advertiser/Exhibitor Application

Company Name _____
Contact Name _____
Address _____
City _____ State _____ Zip _____ Phone _____
Email _____

Please check the Sponsorship and/or Advertising level your company wishes to commit to:

Sponsorship Levels

Advertising Rates for Program

- Monday evening Dessert Reception, \$200
- Tuesday morning Breakfast w/ Nancy Pearl, \$500
- Networking Lunch: Let Your Light Shine!, \$500
- Tuesday night Dinner Banquet: A Night of Romance, \$600
- Tuesday night WALE Chair’s Reception, \$300
- Wednesday morning Business Lunch, \$200

- Back or inside cover, full page, 7.5"x10", Color, \$375
- Full page = 7.5" x 10" B&W, \$225
- Half page = 7.5" x 4.75" B&W horizontal, \$125
- Half page = 3.5" x 7.5" B&W vertical, \$125
- Quarter page = 3.5" x 4.75" B&W, \$75
- Conference Bags, \$500
- Distribution of handouts in Conference Bags, \$400

Please email your high resolution image/ad (.png, .jpeg or .jpg) to info@wla.org no later than 9/15/16

Booth Fees

A booth includes one (1) draped 6’ table and one chair. Power & Wi-Fi included. Fee includes one (1) lunch; additional lunch tickets may be purchased for \$25 each.

- Business/Profit Rate 1 Booth for \$365 \$ _____
- Non-Profit Rate 1 Booth for \$265 \$ _____
- Extra Lunch Ticket _____ x \$25 each \$ _____
- SUBTOTAL: \$ _____
- Subtract \$20 if WLA Dues are paid for 2016: \$ _____

Attending Representative(s):

Name _____
Email _____ Phone _____
Name _____
Email _____ Phone _____

Program Listing

In 25 words or less, describe your products or services for the printed conference program. WLA reserves the right to edit if conference program space is limited.

Payment Options: Check AMEX Visa MasterCard

Name on Credit Card _____
Card Number _____
Expiration Date _____ CVV: _____
Billing Address _____
Amount to charge card _____

Questions about sponsorship, advertising, or exhibiting? Contact the WLA Office at
info@wla.org or 206-823-1138

RULES AND REGULATIONS GOVERNING WALE EXHIBITS

The applicant listed on application hereby confirms space selected for the 2016 WALE Conference and agrees to abide by the rules and regulations of WLA and its agents as stated on this application.

Authorized Exhibitor Signature _____ Date _____

MANAGEMENT: Exhibits at the WALE Conference are sponsored by WLA, herein known as "Sponsor" and managed by their contracted Executive Director and Exhibits Manager, 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 in the best interest of the exhibition.

ASSIGNMENT OF SPACE: Management will make space assignments in the order applications are received, with consideration of the seniority of the company (such as being a conference sponsor, etc.). 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. Please note the WLA Tax ID number on the application. Failure to complete payments as required may result in space reassignment and/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. Anticipated exhibit hours will be listed in your confirmation materials, and 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 specific prior permission from Management.

DISPLAY REGULATIONS: No exhibit element may exceed a height of 8' from the floor, or be visible above the curtain drape. 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, and no bare table legs or other unfinished furniture parts shall be visible. Exhibitors must finish the back and/or side portion of their displays so that exposed areas will not be objectionable to nearby exhibitors, and Management reserves the right to have such finishing done or drapery installed at the exhibitor's sole expense. 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, at its sole discretion, 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, or to use the services provided by the official show contractor. Exhibitors using installation and dismantling services other than the official contractor must provide notification to the official show contractor and proof of insurance coverage as determined by the official contractor.

SHIPPING: Exhibitor agrees to use the materials handling services provided by the official show contractor if shipping service is needed. Items shipped to the facility are subject to return to shipper. Exhibitors may transport, unload or load, and set up/dismantle their own materials during official installation/dismantle hours 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, the show facility, nor the official contractor 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 which 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.

SIGNAGE: Each full booth exhibitor will be provided a 44" company identification sign. Additional signage may be attached to curtain drapes or otherwise 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 October 1, 2016, 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.