An Invitation…

Since 1935, library professionals and associates have been gathering for the annual conference of the New York Library Association. This event is unsurpassed by any other of its kind in New York State. We invite you to join us at NYLA’s 2011 Trade Show to be held November 3 & 4, 2011, in beautiful Saratoga Springs, New York.

Together our 1,200+ attendees, comprised of librarians, trustees and library supporters from school, academic, public and special libraries throughout New York State, influence the allocation and spending of more than $1.9 billion on products and services.

Your participation in the Trade Show not only provides you with a cost-effective venue for face to face sales opportunities with your customers in New York, but it also shows your support for the library community and the efforts of NYLA to enhance support for libraries and the library profession across the state.

Everything you need to know to participate is contained within these pages, including exhibiting, sponsorship and advertising opportunities, as well as NYLA memberships available to you and your organization.

We look forward to seeing you at the Saratoga Springs City Center this year!
NYLA Trade Show At-a-Glance:

- **REGISTER TODAY!** Registration is based upon a first-come, first-served basis, and space is limited.

- **MEET THE MARCH 1 DEADLINE** for listing in the Preliminary Conference Program, circulation 10,000 +

- Get direct access to more than 1,000 key decision makers of the library community of New York State, an opportunity that comes along only once a year.

- Learn about new trends in library management that will enable you to improve and increase your business within the library community.

- Gain exposure during two full days of exhibition, including several blocks of *Exclusive Trade Show Time*, which affords maximum attendance and frequency on the exhibit floor.

- Invest in exhibitor Spotlight Sessions which allow demonstrations and seminars targeted at smaller groups in a more intimate setting.

**Trade Show Hours**

**Wednesday November 2**

*Move In*

1:00pm – 5:00pm

**Thursday November 3**

10:30am – 6:00pm

*Trade Show Grand Opening & Ribbon Cutting*

10:30am

*Exclusive Trade Show Time*

10:30am – 12:00pm

*Meet and Greet Social*

3:00pm – 4:00pm

Exhibit Hall will be closed for lunch from 12:00pm – 1:00pm

**Friday November 4**

9:00am – 2:30pm

*Exclusive Trade Show Time*

11:00am – 12:30pm

*Move Out*

2:30pm – 6:00pm

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**Who attends the NYLA Conference?**

- Academic, Special & Technology Librarians: 16%
- Library Administrators: 16%
- Public Librarians: 30%
- Reference & Adult Librarians: 12%
- School Library Media Specialists: 9%
- Youth Services Librarians: 17%

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**Our Organization**

The New York Library Association was established in 1890 to be the voice of the library community in New York. NYLA is composed of over 4,100 public, school and academic library professionals and organizations. The Association advocates on behalf of libraries and the library profession, provides professional development and networking opportunities, and offers cost savings and discounts to both individual and organizational members on a variety of services and products.

**New York Library Association**

6021 State Farm Road
Guilderland, NY 12084
Contact: Amanda G. Wing
800-252-6952 Fax 518-427-1697
marketing@nyla.org
www.nyla.org
We Offer a Variety of Exhibitor Packages to Choose from:

- Table-Top Package
- Booth Package
- Booth-Plus Package

NYLA was more than we could have hoped for to access key people in the library market. The event itself was great but combined with the help of willing and knowledgeable NYLA staff it was one of best experiences we have had. We experienced immediate ROI, feel this was a great use of our resources, and will be sure to attend again in the future.

Drew Kelly, 2010 Exhibitor, Mango Languages

<table>
<thead>
<tr>
<th>Chairs</th>
<th>Pipe &amp; Drape Blue &amp; White</th>
<th>Preconference Electronic Attendee List</th>
<th>Print Advertising</th>
<th>Fast Passes</th>
<th>Listing in NYLA Vendor Marketplace</th>
</tr>
</thead>
<tbody>
<tr>
<td>6' Table-Top Package $550</td>
<td></td>
<td>-</td>
<td>-</td>
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<td>-</td>
</tr>
<tr>
<td>8’x10’ Booth Package $995</td>
<td>2</td>
<td>8’h back drape 3’h side drapes</td>
<td>With reservation by 7/1/10</td>
<td>-</td>
<td>5</td>
</tr>
<tr>
<td>8’x10’ BoothPlus Package $1,495</td>
<td>2</td>
<td>8’h back drape 3’h side drapes</td>
<td>With reservation submitted by 7/1/10</td>
<td>¼ page ad in Final Conference Program</td>
<td>10</td>
</tr>
</tbody>
</table>

Booth numbers 56-61, 70, 71, 78, 79, and 88-93 are for Booth-Plus reservations only.

Important Exhibitor Information

START PREPARING NOW! The theme of the 2011 NYLA Conference and Trade Show is: “New York Libraries Rock”

- All table and booth packages include one 7”x44” ID sign
- All exhibit booths include one 6’ skirted table
- All exhibitors receive a web listing @ www.nyla.org
- The Trade Show Floor will NOT be carpeted. Carpeting may be ordered through the official Trade Show decorator, Great Lakes Events. Ordering details will be available in your Great Lakes Exhibitor Kit.
- Tabletop packages will not have electric or internet service available

Take advantage of event sponsorships and other opportunities to promote your company throughout the trade show.
Exhibitor Reservation Form

COMPANY NAME: ____________________________________________

ADDRESS: ____________________________________________ CITY: ____________________________ STATE: _______ ZIP: ________

CONTACT PERSON: ____________________________________________

PHONE: (__) ____________________________________ FAX: (__) ____________________________ E-MAIL: ____________________________

EXHIBIT PERSONNEL (additional $10 for each person exceeding staff of four)

1. __________________________________________________________

2. __________________________________________________________

3. __________________________________________________________

4. __________________________________________________________

PLEASE NOTIFY US IMMEDIATELY OF ANY EXHIBIT PERSONNEL CHANGES. EXHIBITORS MUST PICK UP REGISTRATION PACKETS AND BADGES TO GAIN ENTRY TO TRADE SHOW FLOOR.

FINAL CONFERENCE PROGRAM LISTING

Please print clearly and exactly as your description will appear in the NYLA Final Conference Program:

COMPANY NAME: ____________________________________________

ADDRESS: ____________________________________________ CITY: ____________________________ STATE: _______ ZIP: ________

PHONE: (__) ____________________________________ WEB SITE: ____________________________

LIST OUR COMPANY UNDER THE ALPHABET LETTER __________

DESCRIPTION: Include a 15 word description of the products and services you will be exhibiting at the trade show. We will edit descriptions that are over limit.

LOCATION PREFERENCE (1) (2) (3) (4)

Booth numbers 56 - 61, 70, 71, 78, and 89 - 93 are for Booth-Plus reservations only. Booth numbers 14, 26, 27, 39, 40, 52, 53, 65, 66, 74, 75, 83, 84, 96, 97, 109, and 138-147 are VIP locations. Booth numbers 110 - 125 are Tabletops.

Try to locate our exhibit near ____________________________________________

Try to locate our exhibit away from ____________________________________________

Are you interested in various sponsorship opportunities? Yes ______ No ______

If yes, you will be contacted by a NYLA staff member who will customize your sponsorship according to your organization’s goals.

☐ Please email us our Exhibitor Kit
☐ Please send Exhibitor Kit through mail

CALCULATIONS

Table-top .......................................................... . $550 x ______ = $ ________

Booth ........................................................... . $995 x ______ = $ ________

BoothPlus ...................................................... . $1495 x ______ = $ ________

VIP Placement .............................................. . $100 x ______ = $ ________

Additional Staff .............................................. . $10x ______ = $ ________

Event Sponsorship (from p 5) .......................... . $10x ______ = $ ________

Advertising Total (from p 6) ............................ . $$ ________

Spotlight Session (from p 8) .............................. . $500 x ______ = $ ________

NYLA Business Membership* (from p 9) ......... . $150 x ----yr = $ ________

*Deduct $50 off each table/booth ordered ............ $ ________

TOTAL PAYMENT ........................................... $ ________

PAYMENT: Checks or money orders made payable to New York Library Association.

($20 charge for returned checks)

Please charge my □ VISA □ MASTERCARD □ DISCOVER

Card # ____________________________________________

3 Digit V Code ____________________________ Exp Date ____________________________

Authorized Signature ____________________________

Print Name ____________________________

By submitting this form, you agree to the Terms & Conditions set out within the NYLA 2011 Trade Show Brochure. Please read the Exhibitor Terms & Conditions found on page 10 carefully.

Authorized by: ____________________________

Signature ____________________________

Print Name ____________________________

Company Name ____________________________

Date ____________________________

SEND with full payment to:

New York Library Association

6021 State Farm Road

Guilderland, NY 12084

Fax: 518-427-1697
Event Sponsorships

With a variety of attention-grabbing opportunities available, you’re sure to find that perfect fit. Choose from packages below including sponsorship of the Conference Tote Bags, Trade Show Coffee Breaks, or General Opening Session. Also consider letting NYLA help you customize a sponsorship to highlight you organization’s commitment to the Library Community of New York.

Information about Advertising can be found on pages 6 & 7. Spotlight Session information can be found on page 8.

Choose an event:

- Scholarship Bash
- General Opening Session
- Inaugural Celebration & Awards Ceremony
- Farewell Luncheon

Then choose a package:

<table>
<thead>
<tr>
<th>Level</th>
<th>Cost Event</th>
<th>Tickets to</th>
<th>Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Show</td>
<td>$250</td>
<td>2</td>
<td>Sponsor listing in Final Conference Program&lt;br&gt;Listing on event signage &amp; in Prelim and Final Conference Programs</td>
</tr>
<tr>
<td>Place</td>
<td>$500</td>
<td>3</td>
<td>Business Card Ad (3.5”W X 2”H) in Final Conference Program&lt;br&gt;Listing on event signage &amp; in Prelim and Final Conference Programs</td>
</tr>
<tr>
<td>Win</td>
<td>$1000</td>
<td>4</td>
<td>½ Page Ad (4”W X 3.5”H) in the Final Conference Program&lt;br&gt;Listing on event signage &amp; in Prelim and Final Conference Programs</td>
</tr>
<tr>
<td>Exacta</td>
<td>$2500 and Up</td>
<td>6</td>
<td>EXCLUSIVE EVENT SPONSORSHIP&lt;br&gt;Full Page Ad (4”W X 7”H) in Final Conference Program&lt;br&gt;Listing on event signage &amp; in Prelim and Final Conference Programs</td>
</tr>
</tbody>
</table>

Exclusive Event Sponsorships will only be accepted if no other sponsorships have been received for a given event, so act fast to secure your-name-only on one of our events!

Or Consider:

Coffee Breaks...Attendees always remember who sponsored the delicious treats served during Exclusive Trade Show time slots. Signage will be prominently displayed on the show floor, plus a Final Conference Program listing. $1000 Exclusive, $500 Split

Conference Tote Bags...Place your company logo on totes attendees will use during the Conference and throughout the year. Year-round exposure. $2500 Exclusive or $250 per company logo

Attendee Favorite! Internet Café...The internet café is an attendee favorite at the NYLA Conference. Internet access is an essential part of the conference experience as attendees use the café to stay connected to friends, family, colleagues and other conference-goers. Café computers will feature your company logo on the desktop. $3000 Exclusive, $1000 per day

NEW! Table Sponsorship...Sponsor a table at one of our many Conference Special Events listed above. Guest will be seated at a table featuring your company name and logo. $100 per table

Leadership Orientation and Section Receptions are also available. Sponsorship possibilities are endless!
NYLA 2011/2012 Advertising Agreement

COMPANY NAME: ____________________________________________
ADDRESS: ____________________________________________ CITY: ______________ STATE: ______ ZIP: __________
CONTACT PERSON: ____________________________________________
PHONE: (___) ____________ FAX: (___) ____________ E-MAIL: ____________________________

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>WINTER BULLETIN</th>
<th>PRELIM. CONFERENCE PROGRAM</th>
<th>SPRING BULLETIN</th>
<th>SUMMER BULLETIN</th>
<th>FINAL CONFERENCE PROGRAM</th>
<th>FALL BULLETIN</th>
<th>ANNUAL PACKAGE DISCOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Now in Color!</td>
<td>In Color!</td>
<td>Now in Color!</td>
<td>Now in Color!</td>
<td>Now in Color!</td>
<td>Now in Color!</td>
<td>Total Distribution 27,300 +</td>
</tr>
<tr>
<td>CIRCULATION</td>
<td>4,000</td>
<td>10,000 +</td>
<td>4,000</td>
<td>4,000</td>
<td>1,300</td>
<td>4,000</td>
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<tr>
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<td>–</td>
<td>$700 (Half Page)</td>
<td>–</td>
<td>–</td>
<td>$700 (Full Page)</td>
<td>–</td>
<td>$1,260</td>
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<tr>
<td>Inside Back Cover</td>
<td>$550</td>
<td>-</td>
<td>$550</td>
<td>$550</td>
<td>$675</td>
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<td>$2,600</td>
</tr>
<tr>
<td>Full Page</td>
<td>$475</td>
<td>-</td>
<td>$475</td>
<td>$475</td>
<td>$600</td>
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<tr>
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<td>$450</td>
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<td>$1,980</td>
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<td>$250</td>
<td>$200</td>
<td>$200</td>
<td>$250</td>
<td>$200</td>
<td>$1,170</td>
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<tr>
<td>Sixth Page</td>
<td>$125</td>
<td>-</td>
<td>$125</td>
<td>$125</td>
<td>$150</td>
<td>$125</td>
<td>$585</td>
</tr>
</tbody>
</table>

TERMS AND CONDITIONS: Advertising agreements must be completed and received with payment by reservation dates specified above. Payments for annual packages must be paid in full, according to the reservation deadlines specified above. Cancellation of an ad must be made in writing at least 10 business days prior to the ad copy due date for that issue.

TOTAL NUMBER OF ADS __________________________

ANNUAL PACKAGE? YES NO

TOTAL AMOUNT __________________________ $ ____________

NYLA E-NEWSLETTER, NEWS YOU CAN USE . . . $250 X ___ = ________

NYLA HOME PAGE SPONSORSHIP __________________________ $ ____________

AMOUNT ENCLOSED __________________________ $ ____________

PAYMENT METHOD
Checks or money orders made payable to New York Library Association ($20 charge for returned checks)
Please charge my VISA ______ MASTERCARD ______ DISCOVER ______
Card# ____________ 3-Digit CVV Code ______ Exp Date ____________
Authorized Signature __________________________ Print Name __________________________

NYLA 2011/2012 Advertising Agreement

Please sign above acknowledging you have read, understand and agree to the terms and conditions of the NYLA Advertising Agreement as stated above.
If you do business with libraries in New York, you should be advertising with NYLA.

- Advertising with NYLA affords highly targeted, cost-effective exposure to library professionals across New York State.
- The NYLA Bulletin is a quarterly publication with more than 4,000 subscribers.
- The Preliminary Conference Program reaches more than 10,000 + library professionals.
- Our Final Conference Program is distributed to more than 1,300 conference attendees.
- Library professionals across the state reflect the diversity of our population, from Manhattan to Buffalo. New York State has more than 275 college and university libraries, 4,500 school libraries, 755 public libraries and more than 600 special libraries.

Strengthen your presence online. Let NYLA help!

According to the Pew Foundation, 75% of all Americans are now online at home or at work. Putting your products and services online is the most effective way to reach your audience.

NYLA has two exciting options for online advertising. Each just $250!

- **NYLA Home Page Monthly Sponsorship.** A popular option! Your company logo, with a link to your website will be placed on the NYLA Home Page.
- **NYLA’s e-newsletter, ‘News You Can Use.’** One of NYLA’s most popular member benefits! NYCU goes out weekly to 4,100+ NYLA members. Place an ad that will run for 4 weeks, complete with a 45-word description of your company’s products and services and a graphic-link to your website. Even include an email address to receive questions about your product.

NYLA Members are as diverse as the areas in which they specialize:

- Academic, Special & Technology Librarians . . . . . . . . . .16%
- Library Administrators . . . . . . . . . . . . . . . . . . . . . . . . .10%
- Public Librarians . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .26%
- Reference & Adult Librarians . . . . . . . . . . . . . . . . . . . . .10%
- School Library Media Specialists . . . . . . . . . . . . . . . . . . .24%
- Youth Services Librarians . . . . . . . . . . . . . . . . . . . . . . . .14%

NYLA is 4,100 members strong. Statistics are based on NYLA’s total membership.

**Ad Specifications:**

Advertising copy should be formatted in EPS or PDF, 300dpi, with embedded fonts. JPG, GIF and BMP files are also acceptable. No MS Publisher or graphics in Word Documents can be accepted.

Files and advertising agreements can be e-mailed to marketing@nyla.org

Advertising Agreements may also be mailed to:

**New York Library Association**

6021 State Farm Road
Guilderland, NY 12084
800-252-6952 / Fax: 518-427-1697
www.nyla.org / marketing@nyla.org
Spotlight Session Reservation Form

Be creative to maximize attendance at your Spotlight Session!
Space is limited. Only registered exhibitors are eligible for this unique opportunity to offer 45 minute demonstrations or seminars on their products and services.

 COMPANY NAME: ________________________________

 ADDRESS: __________________________ CITY: __________ STATE: ______ ZIP: __________

 CONTACT PERSON: __________________________ PHONE: (____) __________ FAX: (____) __________ E-MAIL: ______________________________

Spotlight Session Details

Sessions will be set theater style for 25 people. Sessions include 1 head table with 1 chair. Sessions are scheduled during exclusive trade show hours.

AV Requirements: Please note, you may provide your own audiovisual equipment or order through NYLA at an additional cost. LCD projectors are NOT included in meeting rooms, but can be ordered through NYLA at an additional cost.

Session Title (Limit 40 Characters):

________________________________________________________________________

Session Description (Limit 30 Words):

________________________________________________________________________

________________________________________________________________________

Speaker Name: ______________________________

Company: ______________________________

Please contact Amanda Wing, Marketing Coordinator, at marketing@nyla.org with questions.

45 Minute Spotlight Session $500 x ______ = $ ______

Payment:

Checks or money orders made payable to New York Library Association
($20 charge for returned checks)

Please charge my ☐ VISA ☐ MASTERCARD ☐ DISCOVER

Card # __________________________ 3 Digit V Code ____________ Exp Date __________

Authorized Signature __________________________

Print Name __________________________

Send with full payment to:

New York Library Association
6021 State Farm Road
Guilderland, NY 12084
800-252-6952
Fax: 518-427-1697
Business & Organizational Membership Application

COMPANY NAME: ____________________________

*CONTACT NAME: ____________________________

ADDRESS: ____________________________ CITY: ____________________________ STATE: ______ ZIP: ____________

PHONE: (____)__________ FAX: (____)__________ E-MAIL: ____________________________

*NYLA memberships are for a period of one year. The person listed under “contact name” will be your organization’s voting representative unless you identify a different person for this role. Organizational members receive special rates and exclusive benefits. Contact NYLA for our most updated benefits list.

Basic Memberships (select one)

☐ Non-Profit Organizations .........................$75
☐ Information Science School ..........................$75
☐ For-Profit Businesses & Organizations ...............$150
☐ Library/Library System .......................Based on Annual Budget

Organizational Budget .......................... NYLA Dues
$1- $500,000 ..........................$125.00
$500,000- $1M ..........................$150.00
$1,000,001- $3M ..........................$175.00
$3,000,001+ ..........................$225.00

Pick one free Section!

☐ ASLS  
☐ LAMS  
☐ PLS  
☐ RASS  
☐ SLMS  
☐ SMART  
☐ YSS

Add Roundtables for $5 each and extra Sections for $7 each!

☐ ASLS  
☐ LAMS  
☐ PLS  
☐ RASS  
☐ SLMS  
☐ SMART  
☐ YSS  
☐ BIRT  
☐ CORT  
☐ EFR  
☐ ESRT  
☐ FILM  
☐ GIRT  
☐ IFRT  
☐ NMRT  
☐ RLRT  
☐ RLSP  
☐ RRT  
☐ SRRT

Sections:

ASLS (Academic and Special Libraries)
LAMS (Lib. Admin. & Management Section)
PLS (Public Libraries)
RASS (Reference and Adult Services)
SLMS (School Library Media)
SMART (Management of Info Resources & Tech.)
YSS (Youth Services)

Roundtables:

BIRT (Bibliographic Instruction)
CORT (Correctional Outreach Resource Team)
EFR (Empire Friends)
ESRT (Ethnic Services)
FILM (Finding Inspiration in Literature and Movies)
GIRT (Government Information)
IFRT (Intellectual Freedom)
NMRT (New Members)
RLRT (Rural Libraries Roundtable)
RLSP (Lib. Serving Special Populations)
RRT (Retiree Roundtable)
SRRT (Social Responsibilities)

PAYMENT METHOD

Checks and money orders made payable to New York Library Association ($20 charge for returned checks)

Please charge my VISA _____ MASTERCARD _____ DISCOVER _____
Card# ____________________________ Exp Date ____________ 3-Digit CVV Code ____________________________

Print Name ____________________________ Authorized Signature ____________________________
2011 New York Library Association Conference Trade Show — Terms & Conditions

The 2011 NYLA Annual Conference will be held in Saratoga Springs, NY, from November 2 - 5. The trade show will be on November 1 and 4 with set up on November 2.

NYLA will support the exhibitors’ efforts through a continuing program of publicity, advertising and attendance promotion. In the Spring of 2011, approximately 10,000 preliminary conference programs will be mailed to NYLA members and others interested in libraries and library services. This provides an immeasurable opportunity for advertising to its extensive distribution. Exhibits “fast pass” will be available for those not registering for the conference but wishing to view the exhibits.

Approximately 1,300 people are expected to attend the conference. Exhibitors will be welcoming professional librarians, library clerks, trustees, booksellers, students, library business staff and friends.

LOCATION OF EXHIBITS

All NYLA exhibits will be located under one roof in the Saratoga Springs City Center.

EXHIBIT BOOTHS AND TABLES

Booths are 8’ x 10’ and vary in location. Table spaces are 6’. Please see the enclosed floor plan for details. Booths will be provided with an 8’ high blue/white drapery background and 3’ high blue or white side dividers. NYLA will provide a 6’ x 2’ draped table, 7’ x 44” sign, chair(s), and a wastepaper basket, if requested. Additional furnishings and equipment may be ordered directly from Promotional Products, who will provide order forms. Hours and dates for installing, showing and dismantling exhibits shall be those specified by management in setup instructions to be issued to each exhibitor.

Exhibitors must follow the terms of their contract which state that no exhibits will obstruct the view of or hide the exhibits of adjacent booths. Exhibits may have an 8’ high projection from the back of the booth but only for a distance of 4’ from the rear of the booth. Individual units may be displayed anywhere in the booth providing they do not exceed eye level (5 feet). The height restrictions for booth construction, identification and company name will be strictly enforced.

Each exhibit must have the number of the booth (or one number for a contiguous series of booths) prominently displayed on each aisle the booth faces. Only one company name per booth.

APPLICATION FOR EXHIBIT SPACE

All applications for exhibit space must be made on the official application form and mailed or faxed to the New York Library Association, 6021 State Farm Road, Guilderland, NY 12084, fax - 518-427-1087. The application must include full payment in order to be processed. We will cancel any unpaid exhibit spaces on September 1, 2011.

All booths are priced according to location. Cancellations must be received, in writing, on or before August 1, 2011, for a refund (minus a 12.9% processing fee that will be returned on booth rentals if the cancellations are received by the deadline). Refunds will be mailed only upon written request, after the conclusion of the conference.

ASSIGNMENT OF EXHIBIT SPACE

All booth applications received prior to April 1, 2011, will take precedence over those received after that date. All assignments of space will be made as nearly as possible in accordance with the wishes and requirements of the exhibitor, although NYLA reserves the right to determine all assignments and change location assignments at any time, as it may in its sole discretion deem necessary.

Whenever possible, booth assignments will be made on the basis of the time and date of receipt of application, although this criteria is only a guideline in the assignment of space. NYLA reserves the right to provide space to any exhibitor(s) who will add interest to the conference exhibits and to limit or deny space to exhibitors whose product or product is of a doubtful interest to attendees.

EXHIBIT RULES

The rights and privileges of an exhibitor must not be infringed upon by any other exhibitor. The Association reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of the exhibit which in the judgment of the Association is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising or soliciting, or anything of a similar nature. No exhibitor shall have the right prior to the closing of the show to park or remove articles on exhibit without the permission and approval in writing of the New York Library Association.

LIABILITY AND INSURANCE

The New York Library Association will not be financially obligated or otherwise committed in the event that the show is canceled or deferred on account of strikes, fires, casualties, Acts of God or causes beyond its control. The exhibitor will assume the entire responsibility and liability for losses, damages and claims arising out of injury or damage to any exhibitor’s displays, equipment, and other property brought upon the premises of the exhibition facility, and will indemnify and hold harmless the New York Library Association, Saratoga Springs City and any authority used representative, agent or employee of the foregoing of and any and all losses, and damages and claims. All precautions will be taken to safeguard exhibitor’s property and security guards will be posted both during exhibit hours and when the exhibit area is closed.

SECURITY AND SAFETY

To achieve maximum security for the items on display, NYLA has adopted a policy of closing the exhibit area completely each night. Exhibitors will not be permitted to return to the exhibit area after the official closing time. The exhibit area will open one-half hour prior to the official opening time for registered exhibitors who display an exhibitor’s badge.

A locked storage room will be available for exhibitors who want to use extra precautions for their materials. It will be the exhibitor’s responsibility to bring the items to the room each night within a half hour of the closing of the exhibits and to pick up the items within a half hour after the exhibits open. This room is not to be used for storage of excess exhibit, material not to be used and ship valuable materials should be on hand in their booths to receive them and keep personal watch on them. The cartoon contractor will not assume any responsibility for theft or disappearance of materials after they have been picked up for loading out.

All materials used in the exhibit hall must be fire-proofed and conforme to all fire department regulations. No decorative paper of any kind will be allowed.

Our contract strictly prohibits early break-down. It is a safety hazard for our attendees.

Please, no early breakdown!

While very effective as promotion, those autographing sessions present a challenge to exhibit management. Long lines of persons waiting for an autograph may obstruct the view of and traffic to adjacent booths. It is impossible for exhibitors to ask those waiting to move without jeopardizing their public image. It is the responsibility of the exhibitor holding autograph appearances to ensure that their interested patrons do not block another exhibitor’s booth frontage.

NYLA provides an Author Garden autographing area. Should you wish to participate, further details will be mailed upon your request. NYLA reserves the right to relocate any personal appearance to the Author Garden area if the NYLA Executive Director determines such a move is necessary.

EXHIBITOR’S BADGE - EXHIBIT “FAST PASS”

Visitor’s badges (fast passes) that allow guests to visit the exhibits (not valid for meetings) will be available at the conference registration desk for a nominal fee. Exhibitors and their representatives should inform their customers (librarians, educators, booksellers, architects, etc.) that they may obtain the exhibit pass at the conference registration desk. NYLA welcomes all interested persons to the exhibits.

BOOK DONATIONS

If you would like to donate your remaining books and/or materials to NYLA for distribution to needy libraries, please bring them to the NYLA conference registration desk at the close of the trade show. Only boxed books and/or materials will be accepted. All donations will be greatly appreciated. Call the NYLA office before the conference if you will need help.

CONFERENCE PROGRAMS

All companies that send their booth or table application to NYLA by March 1, 2011, will be listed in the Preliminary Conference Program. All companies that send their applications to NYLA by September 1, 2011 will be listed in the Final Conference Program along with their booth or table numbers. A description of products and services received by the deadline will be included in the final conference program as well. Exhibitors are urged to prepare their program listings in accordance with care as participants rely on this information at the conference. Please complete the program listing on the application form. Program listings are in our regular typeface format. No requests for special typefaces or spacing can be honored.

Exhibitors are always encouraged to advertise in both the Preliminary and Final conference programs. Librarians read these programs thorough and make their conference plans from them.

EXHIBITOR’S SERVICE KIT

NYLA’s official decorator is Great Lakes Events, 100 Bickford Street, Rochester, New York 14606. Their telephone number is: 585-458-2200. Prior to the conference, Great Lakes Events will send all exhibitors an Exhibitor’s Service Kit containing order forms for labor, electrical services and equipment, furniture, shipping instructions, cleaning services, booth identification signs, and floral decorations.

Further information regarding the installation and dismantling of exhibits, union jurisdiction rules and shipping will be sent to each exhibitor by Great Lakes Events.

OTHER REGULATIONS

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. The SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET,AMEND AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED ANY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITORS. EACH EXHIBITOR, FOR HIMSELF AND HIS EMPLOYEES, AGREED TO BE SO BOUND.

NYLA reserves the right to relocate any personal appearance to the Author Garden area if the NYLA Executive Director determines such a move is necessary.

AUTHOR GARDEN & AUTOGRAPHING SESSIONS

Personal appearances of authors, editors, illustrators or other celebrities are a good means of promotion. The conference program will list their names and the times they will be appearing. The deadline for listing these appearances is August 15, 2011.
Booth numbers 56-61, 70, 71, 78, 79, and 88-93 are for Booth-Plus reservations only. Booth numbers 14, 26, 27, 39, 40, 52, 53, 65, 66, 74, 75, 83, 84, 96, 97, 109, and 138-147 are VIP locations. Booth numbers 110-125 are Tabletops.
WE LOOK FORWARD TO SEEING YOU AT THE NYLA TRADE SHOW & CONFERENCE IN SARATOGA SPRINGS, NOVEMBER 3 & 4, 2011

We Want Your Exhibit Package to Be Exactly as You Requested!

PLEASE REMEMBER THE FOLLOWING IMPORTANT ITEMS:

- Exhibitor Spotlight Sessions provide a private, small-group environment with your prospects. Sessions are limited, so reserve yours today!
- Become a NYLA Business Member today for immediate discounts on exhibit space and print ads
- Many exciting Sponsorship Packages are available. NYLA can also help you create a Custom Sponsorship Package for maximum impact!

Mark your Calendar

- March 1, 2011 – Reservation Deadline to be listed in Preliminary Conference Program
- July 1, 2011 – Reservation Deadline to receive Electronic Attendee List
- August 1, 2011 – Reservation Deadline to be listed in Final Conference Program