



Exhibitor Prospectus

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THINK IT! DO IT!

Super Conference Expo 2015 – thank you for considering this event in your 2015 Marketing Plans.

Dear colleagues,

We're very excited to announce that the 2015 conference will undergo a few changes – the most important being that the conference will officially start earlier on the Wednesday and the Saturday will be used primarily as a post-conference option.

The changes and challenges facing our industry continue to force us to make best use of people, of resources, of partnerships and every other part of our operations. More than ever the challenges are focussing libraries on being the best they can be for their stakeholders. OLA Super Conference remains the one constant in more than 4,600 annual attendees who choose to get their batteries recharged with new ideas, outstanding speakers, industry leading networking opportunities and the largest library marketplace offered each year in this country.

On behalf of the Ontario Library Association Board of Directors and the entire membership – 5,000 strong – of the Association we are pleased to invite you to Super Conference 2015. Here is the Exhibitor's Prospectus for the 2015 OLA Super Conference, the 115th edition. Super Conference is known for the ambitions and the opportunities that it affords the library community. It takes risks and delivers unparalleled networking and professional development opportunities for those who work in and around libraries. Once again Super Conference will be held at the Metro Toronto Convention Centre. And once again, in these uncertain times, it will take risks for the betterment of the library community.

Making the decision to attend OLA, or any event for that matter, can be a difficult one with many factors in play. OLA works very hard to have a very compelling story that will easily justify the decision. The more than 4,600 who attended in 2014 are the first and most compelling reason – these are your customers, and the decision-makers who are leading their institutions. The fact that delegates attend from almost every province and from the biggest school boards, public libraries, and academic institutions assures you that they are the right people. Here are some other reasons:

- OLA keeps registration rates among the lowest on the continent to ensure big numbers and to ensure that OLA is seen as a learning organization first and foremost.
- Over 90% of those who attend Super Conference are identified as either purchasers or those that influence purchasers.
- *Tradeshaw Week* continues to report that overwhelmingly trade-shows and exhibitions continue to be the best vehicles to invest to reach key audiences, particularly those that are considered the most important by the industry. There is no question OLA has this reputation.
- Exhibiting remains one of the least expensive methods to see existing customers and to meet new ones. OLA has worked hard to keep the price as low as they can.
- OLA works with dozens of companies to help them maximize their time at OLA whether it is user group meetings, sponsorship of OLA events, product launches in the booth, or facilitating a session for the delegates involving company personnel. OLA wants your participation and is prepared to work with you to make it a meaningful experience.

We do know that Ontario's libraries remain among the very best funded on the continent and have the most committed and professional staff too. These factors mean that innovation and program development will continue while the world around is going through uncertainty. OLA is developing new programs and offering new services to members and the broader community. Just like our members do for their communities and their users. The Super Conference remains the "centre point" of the Canadian library scene where the influential gather to set the tone for library service and innovation in this country.

Please review the attached information which provides you with the information required to make the commitment to exhibit at Canada's largest and most important library conference.

OLA is again working with people familiar to you on the delivery of the Super EXPO. Jefferson Gilbert and Jennifer Marriott of Gap. Point. Reach. Inc. [non-profit leadership] have been appointed OLA's official representatives and will be your primary contact for all things EXPO, Advertising, and Sponsorship. The GPR Team can be reached at info@gappointreach.com.

Sincerely,



Anita Brooks Kirkland
OLA President 2014

THE MOST SIGNIFICANT LIBRARY CONFERENCE IN CANADA



Trade Shows are the Most Cost-Effective way for you to Market

Bar none “the trade show” remains the most cost effective way to meet face-to-face with current and future customers. Even if your firm only sees 15 existing customers during the two days and meet and convert five more, where else would you be able to have 20 meetings in just two days – especially with customers who are spread around this vast province.

This is the Premier Forum for the Industry in this Country

Super Conference is a meeting place for leaders, a place to learn, a place to network and the ultimate venue for the exchange of ideas that relate to and affect the library and information profession. Super Conference attracted more than 4,900 attendees in 2014. They came to Toronto to get the most for their education dollar.

The Top Decision-Makers and Decision-Influencers Will be There to See You

OLA prides itself on being able to attract the largest library and information audience in the country. We attract the CEOs that attend national and international conferences, but OLA also attracts the people who sit on the selection committees, the implementation task force, the technology sub-committees, and the management team. These are the real decision-makers and decision-influencers. Increasingly OLA is attracting key decision-makers from across the country who recognize the quality of conference and the value it offers as a professional development alternative.

OLA is the Largest Information Event of its Kind in Canada

Super Conference is the biggest, that's been mentioned. Super Conference is the oldest event of its kind in Canada. Super Conference is recognized as the source of the best and the latest the industry has to offer. It is beneficial for delegates, because it is during a “quieter” time in most types of institutions and the program is so enticing that practitioners cannot afford not to attend.

OLA believes that the EXPO is an integral part of the education process. It is an extension of what is taught in the workshops and at plenaries. We hope you agree.

For over 115 years the Ontario Library Association has been a leading force in the profession. OLA aims to be proactive in its leadership and stewardship of libraries in this province, as a result we are unique in that the OLA draws members from all types of libraries and from all parts of the province. The Association has grown to more than 5,000 members because it provides meaningful benefits to our members.

The Ontario Library Association's annual Super Conference is equally as important. It is Canada's largest library and information conference. Here are some of the pertinent statistics if you have not attended an OLA event in the past, or as a reminder for those who will be returning in 2015:

- Over 4,600 delegates in 2014
- Over 250 workshop sessions and events
- Over 500 expert speakers from within the library field and from outside the field
- Over 150 author signings
- More than 400 delegates from outside the province
- Over 200 public libraries represented
- More than 100 academic libraries represented
- Over 40 school boards represented, plus independent schools
- Over five hours of non-conflicting exhibit time. The OLA dedicates this time to EXPO visits only.
- Reasonable hours (Thursday 9:00 AM to 5:00 PM and Friday 9:00 AM to 3:00 PM) to maximize effort and avoid fatigue and slow periods
- 230 booths in the EXPO and 200 companies represented and almost 750 booth personnel
- Among the lowest registration fees for delegates on the continent – one of the reasons they keep coming back.

Consider these registration prices:

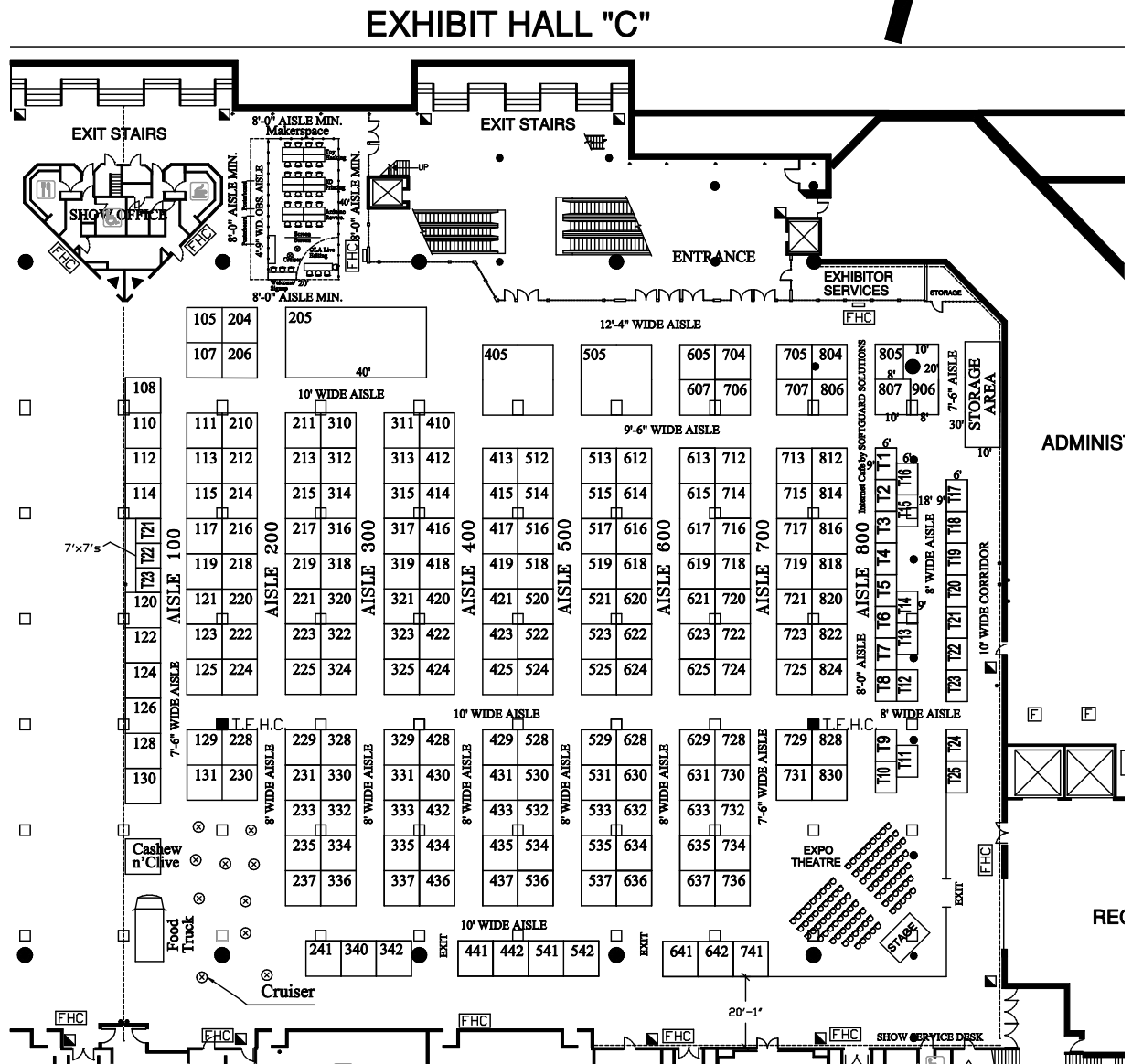
OLA Super Conference 2014	Member \$360
CLA Conference 2014	Member \$550

The OLA Conference is planned by professionals who work in the Ontario market. Each year following the conference more than 30 practitioners come together to plan the next year's event. The committee draws on the needs and experience of their colleagues, fellow association leaders and others. The goal is to put together a continuing education program that has broad appeal to the Association Membership. Year in and year out the changes that are made are reflective of the changing face of the Ontario library community.

Since 1996 the Super Conference has been held at the Metro Toronto Convention Centre. The venue provides a professional and familiar place for delegates and Members to gather, to network, to re-educate themselves, to keep current on the latest industry trends and to conduct purchasing research and in some cases their actual ordering.

NEW Show Hours in 2015: on Thursday the EXPO will open at 9:00 AM and close at 5:00 PM, the hours on Friday are 9:00 AM to 3:00 PM.
Conference Structure

2015 FLOOR PLAN - SUBJECT TO CHANGE



Show Dates: January 29, 2015 9:00 AM to 5:00 PM / January 30, 2015 9:00 AM to 3:00 PM

Membership Status: Please check with OLA's Membership Department to confirm your membership status: membership@accessola.com or (416) 363-3388 x223. OLA Associate Membership is \$195 per annum.

Event Address: Metro Toronto Convention Centre, North Building, 255 Front Street West, Toronto, Ontario

Conference Hotels:

Intercontinental Toronto Centre	(416) 597-1400	\$239	Club-level only
Renaissance Toronto @ Rogers Centre	(800) 237-1512	\$180 s / \$180 d	
Fairmont Royal York	(800) 663-7229	\$184 s / \$194 d	
Delta Toronto	(888) 890-3222	\$209	Includes Hi-Speed Internet

Session Proposals: The OLA Conference Planning Committee encourages Associate Members to propose education sessions to be included in the program. A Session Proposal Form can be found on page four. Proposals are due by August 15, 2014. Remember to ensure sessions are balanced and not too commercially focussed.

Firms wanting to hold interest group meetings or client parties or product demonstrations may do so with the assistance, and promotion if wanted, of the OLA. Contact OLA with details (numbers; timing; type of event) and OLA will do what they can to ensure space is available at a Conference facility. There is a \$100 charge for space when OLA can assist.

ASSOCIATE MEMBER SESSION PROPOSAL

OLA extends the right to Associate Members to propose educational sessions. This allows the Associate Members to intertwine themselves with the practicing members and to share experiences and expertise in a formal session setting. These are not intended as commercial sessions, but rather as a general, informative, balanced presentation on a particular topic in which your firm might have a specialization.

The conference committee evaluates proposals, and if they accept the proposal they will assign a convenor to work with your company and speakers. It is expected that the sponsoring company will cover all costs related to the speakers. OLA will provide stock audiovisual equipment in the manner it does for all sessions at Super Conference. The session will be jointly supported by OLA and your firm.

Proposed Session Content

Suggested title for the proposed 75-minute session

Content of the proposed session

Audience

Who will this session appeal to?

Which type of library? Public School Academic Special

What type of session is this?

- Introductory/General info Specialized/Advanced
 Learning/Improving skills Visionary ideas and issues

Have you spoken to a divisional conference co-ordinator to arrange co-sponsorship?

Yes No If yes, who? _____
if no, OLA will try to find one

Company Information

Name of Key Contact for Organizing Session

Company Name

Phone

FAX

Email

Proposed Speakers

Name

Job Title

Name

Job Title

Benefits

This is the source of the session description for promotion. Please use descriptive benefit-oriented statements.

What educational gap will this session fill for members?

PLEASE RETURN NO LATER THAN AUGUST 15

Email the form to info@gappointreach.com

FAX (866) 211-2999

PROGRAM ADVERTISING RATES

ADS:

	Pre-Conference Registration Program Only Circulation: 12,000	On-Site Program Only Circulation: 4,500	Discounted Rate for Both Pre-Conference Registration and On-Site Program
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Dates & Specifications

Black & White (no bleeds)

Full Page 7" W x 10" H	\$1,000	\$1,250	\$1,950
1/2 Page 7" W x 5" H	\$600	\$750	\$1,150
1/4 Page 3 1/2" W x 5" H	\$350	\$400	\$600

Four Colour

Full Page 8 5/8" W x 11 1/8" H (bleed)	\$1,400	\$1,600	\$2,600
2-Page Spread 17 1/4" W x 11 1/8" H (bleed across gutter)	\$2,100	\$2,800	\$4,200
1/2 Page 7" W x 5" H (no bleed)	\$750	\$950	\$1,400
1/4 Page 3 1/2" W x 5" H (no bleed)	\$500	\$550	\$950

Trim size: 8 3/8" W x 10 7/8" H

Printing: Offset

Line Screens: Black & white

and four colour: 133

Fonts: Type 1 Adobe, must be outlined

Colour: CMYK

Deadlines: (no extensions)

Pre-Conference Registration Program

Reservations September 12, 2014

Materials October 1, 2014

Mails early November 2014

On-Site Program

Reservations December 13, 2014

Materials January 7, 2015

Distributed at Super Conference

Payment: All rates are net; no cash or agency discount allowed. We will invoice advertisers/exhibitors shortly after the publication issue date.

Rates are quoted in Canadian dollars.

OLA cannot be held responsible for reproduction problems that occur as a result of incorrectly prepared files.

COVERS:

	Pre-Conference Registration Program Only Circulation: 12,000	On-Site Program Only Circulation: 4,500
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Four Colour

Inside Front Cover 8 5/8" W x 11 1/8" H (bleed)	n/a	\$2,000
Inside Back Cover 8 5/8" W x 11 1/8" H (bleed)	n/a	\$2,000
Outside Back Cover 8 5/8" W x 11 1/8" H (bleed)	Sold	\$2,400



Full Page



1/2 Page



1/4 Page

Preparing & Submitting Ad Materials

Reserve your space today using the Placement order form.

Options for submitting materials:

Email: a press-ready PDF to info@gappointreach.com. All fonts and high-resolution images must be embedded.

Upload: press-ready PDF to OLA's FTP site. For instructions Email info@gappointreach.com.

Name all files with advertiser's name and publication name.

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PLACEMENT ORDER

Company Information

Company Name _____

Contact Name _____ Title _____

Address _____

City _____ Province/State _____ Postal/Zip Code _____

Phone _____ FAX _____

Email _____

Technical Contact (about Artwork) _____ Email _____

PO number (if any): _____

Deadlines

Pre-Conference Registration Program

Reservations: September 12

Materials: October 1

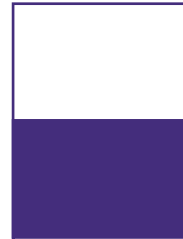
On-Site Program

Reservations: December 13

Materials: January 7



Full Page



½ Page



¼ Page

ADS:

	Pre-Conference Registration Program Only	On-Site Program Only	Both Pre-Conference Registration and On-Site Program	Total
Black & White				
Full Page	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,950	
½ Page	<input type="checkbox"/> \$600	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,150	
¼ Page	<input type="checkbox"/> \$350	<input type="checkbox"/> \$400	<input type="checkbox"/> \$600	
Four Colour				
Full Page	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$2,600	
2-Page Spread	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$4,200	
½ Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$950	<input type="checkbox"/> \$1,400	
¼ Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$550	<input type="checkbox"/> \$950	

COVERS:

	Pre-Conference Registration Program	On-Site Program	Total
Four Colour			
Inside Front Cover	n/a	<input type="checkbox"/> \$2,000	
Inside Back Cover	n/a	<input type="checkbox"/> \$2,000	
Outside Back Cover	Sold	<input type="checkbox"/> \$2,400	

Subtotal _____

13% HST #10779 8159 _____

Total _____

Placement is subject to confirmation by OLA.

- Cheque payable to Ontario Library Association
 VISA MASTERCARD

□□□□ □□□□ □□□□ □□□□

Expiry ____ / ____ Name on Card _____

Email the form to info@gappointreach.com

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CONFERENCE BAGS

Looking to make a big splash at Super Conference? Every delegate – over 4,000 – receives a Conference Bag which contains their on-site program, badgeholder, and Passport to Prizes. This is a high-profile sponsorship activity.

Company Information

Company Name _____

Contact Name _____ Title _____

Address _____

City _____ Province/State _____ Postal/Zip Code _____

Phone _____ FAX _____

Email _____

Technical Contact (about Artwork) _____ Email _____

PO number (if any) _____

Top Left	<input type="checkbox"/>	\$895
Top Right	<input type="checkbox"/>	\$895
Centre	<input type="checkbox"/>	\$1,800
Bottom Left	<input type="checkbox"/>	\$895
Bottom Right	<input type="checkbox"/>	\$895

Subtotal _____

13% HST #10779 8159 _____

Total _____

Placement is subject to confirmation by OLA.

Cheque payable to Ontario Library Association

VISA MASTERCARD

□□□□ □□□□ □□□□ □□□□

Expiry ____ / ____ Name on Card _____

Email the form to info@gappointreach.com



PRICING STRUCTURE, KEY DATES, & DETAILS

2015 Pricing Model

	Before October 5	After October 5
Single Booth – 100 sq. ft.	\$2,285	\$2,485
Double Booth – 200 sq. ft.	\$3,995	\$4,195
Triple Booth – 300 sq. ft.	\$4,995	\$5,195
Quadruple Booth – 400 sq. ft.	\$5,895	\$6,195
More than 400 sq. ft. (not including aisle)	\$13.50 per sq. ft.	
Corner surcharge	\$215 per open corner	
Non-member surcharge	\$225	\$265
Small Firm Space – minimum 35 sq. ft.	\$695*	\$745*
NFP/Charity Space – minimum 35 sq. ft.	\$695*	\$745*

All prices are subject to 13% HST (HST #10779 8159)

* includes carpet for booth

U.S. Exchange

OLA will accept cheques in U.S. dollars based on \$1 CDN = \$.95 US. With so much currency uncertainty at the time of writing. If conditions change by more than 5% OLA will re-consider. Credit card payments usually provide the prevailing exchange rate.

Payment Schedule

A \$850 deposit per 100 square feet is required within three weeks of requesting space. Full payment is due no later than December 15, 2014. This will be enforced for the 2015 EXPO as a result of the sell-outs in recent years.

What is Provided For Your EXPO Space Fee

- Burgundy and black draped booth – 8' back, 3' side rail
- Uncarpeted floor space in booth/space
- 24-hour security
- Unlimited VIP Pass access to invite clients. These must be completed electronically to be free. Paper copies and on-site registrations are subject to EXPO Only Fees.
- Aisle carpeting – black (7½' wide)
- Listing in EXPO Guide, companion website, plus five product categories in the Buyer's Guide
- 13½ total exhibit hours; 5 hours unopposed.
- Inclusion in the year-round AccessOLA "Library Buyer's Guide" including a link to your corporate website
- Up to four* full-conference passes for bona fide booth/company personnel. No practicing librarians, teacher-librarians, workers or trustees. Additional badges are available for staff at a cost of \$15 per badge. * Based on size of space rental.
- Use of a booth sitting service

Small Firm and Not-for-Profit/Charity Groups

Small Firms: space in this area is restricted to those companies with annual revenues below \$30,000 gross for their business dealings with the Ontario library community.

Not-for-Profit: The OLA annually receives requests from dozens of organizations wishing space in the EXPO. Rather than making decisions on the suitability of each the OLA has decided on an NFP rate.

The OLA will guarantee space no smaller than 35 square feet. The space is bare except for the carpeting. Tables are not included. OLA reserves the right to limit the number of these spaces available.

Important Dates & Times

Move In

Tuesday, January 27 5:00 PM to 8:00 PM

This early access is available to companies with 300 or more square feet of space.

Wednesday, January 28 8:00 AM to 8:00 PM

Thursday, January 29 6:00 AM to 9:00 AM

Show Hours

Thursday, January 29 9:00 AM to 5:00 PM

Friday, January 30 9:00 AM to 3:00 PM

Tear Down

Friday, January 30 3:00 PM to 10:00 PM

Times are subject to change. Watch final conference program and Official Exhibitors Kit available online for official times.

Space Selection/Allocation

In an effort to provide all member companies with an equal opportunity at EXPO space, the OLA is continuing its space allocation policy. This is particularly important since the show was completely sold out in 2011, 2013 and 2014 by the end of December. Member companies that occupied space in 2014 have first right of refusal to the same space in 2015. Some exceptions apply.

- OLA Associate Members – request due by August 31. Companies will be notified of their space within 15 days of the end of the preferred period.
- The remaining groups are eligible to book or will be assigned their space after September 7.
- Associate Members who missed the deadlines.
- Non-member companies who exhibited in 2014.
- General sales – the OLA has a library suppliers' database of companies who have expressed an interest in receiving EXPO materials.

The OLA reserves the right to make the final determination on all booth allocations. Members have the right to "upgrade" their 2014 space to that of a non-member provided they apply before the August 31 deadline. This is on a first request basis.



GENERAL EXPO RULES & REGULATIONS

SHOW MANAGEMENT – The Ontario Library Association (OLA) and its authorized representatives are hereinafter referred to as “Show Management.”

PAYMENTS & REFUNDS – Full payment for booth space must be made no later than December 13, 2014. Show Management reserves the right to refuse a company entry who has not paid in full by this date. A deposit of a minimum of \$850 per 100 square feet is due no later than three weeks after the form is submitted. The OLA will hold booth space for up to three weeks while a company arranges for a deposit cheque. After three weeks the OLA may release the space for reallocation if another firm requests that specific space. OLA is not responsible for notifying a company that is beyond the three week period or fails to pay in full by December 13, 2014. All applications submitted after December 13 must include payment IN FULL for the space rental charges.

Cancellations made prior to September 15 will receive a refund of payments made, less a 25% cancellation fee. After September 13 and before December 1 the company will forfeit the entire amount of the deposit. After December 1 there are no refunds for space.

In case the EXPO shall not be held for any reason whatsoever, then and there upon the rental and lease of space to the exhibitor shall end. In such case the limit claim for damage and/or compensation by the exhibitor shall be the return of the amount already paid for space for this specific event.

SPACE RENTAL – The application for exhibit space, when signed by the exhibiting firm and/or deposit cheque cashed, or credit card processed, by Show Management, shall constitute a valid contract between the parties. In submitting the space contract the firm acknowledges their financial responsibility whether they choose to withdraw or cancel their space.

USE OF SPACE RESTRICTIONS – The space contracted for is to be used solely by the exhibitor whose name appears on the application, as agreed to by both parties, and only products and/or services of the exhibitor may be exhibited. Any promotion of other products or services is strictly prohibited. No exhibit will be permitted which interferes with the exhibits of other exhibitors or obstructs the visibility of other exhibits. Exhibits must be confined to the exact space allocated, and where an exhibitor's display is built beyond limitations set forth in this contract and explained in detail in the Official Exhibitor's Kit, Show Management reserves the right to correct such violations by having the exhibitor alter, remove or rearrange any or all of the display so that it will comply with the regulations or, if the exhibitor is not available, to make such corrections at the exhibitor's expense. Show Management reserves the right to restrict exhibits which, because of noise, operation of equipment, creation of safety hazards or any other reason, become objectionable or otherwise distract from neighbouring exhibits. No representation of the exhibitor, his products or services may be carried on in the aisles, corridors, feature areas, or other designated common areas of the Convention Centre.

No exhibit shall assign, sublet, or share the space allocated with another business or firm unless approval has been obtained in writing from Show Management.

INSTALLATION, EXHIBIT HOURS, &

DISMANTLING – Dates and hours for installation, exhibiting, and dismantling will be specified by Show Management. Goods being delivered directly to the exposition must be received by a representative of the exhibiting firm or their designate. Exhibits shall be staffed at all times when the EXPO is officially open. No exhibitor will be able to commence dismantling any portion of the exhibit whatsoever, to commence packing crates or cartons or to abandon his display prior to the official closing. Failure to comply with

the regulation will result in the exhibitor being barred from future shows and events sponsored by Show Management. All exhibits must be removed by 10:00 PM on January 31, 2015, and all storage and handling charges for failure to remove exhibit material by that time shall be the responsibility of the exhibitor. Show Management reserves the right, through its official carrier, to remove any exhibit not removed by the conclusion of the exhibition and charge the expense to the exhibitor.

FIRE REGULATIONS – All exhibitors must comply with local fire regulations. Only fireproof material may be used in displays and wiring must conform to CSA or UL specifications. All exits and aisles must be kept clear at all times. The exhibitor assumes full responsibility for ensuring that exhibits meet these standards. Show Management is obligated to install two fire hose cabinets for the duration of the EXPO. The location of the cabinets are on the floor plan. Show Management reserves the right to change their location depending upon directives from the Fire Marshall.

ELECTRICAL SAFETY CODE REQUIREMENTS – All exhibitors must comply with the Electrical Safety Code Requirements in place at the time of the event. The exhibitor assumes full responsibility for ensuring that exhibits meet these standards.

DAMAGE TO PROPERTY – Exhibitors are liable for all damage caused by them or their representatives or contractors to the exhibit facility, booth equipment, or to other exhibitors' property and shall indemnify the facility management, Show Management and/or Official Service Contractor against, and hold them harmless from any complaints, suits, or liabilities resulting from negligence of the exhibitor in connection with the exhibitor's use of exhibit space. Full regulations for property care are in the Official Exhibitor's Kit, available online by November 1.

CARE OF THE BUILDING – Painting, nailing, or drilling of floors, walls, ceilings, or any part of the building is not permitted. Exhibitors laying any floor covering must use an adhesive that will not damage the floor. No signs or other articles are to be fastened to the ceiling, walls, pipes, or electrical features.

SECURITY – Show Management will employ a professional guard service for the duration of the exhibition and will take reasonable precautions to safeguard exhibitors' property. However, Show Management assumes no liability for loss or damage, howsoever caused, of goods, exhibits or other materials owned, rented or leased by the exhibitor.

FOOD AND/OR BEVERAGES – The preparation and/or serving of food or beverages of any kind without the written permission of Show Management and/or the facility is prohibited. Exhibitors wishing to serve samples must complete a request form that can be obtained from Show Management. This is submitted to the facility for permission.

OFFICIAL EXHIBITORS KIT – For the 2015 EXPO the Exhibitor Kit will be available online. The Exhibitor's Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management. In the Kit are all the necessary forms for Show contractors and other rules and regulations. All booth space and activity must be arranged in accordance with those outlined in the Kit. If in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor's Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from at any time during the exposition.

OLA will send a link for online access to the Exhibitor's Kit to each company registered with a deposit made by November 1. However, if a link has not been received by December 1 it is the responsibility of the company to contact OLA.

EXPO-ONLY BADGES – Show Management provides OLA Super Conference EXPO 2015

an unlimited number of free passes to paying exhibiting firms. These passes are to distribute to key customers, etc. that might not be attending the conference. They cannot be used for booth personnel or staff of exhibiting or partner companies. In order to qualify to give your customers the passes all payments must be up-to-date. OLA will not print badges if firms have an outstanding balance on January 21, 2015. There is no fee for EXPO-ONLY PASSES provided they are completed online. Paper/FAX requests will be processed at a fee of \$5 per pass – billed to the exhibiting company and payable before the conference opens.

LIABILITY & INSURANCE – Neither Show Management nor any of its officers, directors, employees, or agents, nor the owners, employees or representatives of the exhibit facility will be responsible for any injury or damage that may occur to the exhibitor or the exhibitor's employees or property from any cause whatsoever prior, during or subsequent to the period covered by the exhibit contract. The exhibitor, on signing this contract, expressly releases the foregoing parties, individuals and firms from, and agrees to indemnify same against, any and all claims for such loss, damage or injury. Exhibitors are advised to carry insurance on their exhibits and its contents; however, this will be taken at their own expense.

AUTHOR/SPECIAL GUEST BADGES – The OLA does not charge exhibiting firms for Author or Special Guest badges provided we are notified at least 10 days before the EXPO opens. There is a form in the Exhibitor Kit.

ENTRY TO THE SHOW – Show Management reserves the right to deny admission to any visitor, exhibitor, or exhibitor's employee. Show Management reserves the right to final determination of all space assignments in the best interest of the exposition.

LABOUR – Exhibitor must observe all contracts in effect between Show Management, service contractors, Convention Centre, and labour organizations involved.

MEMBERSHIP STATUS – Rates paid for exhibit space are based on the membership status of the company at the time of the actual display. It is the exhibiting company's responsibility to either pay non-member rates or to have a current Associate Membership in the Ontario Library Association at the time of the event. Show Management reserves the right to withhold a firm's ability to set-up if their membership status changes between time of payment and the event.

DISCOUNT POLICY – The OLA does not discount at the end of the sales period. OLA reserves the right to move firms who have purchased smaller spaces into larger spaces.

SMALL FIRM/NFP – The OLA reserves the right to limit the number of booths/tables in any category. The OLA does not assign space to this category until the sales period ends in January. Space allocation in this category is on a random basis.

SELLING AT THE EXPO – The OLA strongly supports and encourages vendors to sell on the floor of the Super Conference EXPO. Show Management encourages exhibitors to inform them of any special deals they plan to offer and they will be promoted in the on-site EXPO Directory at no additional expense.

OTHER REGULATIONS – Any and all other matters not specifically covered by the preceding General 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, and amendments, when made, are brought to the notice of exhibitors. Each Exhibitor, for themselves, and their employees, agrees to abide by the foregoing Rules and Regulations and by any Amendments or additions thereto in conformance with the preceding sentence.

SPACE SELECTION/ALLOCATION – The policy is clearly articulated on Space Allocation & Contract form.

EXPO SPACE APPLICATION & CONTRACT

Company Information

Please read all parts and General Rules and Regulations before signing below. Information from this application will be used for the Directory Listing and in the Buyer's Guide.

Company Name *(exactly as it should appear, please avoid short forms, all-caps)* _____

Name of Contact *(booth contact)* _____

Address _____

City _____ Province/State _____ Postal/Zip Code _____

Phone _____ FAX _____

Website _____

Email _____

Alphabetize our company under the letter: _____

Booth Selection

See attached page for pricing and other details.

Size of booth for Super Conference 2015

Single Double Triple Quad Other _____

Small firm space Not-for-Profit/Charity Space

Preferred Booth Selections – Please list in order

If you wish the same booth as in the past, and you are an OLA Associate Member, please do not write other booth numbers unless you want to upgrade.

Companies you would like to be near*

Companies you would NOT like to be near*

* OLA takes this information into consideration when it is assigning new booths, but precedence goes to Members who have long standing locations.

Directory & Buyer's Guide

Page two of this contract is how the Directory is compiled. Remember that your booth fee includes many of the features of the Directory and Buyer's Guide. Please take advantage of these features.

Payment Information

Price for Preferred Booth – see attached price sheet	
<input type="checkbox"/> Corner Premium – \$215 per open corner Number of open corners _____	
<input type="checkbox"/> Non-Member Premium – \$225 <i>(After October 5 – \$265)</i>	
<input type="checkbox"/> Extra basic listing in Directory – \$30 each <i>(Each booth has one listing automatically, complete additional copies of page 2 as necessary)</i> Number of extra Directory Listings _____	
<input type="checkbox"/> Extra Buyer's Guide Listings – \$7.50 each <i>(Five listings are free, make your selection on page 2)</i> Number of extra Buyer's Guide Listings _____	
<input type="checkbox"/> Logo – \$30 as eps or tiff file <i>(Email to info@gappointreach.com by December 15)</i> Number of Logos _____	
<input type="checkbox"/> 50 Word Description – \$30 <i>(Email to info@gappointreach.com by December 15)</i> Number of Descriptions _____	
<input type="checkbox"/> Combo: 50 Word Description and Logo – \$50 <i>(Email to info@gappointreach.com by December 15)</i> Number of Combos _____	
HST #10779 8159	Subtotal
	HST 13%
Membership \$195 <input type="checkbox"/> Renewal <input type="checkbox"/> New	
Total	

Please indicate whether the full amount or a deposit should be charged to your card. In the absence of a selection the full amount will be charged.

Full Amount Deposit Only

Cheque payable to Ontario Library Association
 VISA MASTERCARD

Expiry ____ / ____ Name on Card _____

Important - Please Read

I have read and agree to abide by the rules and regulations.

**This is page one of the application.
Please complete page two.**

Ontario Library Association
2 Toronto Street, 3rd Floor, Toronto, Ontario M5C 2B6
FAX: (866) 211-2999 Email: info@gappointreach.com

EXPO SPACE APPLICATION & CONTRACT

Official Directory Listing

- Same as on page 1
 Additions/corrections below

Company Name (exactly as it should appear, please avoid short forms, all-caps)

Name of Contact (for delegates interested in purchasing, not the booth contact)

Address

City Province/State Postal/Zip Code

Phone FAX

Website

Email

Do you require more than one basic listing? \$30 each
 Photocopy this form and complete one for each listing required. If more than one firm is represented in a booth and you want them listed – this is necessary.

Company Logo or Description \$30 each or \$50 both
 The logo will be a minimum of 1" x 1" eps or tiff files are ideal. The description should be no longer than 50 words. These should be sent by email to info@gappointreach.com.

Buyer's Guide Listings
 Each firm is entitled to choose FIVE product categories as part of your basic booth registration. Extra categories may be purchased for \$7.50 each. Please mark the product categories that are the most appropriate for your firm. The OLA reserves the right to add additional categories based upon the "other" that are submitted. If you choose to purchase additional listings, make additional product category selections also.

ASSOCIATE MEMBER SPACE APPLICATIONS

Due August 31 to reclaim 2014 space

Early bird space discount until October 5. No Exceptions.

Email the form to info@gappointreach.com

Ontario Library Association
 2 Toronto Street, 3rd Floor, Toronto, Ontario M5C 2B6
 FAX: (866) 211-2999 Email: info@gappointreach.com

BOOKS, PERIODICALS, & DOCUMENTS

- Aboriginal
- Alternative
- Art & Culture
- Biography
- Business
- Canadian Publisher
- Children's Books
- Cook Books
- Directories
- Dual-Language Materials
- Early-Literacy Stations
- Ebooks
- Educational
- Ejournals
- English as a Second Language
- Fiction
- Foreign Language
- French Books (all topics)
- French Language Materials
- General Books
- Government Documents
- Graphic Novels
- Graphic Novels (French)
- Health Information
- History & Heritage
- Journals & Periodicals
- Large Print Books
- Library Science/Services
- Literacy Resources
- Literature & Criticism
- Medical
- Mind/Body/Spirit
- Music/Music Reference
- Mystery
- Native Resources
- Natural History/Environment
- OLA Reading Program
- Online Reference
- Online Resources
- Online Services
- Paperbacks
- Pharmaceutical
- Picture Books
- Print Braille for Children
- Professional Literature
- Scholarly
- Science
- Social Issues
- Social Science
- Specialized Books & Magazines
- Struggling Readers
- Teacher-Librarian Resources
- Teen Fiction & Poetry
- Travel Books
- University Press
- Young Adult Books
- Other _____

AUDIOVISUAL EQUIPMENT & MATERIALS

- Audio Books
- Audio Books (French)
- Audio Books (Spanish)
- Audiovisual Equipment
- Audiovisual Materials
- Digital Libraries
- Disk Repair
- Document Camera

- DVD
- Ereaders
- Interactive Projectors
- Language Learning
- Multimedia
- Music
- Online Resources
- Projectors
- Smart Boards
- Streaming Video
- Other _____

AUTOMATION

- Bar Code Scanners
- Bar Code Systems
- Bar Codes
- Booking Software
- Cataloguing
- Collection Development
- Computer & Peripheral Equipment
- Computer Software
- Cost-Recovery Card System
- Database
- Discovery Service
- Electronic Document Delivery
- Electronic Imaging Systems
- E-lending
- Federated Searching
- Information Technology
- Integrated Library Systems
- Internet/Intranet
- Library Automated System
- Library Portals
- Materials Handling
- Micrographic Equipment
- Online Search Services
- OPAC
- Patron Self-Checkout Units
- RFID
- Staff Scheduling
- Web-based Library Administration
- Web-based Library Automation
- Other _____

EQUIPMENT, FURNITURE, & SUPPLIES

- Accessible Tables
- Archival Products
- Bags
- Book Trucks
- Bookmarks
- Children's Furniture
- Circulation
- Circulation Desk
- Clothing
- Computer Software
- Disk Repair
- Furniture
- High-Value Asset Tracking
- Information Technology
- Integrated Library System
- iPad Distribution
- Labels
- Library & Archives
- Lounge Tables & Casegoods
- Microfilm Scanners

- Mobile Storage
- OPAC
- Portable Puppet Theatre
- Posters
- Promotional Products
- Reusable Enviro Products
- Seating
- Security Systems
- Shelving
- Sortation
- Storage Systems
- Other _____

SERVICES

- Academic Institution
- Accessibility
- Animal Control
- AODA Compliance
- Associations
- Automatic Release Plans
- Bed Bug Dogs
- Bibliographic Services
- Bilingual
- Book Clubs
- Book Distributor
- Book Fairs
- Book Leasing Plans
- Book Processing
- Book/Print Wholesalers
- Cataloguing Services
- Consultants
- Content Curation
- Conversion Services
- Copyright Licensing
- Credit Card Payments
- Data Management
- Data Mining
- Database Conversions
- Digital Distributor
- Discovery Service
- Disk Repair
- E-content
- Education
- Educational Resources
- Information Management
- Interlibrary Loan
- International Issues
- Library & Archives
- Library Automated Systems
- Library Education
- Literacy
- Marketing Analytics
- Material Dispensing
- Media Digitization
- Mobile Applications
- Moving Companies
- Online Database
- Online Resources
- Online Ordering System
- Pest Control
- Preservation
- Professional Development
- Reading Promotion
- Reference Services
- Resource Sharing
- Security
- Self-Service Technologies
- Special Needs
- Subscription Services
- Technical Services
- Training & Development
- Video Wholesalers
- Other _____

THANK YOU. THANK YOU. THANK YOU.

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