

SASKATCHEWAN LIBRARIES  
CONFERENCE AND  
CFLA-FCAB NATIONAL FORUM  
MAY 1-4, 2018  
REGINA, SK

DOUBLETREE BY HILTON  
HOTEL AND CONFERENCE CENTRE



LIBRARIES!  
CONVERGENCE  
UNDER  
LIVING  
SKIES



EXHIBITOR, ADVERTISER & SPONSOR PROSPECTUS

# GREETINGS,

On behalf of the Saskatchewan Library Association (SLA), I am inviting you to participate in the Saskatchewan Libraries Conference and Canadian Federation of Library Associations/Fédération canadienne des associations de bibliothèques (CFLA-FCAB) National Forum at the DoubleTree by Hilton Hotel and Convention Centre, Regina SK on Tuesday, May 1st to Friday, May 4th, 2018.

The theme for the week, **LIBRARIES! CONVERGENCE UNDER LIVING SKIES**, encourages libraries of all types from across Canada to work together to identify commonalities, share experiences, build on success and plan together for our shared future.

On May 1st, the **Canadian Association of Research Libraries** (CARL) and **Canadian Urban Libraries Council** (CULC) will hold their bi-annual meetings and participate in a Welcome Reception for CFLA-FCAB delegates. On Wednesday May 2nd the national library community will converge for the first CFLA-FCAB National Forum. On May 3rd and 4th, we round out the week with the Saskatchewan Libraries Conference What a week!

The annual Saskatchewan Libraries Conference draws together information professionals throughout the province with the participation of delegates from across the country. Once again the conference will offer exhibitors the opportunity to discuss their products and services with key people from a wide variety of organizations. SLA encourages you to register as soon as possible to ensure the most beneficial booth selection in the Exhibit Hall.

The Exhibit Hall will be open for two days, Wednesday May 2nd (for the CFLA-FCAB National Forum) and Thursday, May 3rd (the Saskatchewan Libraries Conference day). Benefits for the exhibitors include:

- Complimentary meal package for each day for one exhibitor (Breakfast and Lunch)
- Opportunity to participate in Lightning Rounds following breakfast on Thursday May 3
- Mid-afternoon exhibitor social on Thursday, May 3rd with delegates in the Exhibit Hall and door prize draws

This prospectus also includes a section that provides details on the **Conference Sponsorship Program**. Please review the chart on page 6 for sponsor information.

**Advertising** options are provided to enhance your participation in the conference. Details can be found on pages 6 and 8.

Included in this package is a combined **Exhibitor, Advertising & Sponsor Application Form**. Applications can also be submitted via the online web form.

For ongoing conference updates visit the SLA website (<https://saskla.ca/programs/2018-conference>) or follow us on: Twitter or Instagram at **#saskla2018** or Facebook at **Saskatchewan Library Association**.

We would like to take this opportunity to thank you for your participation in the upcoming 2018 Saskatchewan Libraries Conference and CFLA-FCAB National Forum. We look forward to meeting with new exhibitors and sponsors, and renewing acquaintances with those who make a point of joining us year after year. We hope that the 2018 conference experience will be as valuable for you as it will be for us.

Sincerely,

Dorothea Warren Executive Director, SLA Katherine McColgan, Executive Director, CFLA-FCAB

# THE SASKATCHEWAN LIBRARY ASSOCIATION

The Saskatchewan Library Association (SLA) is a province-wide, volunteer, charitable organization, whose mandate is to further the development of library service.

The vision of SLA is to support Saskatchewan library workers and libraries in the pursuit of excellent library service for all.

The Saskatchewan Libraries Conference will be attended by up to 250 library workers and stakeholders.

These delegates represent school, public, post-secondary, and special libraries from municipal and rural regions, and institutions across the province. SLA, along with all provincial, territorial, and regional library associations, is a member of CFLA-FCAB.

# THE CANADIAN FEDERATION OF LIBRARY ASSOCIATIONS

Incorporated in May 2016, the federation is a bilingual, non-profit corporation that serves as a consolidated, strong voice advocating for libraries nationally. The CFLA-FCAB National Forum welcomes all who are interested in discussing issues of importance to libraries. The CFLA-FCAB is the national voice of Canada's library communities and works to:

- Advance library excellence in Canada
- Champion library values and the value of libraries and communities.
- Influence national and international public policy impacting libraries and their communities.

For more information about CFLA-FCAB and the National Forum go to: <http://cfla-fcab.ca/en/home-page/>

## THE VENUE

The 2018 conference will be held at the at the DoubleTree by Hilton Hotel and Convention Centre, 1975 Broad Street, Regina SK S4P 1Y2.

## THE THEME

This year's conference theme is  
**LIBRARIES! CONVERGENCE UNDER LIVING SKIES**

# TENTATIVE CONFERENCE SCHEDULE

## Tuesday, May 1

8:00 p.m. – 10:00 p.m. Welcome Reception

## Wednesday, May 2

8:30 a.m. – 4:00 p.m. CFLA-FCAB National Forum  
8:30 a.m. – 5:00 p.m. Exhibit Hall  
5:30 p.m. – 7:45 p.m. CFLA-FCAB Cocktails and Banquet  
8:00 p.m. – 9:30 p.m. Mary Donaldson Memorial Lecture

## Thursday, May 3

8:15 a.m. – 8:45 a.m. Lightning Round Presentations by Exhibitors  
9:00 a.m. – 4:30 p.m. Exhibit Hall is open  
9:00 a.m. – 4:00 p.m. Saskatchewan Libraries Conference  
3:00 p.m. – 4:00 p.m. Exhibit Hall Social  
(Refreshments, and door prize draws)  
4:00 p.m. – 5:00 p.m. Booth take-down  
4:00 p.m. – 7:30 p.m. Activity Choices  
7:30 p.m. – 10:00 p.m. SLA President's Reception and Program  
(at 8:00 p.m.)

## Friday, May 4

8:45 a.m. – 10:00 a.m. SLA AGM, SLTA AGM  
10:00 a.m. – 12:00 p.m. Concurrent Sessions  
12:00 p.m. – 1:30 p.m. SLA /SLTA Awards Lunch  
1:30 p.m. – 3:30 p.m. Large group sessions, End-note speaker, and Conference Close



# CONNECTING WITH DELEGATES

PROMOTING YOUR BUSINESS SERVICES AND PRODUCTS



1

**GIVEAWAYS:** In order to increase delegate interaction with the exhibitors, we suggest that any giveaway items, such as pens or samples, be distributed at the exhibit booths rather than as part of the delegate packages.

2

**DOOR PRIZES:** Coffee breaks and door prizes are always a draw for delegates. Feel free to bring a door prize for draws. Exhibit committee members will be on hand to greet all of our exhibitors during the morning of Wednesday, May 2nd and Thursday, May 3rd, and door prizes can be collected at that time. Draws are typically held at the social on Thursday May 3rd at 3:00 p.m.

3

**ADVERTISING:** SLA is offering several options for advertising at the conference: i.e. providing print materials for conference bags or submitting an advertisement for the program supplement. Additional exposure will also be provided by a digital display during the conference and listing on the website. See more information on page 8.

4

**CONFERENCE SPECIALS:** Conference specials are a great way to increase traffic to your booth. Exhibitors are invited to promote their conference specials in the online and print program supplement, free of charge. Please send your conference special information to [slaprograms@sasktel.net](mailto:slaprograms@sasktel.net) before March 15, 2018 to take advantage of this opportunity.

5

**SPONSORSHIP OPPORTUNITIES:** Another way to reach our delegates is through sponsorship. For more information on the variety of opportunities available to increase your visibility at this year's conference, please see the sponsorship packages on page 9 of this prospectus.

6

**LIGHTNING ROUNDS:** On Thursday, May 3rd, SLA is offering all exhibitors the opportunity to participate in scheduled 5 minute presentations following the breakfast in the Wascana Room. Presentations will be tightly timed and are assigned on a first come, first served basis. A projector will be on site, however, SLA requires you to send your presentation 1 week in advance.

# EXHIBIT SPACE DETAILS

## WHEN:

### Wednesday May 2th

7:00 a.m. – 8:00 a.m. Booth set-up

8:30 a.m. – 5:00 p.m. Exhibit Hall is open

### Thursday May 3rd

9:00 a.m. – 4:30 p.m. Exhibit Hall is open

3:00 p.m. – Passport Game: Exhibitor Door Prize Draws

3:00 p.m. – 4:00 p.m. Exhibitor Social

4:30 p.m. – 5:00 p.m. Booth take-down

The Exhibit Hall will be located in **Swift Current Room** and **Moose Jaw Room**, (Mezzanine Level.) The mezzanine lobby will be used for breakfast and lunch.

## SHIPPING EXHIBITS

Arrangements for storing exhibits shipped to the DoubleTree by Hilton & Conference Centre in Regina 24 hours in advance (May 1, 2018) of the conference's first full day.

## TO:

**Shipping and Receiving** (include your name and company name)

C/O DoubleTree by Hilton Hotel and Conference Centre

1975 Broad Street, Regina, SK S4P 1Y2

RE: Saskatchewan Libraries Conference – Regina

## BOOTHS

Booth options include: a) an 8' x 8' space with a 6 ft. skirted table and 2 chairs OR b) a 10' x 10' space with an 8' skirted table and 2 chairs. The exhibit hall is in two adjacent rooms (Swift Current and Moose Jaw) on the mezzanine level. Wednesday and Thursday lunch will be served in the connecting lobby and at food stations in the halls (space permitting). Those exhibits requiring pipe and drape will be charged an additional fee. No pipe and drape will be used at booths located in the Swift Current room.

## BOOTH ALLOCATION

Booth numbers will be allocated to each exhibitor in advance. A floor plan of the Exhibit Hall with the locations of designated booths is attached at the end of this document.

On the Agreement for Exhibitors form, please select your first and second preferences. Selections will be made on a first come first served basis as per submission date.

## ELECTRICITY AND INTERNET CONNECTION

Complimentary electricity (where available) and wireless internet are available to all exhibitors. It is advisable to bring your own extension cords and power bars. Hardwire Internet is available through the Hotel at a cost of \$300.00 per day. Please contact - Leah Graham: 306-525-7560 two weeks in advance should you require this connection.

## PAYMENT AND RECEIPTS

Payment can be made online by PayPal/credit card (Visa or Mastercard). Alternately, when using the online form you can select to make payment by cheque, payable to the Saskatchewan Library Association. Paypal issues a payment receipt, but SLA will issue separate receipts upon request. Please use the online form to enter your application and if you need to send to an accounting department, you can print a copy before you submit.

The SLA Office will send a receipt confirming your attendance at the 2018 Conference as soon as your payment has been processed. Please indicate to whom it should be sent and add the email address.

## INQUIRIES

Please do not hesitate to contact the SLA office if you have any questions or concerns regarding your upcoming exhibit experience:

**Dorothea Warren, Executive Director, at:**  
**slaexdir@sasktel.net, Phone 306-780-9413;**

or

**Anne Pennylegion, Program Coordinator at:**  
**slaprograms@sasktel.net, Phone at 306-780-9409.**

## LIABILITY

Exhibitors assume all risk of loss, bodily injury or property damage arising from participation in the Saskatchewan Libraries Conference. SLA and the DoubleTree by Hilton Hotel and Conference Centre assume no liability for injury of any person or loss or damage to property of exhibitors, their directors, officers, representatives, employees, members, volunteers, agents, invitees, or guests at any time.

## CANCELLATIONS

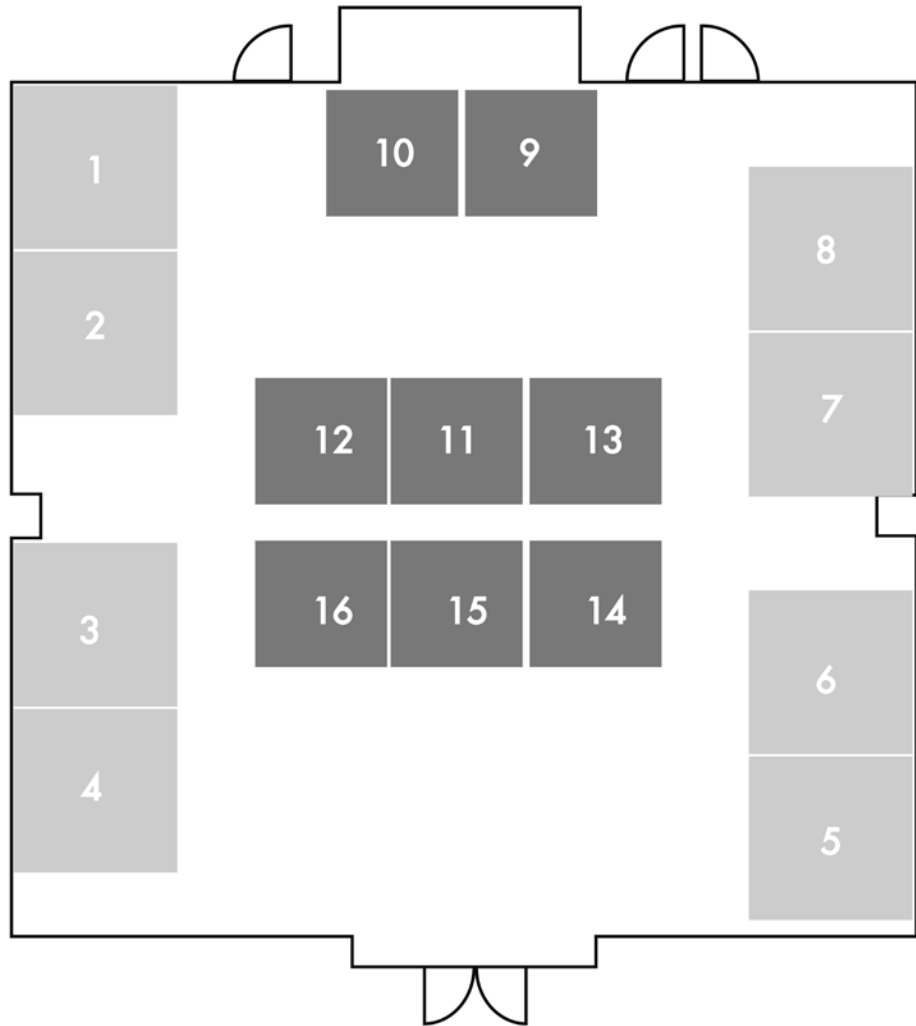
Refunds for exhibitor fees less \$50 will be given for cancellations made in writing prior to April 2nd, 2018. After this date, SLA will retain the total fee.

The Conference Planning Committee reserves the right to cancel space should payment not be received from the exhibitor when due, and SLA may lease such cancelled space to another exhibitor at its discretion.

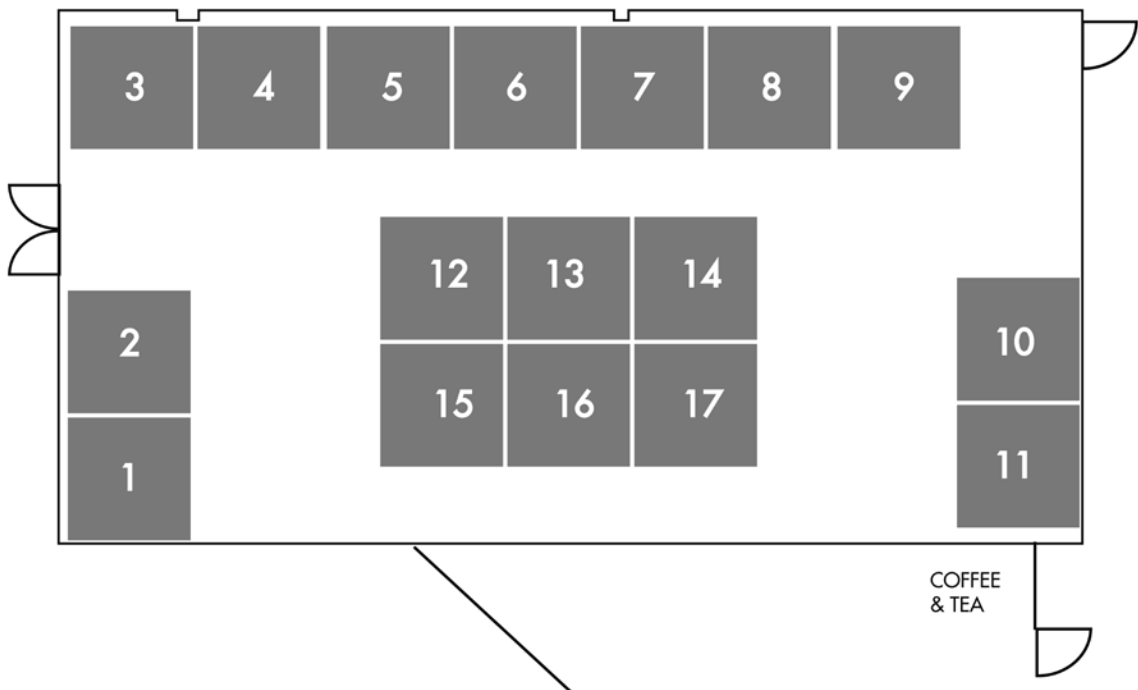


# BOOTH MAPS

## MOOSE JAW ROOM



## SWIFT CURRENT ROOM



# ADVERTISING OPPORTUNITIES

Several advertising options are available. Advertising is included for sponsors at the Major, Platinum, Gold, Silver, and Bronze Levels as noted in the benefits package. Advertisements will be displayed in the program supplement (incorporating conference information, at-a-glance, contests, and ads). Advertisements will also be displayed digitally during the conference, and on the website. Details can be found on page 8.

# SPONSORSHIP OPPORTUNITIES

The table below explains the levels of sponsorship and the benefits associated with each level. The Conference Chair and SLA office may consult with sponsors regarding sponsorship of major social events. Please contact the SLA office at [slaexdir@sasktel.net](mailto:slaexdir@sasktel.net) or 306-780-9413 for other options.

*Sponsorships will be accepted on a first come, first served basis. Select a preferred opportunity or combination at which your sponsorship support will be acknowledged.*

BENEFITS	MAJOR \$8,000 PLUS	PLATINUM \$4,000 - \$7,999	GOLD \$3000 - \$3,999	SILVER \$2000 - \$2999	BRONZE \$1000 - \$1999	FRIEND up to \$999
Recognition as a major sponsor in the conference program	•					
Recognition as a major sponsor on the conference bag (if the sponsorship agreement sent in time)	•					
Up to 5 individual session passes to be distributed by members of institution	•	•				
Announcement as a major sponsor during the Welcome Address & Conference Closing	•	•				
Free exhibitor booth and 2 banquet tickets	•	•	•			
Right of first refusal for next year's conference	•	•	•			
Announcement as a supporter during the Welcome Address and Conference Closing	•	•	•	•		
Advertising in printed Program Supplement (copy supplied by Advertiser).	Full page	Full page	Half page	¼ page	Business card size	
Prominent signage at the conference and selected event	•	•	•	•	•	
Free digital advertising	•	•	•	•	•	•
Recognition in SLAte (SLA's monthly newsletter)	•	•	•	•	•	•
Company/organization logo and link on the conference site	•	•	•	•	•	•
Recognition as a supporter by sponsorship level in the conference program supplement	•	•	•	•	•	•

Sponsorship may be applied to a specific event or combination of events, in part or in whole. First come basis for exclusive sponsorship. Please contact the SLA office if you have questions. Once you have entered the amount of your sponsorship, please indicate your choices for the acknowledgement of the sponsorship from the opportunities listed below. You may choose to sponsor but not have it attached to a specific opportunity. There is a check box in the application following in which you can indicate your choices.

## SPONSORSHIP FOR CFLA-FCAB EVENTS:

Breakfast or Lunch CFLA-FCAB (Wed. May 2nd )	\$3000 for each
CFLA-FCAB Welcome Reception(Tues. May 1st )	\$2500
CFLA-FCAB Banquet (Wed. May 2nd))	\$6000
CFLA-FCAB Forum – speakers and other expenses	Specify amount

## SHARED SPONSORSHIP:

Printing Conference Material up to	\$2000
Conference Bag	\$2500
In-Kind Sponsorships	various amounts

## SPONSORSHIP FOR SLA EVENTS:

Breakfast or Lunch, SLA (Thurs. May 3rd )	\$3000 for each
Breakfast or Lunch, SLA (Friday, May 4th)	\$3000 for each
Mary Donaldson Lecture, SLA (Wed. May 2nd )	\$5000
Keynote Speaker SLA (Thurs. May 3rd))	\$3000
President's Reception (Thursday May 3rd)	\$2500
Endnote Speaker(s) (Fri. May 4))	\$3000
Concurrent SLA Conference Session (May 3 & 4)	\$500

# AGREEMENT FOR EXHIBITORS, ADVERTISERS, AND SPONSORS

## PLEASE COMPLETE THIS FORM AND RETURN TO THE SASKATCHEWAN LIBRARY ASSOCIATION

If possible please use the online form. <https://saskla.wufoo.eu/forms/p1qb8smp0nf3f5a/> and either submit payment with the it by Paypal, or indicate that a cheque will be sent (or credit card phoned in). Cheques are payable to: Saskatchewan Library Association.. Prices are in Canadian dollars and include GST where applicable. GST # 130873623RR0001. Note: Refer to the Sponsorship benefits, if sponsoring, to ensure that you select the appropriate benefits.

Company \_\_\_\_\_  
 Business Address \_\_\_\_\_  
 City \_\_\_\_\_ Prov/State \_\_\_\_\_ PC/Zip \_\_\_\_\_  
 First & Last Name \_\_\_\_\_ Position \_\_\_\_\_  
 First & Last Name \_\_\_\_\_ Position \_\_\_\_\_  
 Telephone \_\_\_\_\_ Email \_\_\_\_\_

### EXHIBITOR BOOTHS

Exhibit space availability is limited. Booth locations will be allotted on a first come, first served basis, based on the date this signed contract is received by SLA. The Exhibit Hall will be located in the Swift Current Room and Moose Jaw Room, (Mezzanine Level). Note: Free exhibitor booth included for Major, Platinum, and Gold Sponsors. As per attached floor plan, please indicate your booth choices:

CHOICE/LOCATION	Swift Current Room (8' x 8' booths)	Moose Jaw Room ( 8' x 8' booths)	Moose Jaw Room ( 10' x 10' booths)
1ST CHOICE			
2ND CHOICE			

I do not wish to be located beside the following vendor (s): \_\_\_\_\_  
 Please select your desired booth fee: GST INCLUDED

Early Bird (up to Feb.25th, 2017)

#### 8' X 8' BOOTHS:

- Corporate \$800.00  
 Not for Profit with sales \$400.00  
 Not for Profit (display only) \$250.00

Regular Rate (deadline March 15, 2017)

- Corporate \$1000.00  
 Not for Profit with sales \$475.00  
 Not for Profit (display only) \$325.00

#### 10' X 10' BOOTHS:

- Corporate \$1200.00  
 Not for Profit with sales \$600.00  
 Not for Profit (display only) \$350.00

- Corporate \$1400.00  
 Not for Profit with sales \$675.00  
 Not for Profit (display only) \$475.00

Pipe and Drape for 10'X 10' booths only: \$40 per booth NUMBER OF BOOTHS: \_\_\_\_\_ (Fees are per booth)

**LIGHTNING ROUNDS:** A limited number of 5 minute Vendor Lightning Demos are available following the Thursday breakfast on May 3, 2018. Wireless Internet and equipment will be available at no additional cost. Exhibitors may provide a PowerPoint in advance if required. For more information, see page 4 of prospectus.  Lightning Round \$25.00

**ELECTRICITY:** I will require electricity  Yes  No

\*Wi-Fi is complimentary; however, hardwire Internet is available through the Hotel at a cost of \$300.00 per day. Please contact - Leah Graham: 306-525-7560 two weeks in advance should you require this connection.

**PRIZES:** Would you like to contribute a prize (s) for the exhibit hall draws on Thursday May 3rd at 3:00 p.m.?

Yes  No If yes, please indicate item(s): \_\_\_\_\_

**MEALS:** A complimentary breakfast and lunch will be available to one exhibitor per agreement. For catering purposes, please indicate which meals will be attended. You will need to purchase a meal/break package at \$85 per day for each additional Exhibitor.

#### Wednesday May 2, 2018

Breakfast  Lunch

#### Thursday May 3, 2018

Breakfast  Lunch

Dietary Restrictions: \_\_\_\_\_

Additional Meal Packages at \$85: Number \_\_\_\_\_ Total additional fee \_\_\_\_\_

Meals attending for additional meal package:

#### Wednesday May 2, 2018

Breakfast  Lunch

#### Thursday May 3, 2018

Breakfast  Lunch

Dietary Restrictions: \_\_\_\_\_

**CFLA-FCAB BANQUET TICKETS:** Evening Banquet Tickets are \$55 per person, GST incl.

Please indicate how many tickets you wish to purchase: • \_\_\_\_\_

Note: 2 free banquet tickets included for or Major, Platinum, Gold Sponsors, Silver, and Bronze.

Please indicate total of Booth Fees, Pipe and Drape, Lightning Round, additional meal packages and Banquet Tickets:

Booth \$ \_\_\_\_\_ + Pipe&Drape \$ \_\_\_\_\_ + Lightning Round \$ \_\_\_\_\_ + add'n meals \$ \_\_\_\_\_ + Banquet Tickets \$ \_\_\_\_\_ =

**SUB-TOTAL EXHIBITOR FEES ENCLOSED:** \$ \_\_\_\_\_ (INSERT SUB-TOTAL ON PAGE 9)



# ADVERTISING OPPORTUNITIES

Advertiser must supply their own camera ready, full bleed ad. Please send to slaprograms@sasktel.net by March 10, 2018.

Note: Free advertising for Major, Platinum, Gold, Silver, and Bronze. See Sponsor Benefit chart for the ad size.

Rates are as follows:  Full page \$200  Half Page \$150  Quarter page \$100  Business Card \$50

**SUB-TOTAL ADVERTISING FEES ENCLOSED:** \$ \_\_\_\_\_ (INSERT SUB-TOTAL BELOW)

# SPONSORSHIP OPPORTUNITIES

**SPONSORSHIP LEVELS** - Please Indicate the exact amount of Sponsorship

Major Level	\$8,000 plus	\$ _____
Platinum Level	\$4,000 - \$7,999	\$ _____
Gold Level	\$3,000 - \$3,999	\$ _____
Silver Level	\$2,000 - \$2,999	\$ _____
Bronze Level	\$1,000 - \$1,999	\$ _____
Friend Level	up to \$999	\$ _____

Sponsorship may be applied to a specific event or combination of events, in part or in whole. First come basis for exclusive sponsorship. Please contact the SLA office if you have questions. Once you have entered the amount of your sponsorship, please check the boxes below to indicate your choices for the acknowledgement of the sponsorship. The sponsorship may be attributed wherever the need is greatest at the discretion of the association. You may choose to sponsor but not have it attached to a specific opportunity.

**SPONSORSHIP FOR CFLA-FCAB EVENTS:**

Breakfast OR  Lunch CFLA (Wed. May 2nd) \$3000 for each  
 CFLA-FCAB Welcome Reception (Tues. May 1st) \$2500  
 CFLA-FCAB Banquet (Wed. May 2nd) \$6000  
 CFLA-FCAB Forum - speakers and other expenses, specify amount

**SHARED SPONSORSHIP:**

Printing Conference Material up to \$2000  
 Conference Bag \$2500  
 In-Kind Sponsorships various amounts

**SPONSORSHIP FOR SLA EVENTS:**

Breakfast OR  Lunch SLA (Thurs. May 3rd) \$3000 for each  
 Breakfast OR  Lunch SLA (Friday, May 4th) \$3000 for each  
 Mary Donaldson Lecture SLA (Wed. May 2nd) \$5000  
 Keynote Speaker SLA (Thurs. May 3rd) \$3000  
 President's Reception (Thursday May 3rd) \$2500  
 Endnote Speaker(s) (Fri. May 4) \$3000  
 Concurrent SLA Conference Session (May 3 & 4) \$ 500

**SUB-TOTAL SPONSORSHIP FEES ENCLOSED:** \$ \_\_\_\_\_ (INSERT SUB-TOTAL BELOW)

In-Kind Sponsorship (receipts will be issued) Value \$ \_\_\_\_\_ Describe: \_\_\_\_\_

SUB-TOTAL EXHIBITOR FEES ENCLOSED: \$ \_\_\_\_\_

SUB-TOTAL ADVERTISING FEES ENCLOSED: \$ \_\_\_\_\_

SUB-TOTAL SPONSORSHIP FEES ENCLOSED: \$ \_\_\_\_\_

**TOTAL OF EXHIBITOR, ADVERTISING, AND SPONSORSHIP FEES ENCLOSED: \$ \_\_\_\_\_**

Make cheques payable for both SLA and CFLA-FCAB opportunities to:

Saskatchewan Library Association  
 15-2010 7th Avenue  
 Regina, SK S4R 1C2  
 Phone: 306-780-9413  
 Email: slaexdir@sasktel.net

Do you need a receipt?  Yes  No

Email receipt to: \_\_\_\_\_

OR use Credit Card:  Visa  MasterCard  Paypal  
 Number \_\_\_\_\_ Expiry Date: \_\_\_\_\_  
 Name on the card: \_\_\_\_\_

(Signature) \_\_\_\_\_ (Date) \_\_\_\_\_

**AGREEMENT:** We agree to abide by the Terms and Conditions for Exhibit Space set out on the official Saskatchewan Libraries Conference Exhibit Prospectus. This agreement is null and void unless signed.