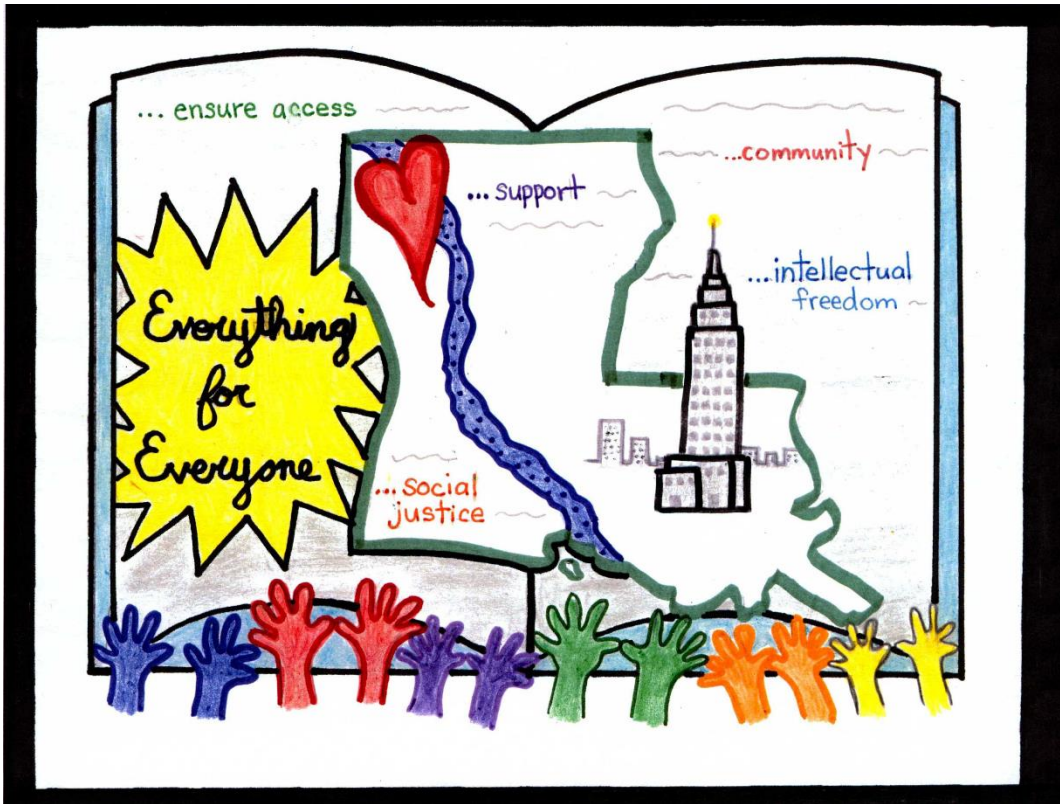


LOUISIANA LIBRARY ASSOCIATION
2024 Annual Conference
Louisiana Libraries: Everything to Everyone!



Logo Artist Brelan, Age 11

March 10-12, 2024
Sam's Town Hotel & Casino
Shreveport, LA

Exhibitor Fact Sheet

WHO ATTENDS?

Type of Library:

- College/University - 10%
- Public - 62%
- Elementary/Secondary School - 16%
- Special/Other - 12%

Roles They Fill:

- Administrators
- Managers
- Programming Librarians
- Reference Librarians
- System Librarians
- School Librarians
- Paraprofessionals
- Marketing Specialists
- IT Specialists

CONFERENCE HIGHLIGHTS – Why be an Exhibitor?

- Access to 300+ conference attendees who represent academic, public, school, and special libraries.
- Exciting new location for this year!
- Exhibit Hall Opening Reception on Sunday evening will draw members for a fun happy hour with YOU!
- Scheduled no-conflict times (with refreshments) to draw attendees to booths in the Exhibit Hall.
- Annual “Friendliest Booth Award” encourages our members to get to know our vendors and vote for them.
- Exhibitors listed in all conference materials.
- Social media post featuring your company logo.
- Two tickets to the Awards Reception for each booth rental is included.
- Free on-site parking.
- Reasonable room rates if you’re staying overnight.
- Many attendees are key decision-makers who want to learn about your services!

Booth Registration Type Cost

Early Registration **\$400**

Registration received by January 26, 2024.

Standard Registration **\$500**

Registration received from January 27 – February 22, 2024.

Late Registration **\$600**

Registration received after February 23, 2024.

*After the standard registration date has passed, we cannot guarantee inclusion of your logo in the printed conference program.

Non-profit Booth **\$200**

For 501c3 or government organizations.

Author/Performer Table (not booth) **\$50**

These tables are for authors or performing artists and will be located in the main hallway leading to the ballroom and meeting rooms.

- 2' x 6' skirted table and two chairs provided.
- Tables will be available on Monday and Tuesday, March 11-12, 2024.

Standard booth pricing includes:

- 8' by 10' booth with black drapery
- 2' x 6' skirted table
- Two chairs, 1 trash can
- 5-amp electricity (extension cord suggested)
- Wireless internet access
- Two exhibitor badges
- Two free tickets to the Awards Reception

Booths are assigned upon receipt of completed registration and full payment on a first-paid, first assigned basis. Booth location preferences can be listed on the registration form and will be accommodated if possible.

Booth Registration closes March 1, 2024.

For assistance with registration, please contact the LLA office at LLA@amigos.org. For any clarifying or additional questions regarding exhibiting at the LLA conference, please contact Chris Lorenzen by phone at 504.638.0865 or by email at chris.lorenzen.lla@gmail.com.

Exhibitor Terms & Conditions

PAYMENT

Payment must be made in full and received no later than March 1, 2024. Payments will be accepted in the form of checks, Visa, Discover, American Express and MasterCard.

Mail checks to:

Louisiana Library Association
1190 Meramec Station Rd. Ste 207
Ballwin, MO 63021

BOOTH ASSIGNMENT

Space is available on a first-come, first-assigned basis. Booths will be assigned on a first request basis, or randomly if no request is made. If you wish to be assigned a specific booth, or have a company from which you wish to be separated, please indicate on the exhibitor form or call Jessica Styons @ 225-485-1317 or Chris Lorenzen @ 504.638.0865.

EXHIBIT FEE

Exhibit fee includes an 8' x 10' booth with linens and skirting, one 2' x 6' skirted table, two chairs, waste basket, 5-amp electricity, Wireless Internet access, and one booth identification sign. No additional furnishings are included in the exhibit fee. Extra furnishings are available directly through Sam's Town Hotel & Casino. The fee also includes two exhibitor badges per booth rented (max 4), listing in the final program and on the LLA conference website, as well as a free ticket (two total) to the Awards Reception where you can mingle with prospective customers and make new connections.

CANCELLATION OF EXHIBIT SPACE

All booth cancellations must be submitted in writing to LLA@amigos.org at least 30 days before the first day of the conference. The last day to receive a full refund is Tuesday, February 9, 2024. There is a \$25 processing fee for refunds.

USE OF EXHIBIT SPACE

Exhibit space is assigned on the express understanding that it is to be used solely for the display of the Exhibitor's products and services that the Exhibitor offers for sale to the library industry. Exhibitors are not permitted to sublet any part of their space, or to display merchandise of other manufacturers or dealers where no direct business conditions exist between them. No exhibit material may extend beyond the boundaries of the exhibit space or exceed the height restrictions for that type of booth. Should there be any question as to the obstruction or interference of any exhibit with other exhibits in the area, the LLA Conference Chair and/or the LLA Exhibit Chair will make the final judgment.

INSURANCE AND LIABILITY

Exhibitors wishing to insure their property must do so at their own expense. It is recommended that all exhibitors have representatives in attendance at all times when the exhibits are open, especially when exhibits are being set-up or dismantled, to protect them against loss. It is expressly understood and agreed, and the Exhibitor agrees by accepting this contact, that he/she will make no claim of any kind against the Louisiana Library Association or its employees for any loss, damage to or destruction of goods while at Sam's Town Hotel & Casino, or for any damage of any nature or character whatsoever. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Sam's Town Hotel & Casino premises and will indemnify, defend, and hold harmless the venue, its owner, and its management company, as well as



their respective agents, servants, and employees from any and all such losses, damages, and claims. It is further agreed that LLA shall not be liable for any claims or damages of every kind, for injury to or death of any person or persons and for damage to or loss of property, arising out of or attributed directly or indirectly to the operations or performance of Exhibitor, Exhibitor's agents and employees under this agreement. Should any eventuality cause cancellation of the exhibition, LLA shall not be liable for any expenses incurred by the exhibitor other than the rental cost of exhibit space less decorating cost. Refund of said rent should be the maximum limit of LLA's liability to the exhibitor.

Exhibit Hall Hours

Sunday 3/10	Monday 3/11	Tuesday 3/12
Exhibit Set-up	Exhibit Hours	Exhibit Hours
9:00 AM-4:00 PM	9:00 AM-5:00 PM	9:00 AM- 2:00 PM

Exhibit Hall Opening Happy Hour

Sunday, March 10 from 4:00-5:30 PM

Exhibit Hall No-Conflict Sessions

Monday, March 11 from 6:30-7:00 PM

Tuesday, March 12 from 1:00-2:00 PM



Exhibit Hall Breakdown

Tuesday, March 12 from 2:00-4:00 PM

Please note: once registered, you will have the opportunity to request booth location.

Accommodations

LLA has received a group rate for a standard, single and double occupancy guest rooms at the below hotels. Attendees and exhibitors must make their own room reservations.

Sam's Town Hotel & Casino	The Hilton Shreveport Hotel
<p>Please call the hotel directly at 877-429-0711 and mention our group code: LLAC24C when making your room reservation.</p> <p>Link for making reservations online: https://samstownshreveport.boydgaming.com/groups-and-weddings/group-reservation?groupcode=LLAC24C</p> <p>Reservations must be made by February 25, 2024 to receive the group rate.</p> 	<p>A dedicated website is now available for making reservations for hotel rooms online for the Hilton Shreveport Hotel. Reservations can be made at this web address:</p> <p style="text-align: center;">https://book.passkey.com/e/50740897</p> <p>Reservations must be made by February 23, 2024 to receive the group rate.</p> 

Sponsorship Opportunities

Consider increasing your visibility in the Louisiana library community as well as reach decision-makers from across the state with a Conference Sponsorship.

To discuss sponsorship or develop a custom package, contact Jessica Styons by emailing llajess@yahoo.com or call 225-485-1317.

Deadline for registering as a Sponsor is Friday, February 9, 2024.

GENERAL SPONSORSHIP LEVELS:

Pine - \$100

- Ad on digital screens
- Recognition on Conference webpage and all social media

Cypress - \$500

- Ad on digital screens
- Recognition on Conference webpage and all social media
- Invitation to Public Section & Trustees Luncheon (two tickets per event)

Live Oak - \$1000

- Ad on screens (PLUS ad on screen in registration area)
- Recognition on Conference webpage and all social media
- Booth space
- Invitations to one Breakfast and Special Guest Luncheon (two tickets per event)

Red Maple - \$1500

- Ad on digital screens (PLUS ad on screen in registration area)
- Recognition on Conference webpage and social media
- Booth space
- Invitations to one Breakfast, Public Section & Trustees Luncheon and Special Guest Luncheon (two tickets per event)

Magnolia - \$2000

- Ad on digital screens (PLUS ad on screen in registration area)
- Recognition on Conference webpage and social media
- Booth space
- Introduction at LLA President's Keynote Program with the opportunity give brief remarks
- Invitations to both Breakfasts, Public Section & Trustees Luncheon and Special Guest Luncheon (two tickets per event)

EVENT & ITEM SPONSORSHIP OPPORTUNITIES:

Transportation Sponsorship - \$1500 (1 available) **SOLD OUT**

- Thank-you announcement on bus
- Signage with logo at bus stop locations
- Free half-page ad in Conference Program
- Two tickets to the Awards Ceremony & Reception

Conference Tote Bag Sponsorship - \$3000 (1 available)

- Ad on screens (PLUS ad on screen in registration area)
- Recognition on Conference webpage and all social media
- Booth space
- Logo on bag
- Invitations to one Breakfast and one Special Guest Luncheon (two tickets per event)

Refreshments Sponsorship - \$3000 (1 available)

- Signage at refreshment table
- Recognition on Conference webpage and all social media
- Booth space
- Invitations to one Breakfast and one Special Guest Luncheon (two tickets per event)
- Provides for the following:
 - Coffee, Water, Hot and Cold Tea availability from 9am-5pm 3/11-3/12/23 in the exhibit hall.
 - A 10am break featuring 'Sweet and Salty Bars' on Monday 3/11/23.
 - A 2pm Break featuring 'Assorted Freshly Baked Cookies' on Monday 3/11/23.

After Hours Reception Sponsorship - \$3500 (1 available)

- Ad on screens (PLUS ad on screen in registration area)
- Recognition on Conference webpage and all social media
- Booth space
- Signage at event with logo
- Free half-page ad in Conference Program
- Invitations to one Breakfast and one Special Guest Luncheon (two tickets per event)

Awards Reception Sponsorship - \$4000 (1 available) **SOLD OUT**

- Ad on digital screens (PLUS ad on screen in registration area)
- Recognition on Conference webpage and social media
- Booth space
- Introduction at Award's Reception with the opportunity give brief remarks
- Signage at event with logo
- Thank you with logo in Awards Ceremony Program
- Invitations to both Breakfasts, Public Section & Trustees Luncheon and Special Guest Luncheon (two tickets per event)

EXHIBITOR/SPONSOR CONDITIONS OF CONTRACT

The Louisiana Library Association retains the right to refuse or reject exhibitors/sponsors at its sole discretion. The Louisiana Library Association reserves the right to alter locations of exhibitors or booths shown on the floor plan or dimensions of the booths, if deemed to be in the best interest of the exhibition. The contract is subject to all rules and regulations of the Association and to all conditions under which space at Sam's Town Hotel & Casino has been made available to the Louisiana Library Association. Exhibitors agree to abide by all applicable fire, utility, and building codes. This instrument contains the entire agreement between the parties relating to the rights herein granted and the obligations herein assumed, except as otherwise provided in this instrument. The laws of the State of Louisiana shall govern this agreement.

CANCELLATION OF SPONSORSHIP

All Sponsor cancellations must be submitted in writing to LLA@amigos.org at least 30 days before the first day of the conference. The last day to receive a full refund is Tuesday, February 9, 2024. There is a \$25 processing fee for refunds.

Advertisement Opportunities

Dimensions	Rate
Full-page	\$300.00
Half-page	\$250.00
Quarter-page	\$150.00
Eighth-page	\$50.00

Deadline for submission of program advertisements is Friday, January 22, 2024.

Artwork must be digital. Examples of acceptable formats are high resolution files in one of the following:

- eps
- Illustrator
- jpeg
- tiff

If you have a different type of artwork, please contact the office to be sure the format is acceptable. Artwork must be uploaded and submitted with an advertisement request.

Circulation: The Annual Conference program is distributed to all conference attendees.

Payment: Payment must be made in full and received no later than January 22, 2024. Payments will be accepted in the form of checks, Visa, Discover, American Express and MasterCard.

CANCELLATION OF ADVERTISEMENT

All advertisement cancellations must be submitted in writing to LLA@amigos.org at least 30 days before the first day of the conference. The last day to receive a full refund is Tuesday, February 9, 2024. There is a \$25 processing fee for refunds.

Conference Code of Conduct

The Louisiana Library Association is committed to providing a safe, productive, and welcoming environment for all participants to the 2024 LLA Annual Conference. All participants, including, but not limited to, attendees, speakers, volunteers, association management staff members, service providers, and all others are expected to abide by this Conference Code of Conduct.

Unacceptable Behavior is defined as:

- Harassment, intimidation, or discrimination in any form.
- Verbal abuse of any attendee, speaker, volunteer, exhibitor, service provider, or other meeting guest.
- Examples of verbal abuse include, but are not limited to, verbal comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, national origin, inappropriate use of nudity and/or sexual images in public spaces or in presentations, or threatening or stalking any attendee, speaker, volunteer, exhibitor, service provider, or other meeting guest.
- Disruption of presentations during sessions or at other events organized by LMCG throughout the virtual meeting. All participants must comply with the instructions of the moderator and service provider staff.
- Presentations, postings, and messages should not contain promotional materials, special offers, job offers, product announcements, or solicitation for services. (State Association) reserves the right to remove such messages and potentially ban sources of those solicitations.
- Participants should not copy or take screenshots of Q&A or any chat room activity that takes place in the virtual space.

The Louisiana Library Association has zero-tolerance for any form of discrimination or harassment, including but not limited to sexual harassment by participants or our staff at our meetings. If you experience harassment or hear of any incidents of unacceptable behavior, the Louisiana Library Association asks that you inform either Kenya Iverson 2023-24 Board President at Kenya.at.lla@gmail.com, or Ellen John Conference Co-Chair, at llaconfplanning@gmail.com so that we can take the appropriate action.

The Louisiana Library Association reserves the right to take any action deemed necessary and appropriate, including immediate removal from the meeting without warning or refund, in response to any incident of unacceptable behavior, and the Louisiana Library Association reserves the right to prohibit attendance at any future meeting, virtually or in person.