

2022 LOUISIANA LIBRARY ASSOCIATION



RANDOLPH RIVERFRONT CENTER

ALEXANDRIA, LOUISIANA

Exhibitor Fact Sheet

WHO ATTENDS

Type of Library:

College/University 13%

Public 47%

Elementary / Secondary School 17%

Special 5%

Other 18%

Roles They Fill:

Administrators

Managers

Reference Librarians

System Librarians

School Librarians

Paraprofessionals

The March 2022 Conference will be held in Alexandria at the Randolph Riverfront Center.

300+ attendees are expected

High Demand Vendors:

LLA attendees have expressed interest in more vendors offering the following products and services:

- Technology & STEM resources
- Comic book vendors
- Maker Space vendors & ideas
- Vendors for elementary/secondary schools

Are you a vendor? If so buy a booth space for LLA 2022

Access to 300+ conference attendees who represent academic, public, school, and special librarians.

HIGHLIGHTS OF CONFERENCE

- March 9-11, 2022
- Exhibits Opening Reception on Wednesday night will draw members for a fun night meeting and mingling with **YOU!**
- Engage, network and have fun with attendees at our first ever Trivia Night.
- Morning refreshments in the Exhibit Hall on Thursday during no-conflict time to draw attendees to booths
- Annual "Friendliest Booth Award" encourages our members to get to know our vendors and vote for them.
- **Exhibitors listed in conference materials**
- **Social media post featuring your company logo**
- Two tickets to the Awards Reception for each booth rented is included.
- 2 light breakfasts and 1 lunch provided for 2 individuals per booth
- 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!

CONSIDER SPONSORSHIP

Consider a sponsorship to increase your exposure! Sponsorships can bring your company greater name recognition and the appreciation of attendees! Cancellation of the March conference will transfer your sponsorship to our virtual conference in April!

LOUISIANA LIBRARY ASSOCIATION 2022 ANNUAL CONFERENCE: MARCH 9-11, 2022

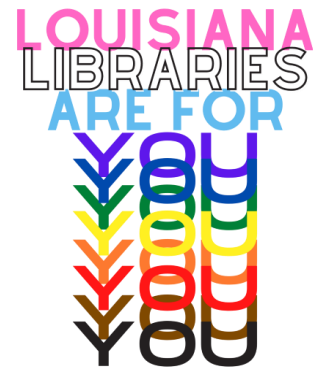
2022 Booth Pricing & Exhibits Registration

Booth Registration Type	Cost
Early Registration by Jan. 15th, 2022 Payment must be received.	\$400
Standard Registration (Jan. 16-Feb. 15, 2022)	\$500
Late Registration Registration received after Feb. 15, 2022	\$600
Author/Performer Booth These booths are for independent, self-published Louisiana authors or Louisiana performing artists. Booths will be placed in non-premium spots in the exhibit hall.	\$200
Non-profit Booth For 501c3 or government organizations. Booths will be placed in non-premium spots in the exhibit hall.	\$200

Standard booth pricing includes

- 10' by 10 booth with black drapery
- 2' x 6' skirted table
- 2 chairs, 1 trash can
- 5 amp electricity
- Wireless internet access
- Two exhibitor badges
- Exhibitor Hospitality Area access
- 2 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



To be an exhibitor for the 2022 Louisiana Library Association Annual Conference, visit the LLA website llaonline.org and complete the registration form. For assistance with registration, please contact the LLA office at 972-851-8000. For any clarifying or additional questions regarding exhibiting at the LLA conference, please contact Joseph Gremillion by phone at 318-226-5876 or by email at jgremillion@shreve-lib.org.

LOUISIANA LIBRARY ASSOCIATION 2022 ANNUAL CONFERENCE: MARCH 9-11, 2022

Exhibit Hall Hours & Map

WEDNESDAY

March 9

Exhibit Set-up

Exhibit Hall B

9AM-5PM

Exhibit Hall Opening Reception

6-8 PM

THURSDAY

March 10

Exhibit

Hours

9AM-4PM

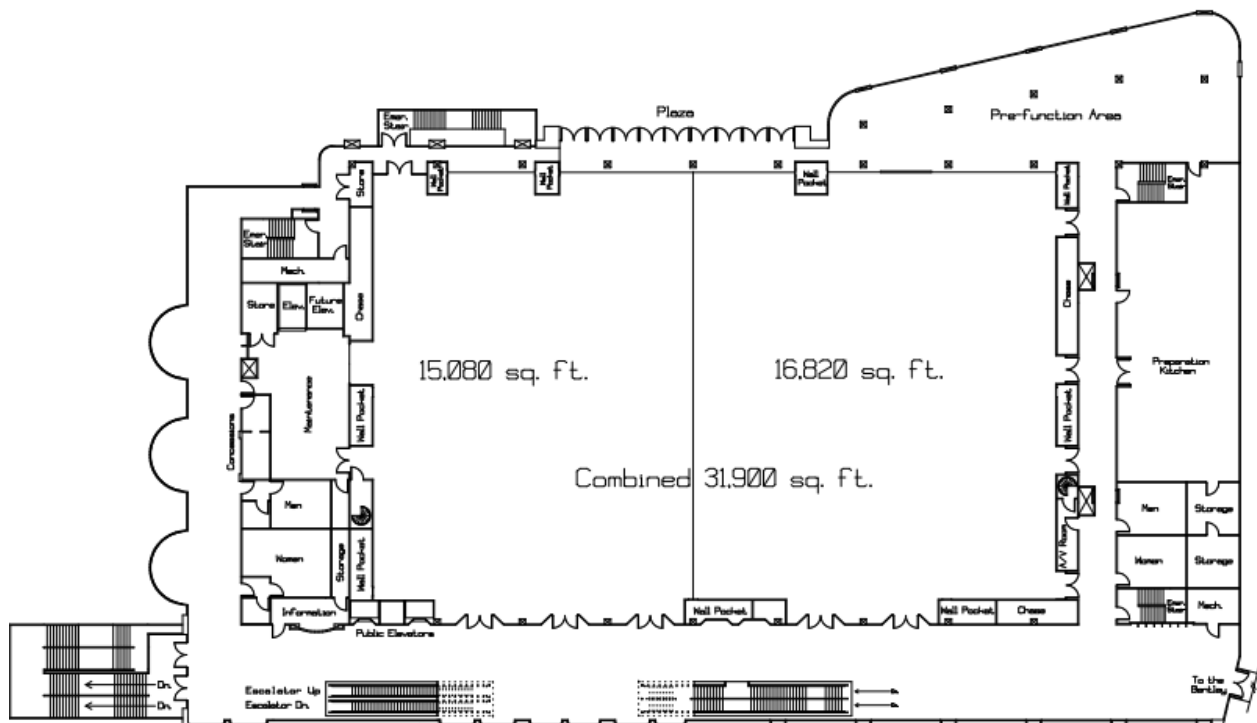
FRIDAY

March 11

Exhibit Hours

9 AM -11 AM

Exhibit
Breakdown
11 AM-1 PM



Sponsorships



Event & Item Sponsorship Opportunities

Awards Reception Sponsorship \$3000

Conference Tote Bag Sponsorship \$2000

Conference Audio-Visual Sponsorship \$3000

To discuss sponsorship or develop a custom package, contact Joseph Gremillion by emailing

jgremillion@shreve-lib.org or call
318-226-5876

CONDITIONS OF CONTRACT

By execution of this agreement, Exhibitor agrees to lease space at the Louisiana Library Association. The signee agrees to all terms outlined in the Exhibit Terms and Conditions included. LLA also reserves the right to alter locations of exhibitors or booths, if deemed to be in the best interest of the exhibition. The contract is subject to all rules and regulations of the LLA and to all conditions under which space at the Cajundome Convention Center has been made available to the LLA. 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. This contract is subject to the terms and conditions stated on each page. By completion of this contract, the exhibitor agrees to abide by the contract terms and conditions and LLA Rules and Regulations.

General Sponsorship Levels

Crawfish (\$100)

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

Pelican (\$500)

- Recognition on Conference page and all social media
- Ad on digital screens
- Introduction at breakout sessions
- Invitation to one even (two tickets)

Nutria (\$1000)

- Booth space
- Recognition on Conference page and all social media
- Ad on screens (PLUS ad on Large screen in registration area)
- Invitations to two events (two tickets)
- Introduction at breakout sessions

Fleur de Lis (\$1500)

- Booth space
- Recognition on Conference page and social media
- Invitations to all events (two tickets)
- Introduction at breakout events

Saints (\$2000)

- Booth space
- Introduction at Awards ceremony, Exhibits opening AND Trivia Nite (President will introduce and vendor will be able to speak)
- Recognition on Conference page and social media
- Invitations to all events (two tickets)
- Introduction at breakout events

Accommodations

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

When booking your reservation over the phone, please identify yourself with the “Louisiana Library Association” to receive the group rates.

Please call the Holiday Inn Alexandria Downtown ([\(318\)541-8333](tel:3185418333)) for availability regardless of when arrangements are made.



Conference Program Advertisement

<u>Dimensions</u>	<u>Rate</u>
7" w x 9-5/8" h	\$250.00
7" w x 4-3/4" h	\$150.00
3-3/8" w x 4-3/4" h	\$100.00
3-1/2" w x 2" h	\$50.00

Deadline for submission of program advertisement requests is Wednesday, February 1, 2022.

Artwork must be digital. Examples of acceptable formats are high resolution files in either .eps, illustrator, pdf, jpeg, and tif. 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. The 2022 conference will be held March 9-11, 2022 in Alexandria, LA.

Payment: Payment must be made in full and received no later than February 1, 2022. Payments will be accepted in the form of checks, Visa, Discover, American Express and MasterCard.



Terms & Conditions

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 Joseph Gremillion at 318-226-5876.

EXHIBIT FEE

Exhibit fee includes a 10' x 10' booth with linens and skirting, one 2'x6' 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 the Cajundome Convention Center. 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 to the Awards Reception where you can mingle with prospective customers and make new connections. Forms can be located in the exhibitor packet and online at www.laonline.org.

PAYMENT POLICIES

Payments should accompany the signed Exhibit Agreement. If registering over the phone or paying by check after faxing or emailing a completed form, payments are due within two weeks of agreement submission. For security of your data, please do not email credit card information. If faxing, please confirm receipt of your fax by contacting the LLA Office by telephone or email. Please do not rely on your own printed fax confirmation. Payments received after February 15, 2022 will not guarantee exhibitors a listing in the meeting program. No one will be allowed to exhibit unless the exhibit fee is paid. Refund policy is stated below.

CANCELLATION OF EXHIBIT SPACE

All booth cancellations must be submitted in writing to LLA. Prior to February 1, 2022, the entire fee will be refunded. Cancellation after February 1st and prior to February 15, 2022, will result in a 50% refund of the fee. Exhibitor hereby agrees to forfeit, and the LLA agrees to withhold the above respective sums from any refund due.

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 contract, 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 the Cajundome Convention Center, 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 Cajundome Convention Center 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.

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 the Randolph Riverfront Center 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.