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LIBRARIES

T R A N S F O R M

SASKATOON, SK

MAY 2-3
2019

2019
SASKATCHEWAN
LIBRARIES
CONFERENCE
HILTON GARDEN INN
SASKATOON, SK

EXHIBITOR,
ADVERTISER &
SPONSOR
PROSPECTUS



SLA
SASKATCHEWAN LIBRARY
ASSOCIATION

Sask **Culture**
FUNDING
PROVIDED BY



GREETINGS,

On behalf of the Saskatchewan Library Association (SLA), I invite you to participate in the Saskatchewan Libraries Conference at the Hilton Garden Inn Hotel and Convention Centre, 90 22 St E., Saskatoon, SK on Thursday, May 2nd to Friday, May 3rd, 2019.

The theme for the Saskatchewan Libraries 2019 conference is *Libraries Transform!* which represents the transformative influence of libraries. As resources for lifelong learning, libraries transform lives, empower people and strengthen communities through diverse educational, cultural and leisure experiences. Sessions will contribute to this conversation by sharing how libraries are transforming communities, library spaces, and their roles. The conference will offer a range of sessions that will be of interest to libraries of all types and all sizes in all sectors.

On May 1st, we will be hosting a full day pre-conference service design workshop hosted by Saskatchewan Polytechnic, Saskatoon Campus. On May 2nd and 3rd, the Saskatchewan Libraries Conference will be in full swing. Highlights include an opening keynote, the annual Mary Donaldson Memorial Lecture and a closing keynote. In addition to the featured speakers, we are offering a research stream for the first time and it will be highlighted in the conference program. Speakers in this stream will focus their presentations on conducting, consulting, and using research as a key aspect of their work. Libraries in all sectors benefit from incorporating research evidence into day-to-day practice.

The annual Saskatchewan Libraries Conference draws together information professionals throughout the province. 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.

The Exhibit Hall will be open on Thursday, May 2nd for the entire day. Benefits for the exhibitors include:

- Complimentary meal package for the day for one exhibitor (Breakfast and Lunch)
- Opportunity to participate in Lightning Rounds following breakfast on Thursday May 2nd
- Exhibitor social on Thursday May 2nd with delegates in the Exhibit Hall as well as prize draws

This prospectus also includes a section that provides details on the **Conference Sponsorship Program**.

Advertising options are provided to enhance your participation in the conference. 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/2019-conference>) or follow us on Twitter at **#sasklaconf2019** or Facebook at **Saskatchewan Library Association**.

We would like to take this opportunity to thank you for your participation in the 2019 Saskatchewan Libraries Conference. We look forward to meeting with new exhibitors and sponsors, and renewing acquaintances with those who join us each year. We hope that the 2019 conference exhibitors experience will be as valuable for you as it will be for us.

Sincerely,

Dorothea Warren Executive Director, SLA

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 150 library workers and stakeholders. The annual conference provides a key professional development and networking opportunity for delegates who represent school, public, post-secondary, and special libraries from across the province and beyond.

THE VENUE

The 2019 conference will be held at the Hilton Garden Inn Hotel and Convention Centre, 90-22nd Street E, Saskatoon, SK S7K 3X6.

THE THEME

This year's conference theme is *Libraries Transform!*

TENTATIVE CONFERENCE SCHEDULE

WEDNESDAY, MAY 1

- 8:30 a.m. – 4:00 p.m. Pre-Conference Service Design Workshop (Saskatchewan Polytechnic)
- 6:00- 8:00 p.m. Exhibitor set up at the Hilton Garden Inn

THURSDAY, MAY 2

- 7:00 a.m. – 8:00 a.m. Breakfast and Exhibitor set up
- 8:00 a.m. – 8:30 a.m. Lightning Round Presentations by Exhibitors
- 8:00 a.m. – 4:30 p.m. Exhibit Hall is open
- 9:00 a.m. – 4:00 p.m. Saskatchewan Libraries Conference
- 4:00 p.m. – 5:00 p.m. Exhibit Hall Social (Refreshments, and door prize draws)
- 5:00 p.m. – 5:30 p.m. Booth takedown
- 7:30 p.m. – 10:00 p.m. Mary Donaldson Memorial Lecture and SLA President's Reception

FRIDAY, MAY 3

- 8:30 a.m. – 10:00 a.m. SLA AGM, SLTA AGM
- 10:00 a.m. – 12:00 a.m. Plenary Session
- 12:00 p.m. – 1:30 p.m. SLA/SLTA Awards Lunch
- 1:30 p.m. – 3:30 p.m. Large group sessions and Conference Close

CONNECTING WITH DELEGATES - PROMOTING YOUR BUSINESS SERVICES AND PRODUCTS

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.

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 Thursday, May 2nd and door prizes can be collected at that time. Draws are typically held at the social on Thursday May 2nd at 4:00 p.m.

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 in the hotel during the conference, and listing on the conference website.

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 information to slaprograms@sasktel.net before March 15, 2019 to take advantage of this opportunity.

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 information in this prospectus.

LIGHTNING ROUNDS: On Thursday, May 2nd SLA is offering all exhibitors the opportunity to participate in scheduled 5 minute presentations following the breakfast. 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. A maximum of 6 presentations lasting up to 5 minutes each are available.

EXHIBIT SPACE DETAILS

WEDNESDAY, MAY 1

6:00 p.m. – 8:00 p.m. Booth set-up (schedule ahead)

THURSDAY, MAY 2

7:00 a.m. to 8:00 a.m. Booth set-up
 8:00 a.m. – 5:00 p.m. Exhibit Hall is open
 4:00 p.m. Passport Game – Exhibitor Door Prize Draws
 4:00 p.m. – 5:00 p.m. Exhibitor Social between
 4:30 p.m. to 5:00 p.m. Booth take-down

The Exhibit Hall will be located in the Garden Centre on the main floor of the hotel. This ballroom will be used for breakfast and lunch, as well as the Opening Keynote.

SHIPPING EXHIBITS

Arrangements for storing exhibits shipped to the Hilton Garden Inn Hotel & Conference Centre in Saskatoon 48 hours in advance of the conference's first full day. Clearly indicate the name and date of the conference as well as your contact name.

To: Shipping and Receiving (include your name and company name)

C/O Hilton Garden Inn Hotel and Conference Centre

90-22nd Street E, Saskatoon, SK S7K 3X6

RE: Saskatchewan Libraries Conference – Saskatoon

BOOTHS

Exhibitor booths are 6'x 3' tables with 2 chairs. The exhibit hall is in the Garden Centre on the main floor of the hotel. Thursday breakfast and lunch will be served in this ballroom. The Opening Keynote speaker will also be in this room.

BOOTH ALLOCATION

Booth numbers will be allocated to each exhibitor in advance. On the Agreement for Exhibitors form, please indicate if there is a vendor that you do not want to be located beside.

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. Hardwired Internet is available through the hotel. Prior arrangements are necessary if this connection is needed.

PAYMENT AND RECEIPTS

Payment can be made online by PayPal/credit card (Visa or Mastercard). Alternately, when using the 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 2019 Conference as soon as your payment has been processed. Please indicate to whom it should be sent and 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 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 Hilton Garden Inn Hotel and Conference Centre assume no liability for injury of any person, 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 a \$50 administration fee will be given for cancellations made in writing prior to April 1, 2019. 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.

ADVERTISING OPPORTUNITIES

Several advertising options are available. Advertising is included for sponsors at the 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.

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 or 306-780-9413 for other options. Select a preferred opportunity or combination at which your sponsorship support will be acknowledged.

Benefits	Major \$5,000 plus	Platinum \$4,000 - \$4,999	Gold \$3000- \$3,999	Silver \$2000- \$2999	Bronze \$1000- \$1999	Friend up to \$999
Recognition as a major sponsor in the conference program	✓					
Recognition in all print and electronic promotional material (posters, signage and program)	✓					
Announcement as a major sponsor during the Welcome Address & Conference Closing	✓	✓				
Free booth and speaking opportunity	✓					
Announcement as a supporter during the Welcome Address and Conference Closing	✓	✓	✓	✓		
Advertising in printed Program Supplement (print ready ad 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 at hotel	✓	✓	✓	✓	✓	✓
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 on a 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(es) in the application to indicate your choice(s).

Sponsorship for SLA Events and Acknowledgement:

Breakfast or Lunch (Thursday, May 2nd)	\$3000 for each
Breakfast or Lunch (Friday, May 3rd)	\$3000 for each
Mary Donaldson Lecture (Thursday, May 2nd)	\$3500 (Taken)
Keynote Speaker SLA (Thursday, May 2nd)	\$3500
President's Reception (Thursday, May 2nd)	\$2500
Endnote Speaker(s) (Friday, May 3rd)	\$2500
Concurrent SLA Conference Session (May 2nd & 3rd)	\$500

Shared Sponsorship:

Printing Conference Material up to	\$2000 (Taken)
In-Kind Sponsorships	Various Amounts

In-Kind Sponsorship (receipts will Value \$_____)

Describe: _____

AGREEMENT FOR EXHIBITORS, ADVERTISERS, AND SPONSORS

PLEASE COMPLETE THIS FORM AND RETURN TO THE SASKATCHEWAN LIBRARY ASSOCIATION. Payment must accompany agreement. Please make cheque payable to: Saskatchewan Library Association. Payment is also accepted via PayPal through online submission. Prices are in Canadian dollars and include GST where applicable. GST # 130873623RR0001.

Company _____

Business Address _____

City _____ Prov/State _____ PC/Zip _____

First & Last Name _____ Position _____

First & Last Name _____ Position _____

Telephone _____ Email _____

Please select your desired booth fee: GST INCLUDED

Early Bird (up to Feb.25th, 2019)

Regular Rate (deadline March 22, 2019)

6' X 3' tables

Corporate	\$800.00	Corporate	\$1000.00
Not for Profit with sales	\$400.00	Not for Profit with sales	\$475.00
Not for Profit (display only)	\$250.00	Not for Profit (display only)	\$325.00

Number of booths: _____ **(Fees are per booth)**

Lightning Rounds: A limited number of 5 minute Vendor Lightning Demos are available during the Thursday Breakfast on May 2nd, 2019. 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

I will require: Electricity Yes No

*Wi-Fi is complimentary

Prizes: Would you like to contribute a prize (s) for the exhibit hall draws on Thursday May 2nd at 4:00 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.

Thursday May 2nd, 2019

Breakfast _____ Lunch _____ Dietary Restrictions: _____

Additional Meal Packages at \$85: Number _____ Total additional fee _____
Meals attending for additional meal package:

Please indicate total of Booth Fees, Lightning Round, additional meal packages

Booth \$ _____ + Lightning Round \$ _____ + additional meals \$ _____ +

SUB-TOTAL EXHIBITOR FEES ENCLOSED: \$ _____

ADVERTISING OPPORTUNITIES

Advertiser must supply their own camera ready full bleed ad as a jpg, or png file minimum 300 dpi. Please send to slaprograms@sasktel.net by March 10, 2019.

Rates are as follows:

Full page \$200 Half Page \$150 Quarter page \$100 Business Card \$50

SUB-TOTAL ADVERTISING FEES ENCLOSED: \$ _____

FEES

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 SLA opportunities to:

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

OR use Credit Card: Visa MasterCard

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.

Do you need a receipt? Yes No

Email receipt to: _____