



# CALCON 2014 VENDOR PROSPECTUS

*Sponsorship and exhibit information for the 2014 annual Colorado Association of Libraries Conference*

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# VENDOR & SPONSOR BENEFITS

## Vendor & Sponsor Benefits

### STRATEGIC HIGHLIGHTS

CALCON brings together well over 500 members of the local library community (including Trustees, Library administrators and directors, librarians, paraprofessionals, supervisors, support staff including technical services, community relations and information technology) with vendors, sponsors and exhibitors. As a vendor who seeks an opportunity to meet, discuss solutions, and create powerful connections with those in the Colorado library community, you are an essential part of the future of library services in our communities and the ability of libraries of all types to survive and thrive for years to come. We hope you will join us in 2014!

**2013 Conference Attendees by Type and Position**



In 2013, 539 people attended the conference, and above you can see the breakdown of those that attended. Each year we strive to attract a wide variety of vendors and increase conference attendance for academic, school and special libraries by targeting their needs and providing valuable content. In 2014, we are including a track approach and have many school and academic representatives on our planning committee to help us attract a greater number of school and academic library professionals. CALCON strives to become a conference that is known for establishing valuable connections, inspiring solutions, and celebrating innovation in all types of libraries throughout the state. Part of our plan for success is to provide the best possible venue for vendors to make connections, build relationships and get a pulse of what is happening in the Colorado library community. As such, we have centered much of our planning on providing excellent exhibit space, increasing traffic to the exhibit areas, providing engaging activities for vendors and attendees and providing excellent recognition for those that sponsor the conference.

In 2014 CALCON will be bringing back the Exhibit Hall as well as providing Table Tops in the hallway. A grand opening reception on Thursday night will open the exhibits, and they will close down at 11:00 am Saturday morning for maximum contact with attendees. In order to provide maximum traffic to the vendor areas the CLEF silent auction and the internet café located within the Exhibit Hall, which are high traffic drivers.

Additionally, the conference will provide games for conference attendees that require interaction and time spent in the exhibit hall and with exhibitors, and there will be a drawing for a grand prize Exhibitor winner as well! Building on the vendor demos of 2013, we will provide an exhibitor track of programs on Friday and Saturday selected from vendor submissions for attendees to attend if they so choose. These programs will be promoted with all other sessions of the conference and attendees will be encouraged to attend. Submissions for this track will open mid-January and close mid-March 2014. Please submit your presentation idea!

# HOTEL PROVISIONS & ACCOMMODATIONS:

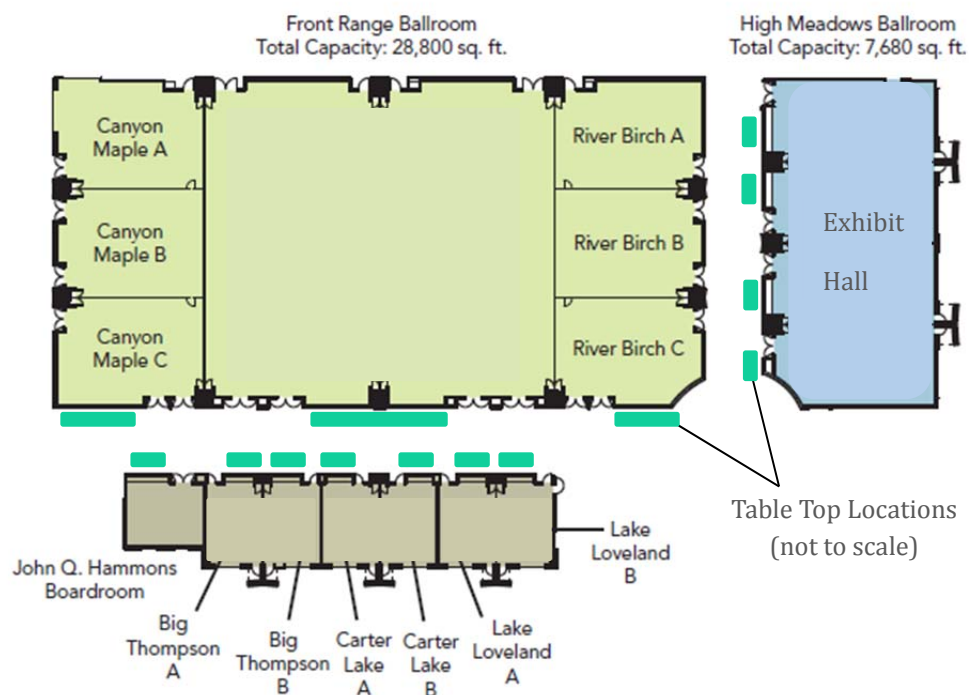
## Hotel Provisions & Accommodations:

Embassy Suites Loveland | Hotel, Spa & Conference Center | 4705 Clydesdale Pkwy, Loveland (970) 593-6200

The Embassy Suites Loveland - Hotel, Spa & Conference Center in Colorado features spacious two-room suites, each equipped with complimentary high-speed internet access, two dual line phones, data ports, two flat screen TV's with in-suite movies, wet bar, refrigerator and microwave. Call for rates.

The Hotel Events staff offers CAL exhibitor's booth furnishings such as furniture, carpeting, signage, complimentary wifi in the conference area and much more. More information is available upon receipt of registration payment. Parking at the hotel is free.

A complimentary breakfast is served daily in the lobby as well as casual dining in the Rocky River Bar & Grille, which is a full service restaurant. Join the conference attendees for happy hour in the Atrium lounge after the conference programming with cocktails and light fare, a popular spot for attendees to unwind. Espressos, sundries and high-speed internet are available in the Caffeina's Marketplace, the lobby internet cafe.



The High Meadows Ballroom will hold the exhibit hall. The vendor track for Friday and Saturday will take place in the Canyon Maple, River Birch or Lake rooms to be determined with other selected sessions later. Table tops will be located in prime traffic locations. The Front Range Ballroom will hold all keynotes, lunches, and any programming for all conference attendees.

# EXHIBITOR PRICING INFORMATION:

## Exhibitor Pricing Information:

### 2014 EXHIBITOR RATES AND DEADLINES:

Member, 10% discount	Early:	Regular:	Late:
<b>Booth Type:</b>	By 2/10/2014	2/11/2014-7/15/2014	7/16/2014-9/1/2014
Standard 8 x 10 Exhibit Booth	\$477.00	\$549.00	\$652.50
Standard 8 x 20 Exhibit Booth	\$702.00	\$774.00	\$877.50
Tabletop in high traffic hallways	Opens for sale after Exhibit Hall is sold out or 7/16		\$350.00
Non-Member	Early:	Regular:	Late:
<b>Booth Type:</b>	By 2/10/2014	2/11/2014-7/15/2014	7/16/2014-9/1/2014
Standard 8 x 10 Exhibit Booth	\$530.00	\$610.00	\$725.00
Standard 8 x 20 Exhibit Booth	\$780.00	\$860.00	\$975.00
Tabletop in high traffic hallways	Opens for sale after Exhibit Hall is sold out or 7/16		\$385.00

### AL LA CARTE MENU:

Member, 10% discount		Non-Member	
<b>One day only:</b> Tabletop outside ballroom	\$200 per day (on sale 7/16)	<b>One day only:</b> Tabletop outside ballroom	\$225 per day (on sale 7/16)
CALCON Connect Game Participation	+\$27 per day	<b>CALCON Connect Game Participation</b>	+\$30.00

### EXHIBIT HALL BOOTH:

- High Meadows Ballroom
- Draped 8'x10' or 8'x20' booth
- Pipe and drape, with tables
- Wastebasket and 2 chairs
- Nightly vacuuming/trash removal
- **Complementary Wifi & Electricity**
- Company listing in the conference program guide
- 2 Conference Registrations for your organization
- 24 hour secure space

### STANDARD TABLETOP IN MAIN HALLWAY:

- Hallway outside of Ballroom and Exhibit Hall
- One 8' draped table
- Wastebasket and 2 chairs
- Nightly vacuuming/trash removal
- Complementary Wifi
- Company listing in the conference program guide
- Tabletop package **DOES NOT** include electricity, security, conference registrations or backdrops.

### VENDOR TRACK:

- 45 minute program, 8 programs will be accepted
- Selected via general submission process
- Submissions will be accepted via the CAL website from January 13<sup>th</sup> through March 17<sup>th</sup> 2014

### ADDITIONAL DEADLINES:

A signed application for exhibit space must be received by September 1, 2014 to guarantee an exhibit booth at the conference. Exhibit booth reservations that remain unpaid after 21 days will be released back into inventory.

### CANCELLATION POLICY:

- Cancellations must be made in writing and submitted to CAL staff at cal@cal-webs.org.
- Requests for refunds less \$100 administrative fee must be received by **September 1, 2014**.
- Refund requests received before **September 1, 2014** will be mailed following the conclusion of the conference.
- Exhibit space not occupied or reconfirmed with the CAL Office by 8:00 am on Friday, **October 17, 2014** may be reassigned.

# CAL CORPORATE MEMBERSHIP INFORMATION

## CAL Corporate Membership Information

### BUNDLE AND SAVE!

- If you sign up as an Exhibitor and as a CAL Corporate Member at the same time, receive an additional 10% off your membership!
- Overall you will save 20% by bundling and saving, and get the added benefits and exposure to CAL members throughout the year.

### BENEFITS OF CORPORATE MEMBERSHIP INCLUDE:

- Receive application for Exhibits and Vendor Participation at the CAL conference two weeks earlier than the general mailing, affording you the chance for first choice of exhibit location if you return your application right away.
- 10% Discount on exhibit space at the CAL conference.
- Discount on the ads in the printed Conference Program.
- Your company name and contact listed in CAL directories and membership lists.
- When published receive all CAL publications.
- Logo, company summary, website link on CAL Corporate Members page of website.
- As a CAL member you can participate in committees, interest groups and divisions including the CALCON planning committee. Come to the Association, Division, Interest Group and Committee Vendor Fair on Friday 10/17/2014 from 4:45-5:30 to learn about them and how you can get involved!

Number of Employees	Membership Level	Membership Fee	Bundled Membership Fee
Less than 25	Basic	\$150.00	\$135
25 - 64 employees	Silver	\$250.00	\$225
65-99 employees	Gold	\$550.00	\$495
100 or more employees	Platinum	\$1000.00	\$900

# VENDOR/ATTENDEE GAMES

## Vendor/Attendee Games

### STRATEGIC HIGHLIGHTS

One of the most important goals of CALCON is to bring together library professionals from all over the state with vendors who specialize in solving the business problems we face to encourage interaction and build relationships. While not all libraries are in the market for vendor's products at the time of the conference, knowing what solutions vendors provide and what options are out there can come into play as new projects are created, new problems arise or old systems become obsolete. Providing some games that encourage and reward interaction between the attendees and the vendors is one way of supporting, thanking and rewarding both attendees and vendors for taking the time to visit with one another since this interaction can greatly improve the chances of success for each of them in the future.

### EXHIBIT HALL GAMES

**Exhibit Hall Passport:** all exhibitors will be automatically included in a passport on the back of every program. CALCON attendees will receive a map of the Exhibit Hall and all the exhibitors including table tops. Each exhibitor will have a stamp available and will stamp the back of the program for attendees as they visit the booth. The instructions will require that CALCON attendees introduce themselves to the exhibitors to earn a stamp. It is up to the exhibitor how to continue that conversation. All passports turned in with more than 30 stamps will be eligible for an ipad mini drawing on Saturday October 18<sup>th</sup> at lunch!

**CALCONect:** Each CALCON attendee will receive their "Connection" tickets awarded by only those participating exhibitors. The exhibitors who are participating will be given tickets and a sign that identifies them. The goal is for the attendees to earn as many tickets as possible and then enter them into the raffle drawing for another ipad mini. In order to earn more tickets, you will need to visit exhibitors and sponsors and participate in an activity. Door prize drawing will be at the beginning of lunch on Saturday in the ballroom on the 18<sup>th</sup>, and attendees don't need to be present to win. Each exhibitor can plan creative ways to give away their "Connection" tickets, but here is a guideline for amounts:

- 1 ticket –stopped by your booth or table, getting stamped, etc.
- 5 tickets – Exchanged Business Card, signed up for an email list or requested follow up information.
- 10 tickets – Business Card, Short Introduction and Information Distributed, lead provided at their organization or valuable information provided about problems they are facing.
- 20 tickets – Business Card, attended your vendor presentation, purchased something, or recommended you to someone at the conference to follow up with you.

**Exhibitor Leads:** This is a drawing for just the exhibitors! Each exhibitor will receive a ticket for every "lead" they walk away from the conference with. This could be business cards, email list sign ups, or appointments set to follow up with someone who attended the conference. The tickets will be entered into a door prize drawing on Saturday October 18<sup>th</sup> at lunch to give away a free ipad mini to the lucky winning exhibitor!

# OVERALL CONFERENCE SCHEDULE:

## Overall Conference Schedule:

Times	Program	Exhibit Hall	Table Tops
Thursday 10/16/2014			
10:00-10:45	Sessions (at least 6)	Closed	Closed
11:00-11:45	Sessions (at least 6)	Open for set up	Closed
12:00-1:30	Lunch on your own		
1:30-2:30	Opening Keynote/Presentation	Open for set up	Open for set up
2:30-3:15	Workshop/Program for all attendees	Open for set up	Open for set up
3:30-4:15	Sessions (at least 6)	Open for set up	Open for set up
4:30-6:00	Opening Exhibitor Reception, food and drink provided in exhibit hall, table tops open		
TBD	CAL AfterDark, vendors/sponsors invited		
Friday 10/17/2014			
9:00-10:00	Keynote/Presentation	Open- if so choose, or welcome to attend	Open- if so choose, or welcome to attend
10:00-11:00	Workshop/Program for all attendees	Open- if so choose, or welcome to attend	Open- if so choose, or welcome to attend
11:00-11:30	No Conflict time/ refreshments in exhibit hall		
11:30-12:15	Sessions (at least 6 tracks + vendor track)	Open	Open
12:15-1:45	Awards Lunch, Exhibitors invited (complimentary) and acknowledged at tables		
1:45-2:30	Sessions (at least 6 tracks + vendor track)	Open	Open
2:30-3:00	No Conflict time/ refreshments in exhibit hall		
3:00-3:45	Sessions (at least 6 tracks + vendor track)	Open	Open
4:00-4:45	Sessions (at least 6 tracks + vendor track)		
4:45-5:30	Get Engaged! CAL Association, Division, Interest Group & Committee fair		
TBD	CAL AfterDark, vendors/sponsors invited		
Saturday 10/18/2014			
9:00-9:45	Sessions (at least 6 tracks + vendor track)	Open	Open
9:45-10:15	No Conflict time/ refreshments in exhibit hall		
10:15-11:00	Sessions (at least 6 tracks + vendor track)	Open	Open
11:15-12:00	Sessions (at least 6 tracks + vendor track)	Tear down	Tear down
12:00-1:30	Lunch for Attendees, drawing for vendor game prizes		
1:30-2:15	Sessions (at least 6 tracks + vendor track)	Closed	Closed
2:30-3:30	Closing Keynote/Workshop	Closed	Closed

*This schedule is subject to slight adjustments and changes as the content is finalized and booked. Vendors will be notified of any changes to the schedule in a timely manner.*



# CONFERENCE SPONSORSHIP OPTIONS

## Conference Sponsorship Options

<b>Platinum Sponsorship</b> <b>\$5,000+</b> <ul style="list-style-type: none"> <li>• 5 minutes during the conference to address all attendees. Specific timing to be scheduled in September.</li> <li>• Recognition and thanks by MC at the conference kick off and wrap up.</li> <li>• Recognition on all Conference promotions, including conference signage and nametags.</li> <li>• Complimentary full page ad in printed program.</li> <li>• Large logo w/link on conference exhibitor webpage.</li> <li>• Sponsor recognition for your booth.</li> <li>• 2 Complimentary Registrations.</li> </ul>	<b>Exhibitor Games:</b> <b>\$200</b>  <b>Game Sponsor:</b> <ul style="list-style-type: none"> <li>• Logo on game piece used to play game.</li> <li>• Acknowledgement in the program as game sponsor.</li> <li>• Extra bonus tickets for players earned at your table or booth.</li> <li>• Sponsor recognition for your table or booth.</li> </ul> <b>Grand Prize Sponsor:</b> <ul style="list-style-type: none"> <li>• Sponsors thanked by MC at the grand prize drawings.</li> </ul>
<b>Gold Sponsor</b> <b>\$2,000</b> <ul style="list-style-type: none"> <li>• 2 minutes during the conference to address all attendees. Specific timing to be scheduled in September.</li> <li>• Podium recognition by MC at conference kick off and wrap up.</li> <li>• Complimentary half page ad in conference program.</li> <li>• Large logo with link on conference exhibitor webpage.</li> <li>• Technology/Wifi sponsor: logo at Internet Café, tech presentation room signs.</li> </ul>	<b>Awards Luncheon Sponsor</b> <b>\$1,500</b> <ul style="list-style-type: none"> <li>• Opportunity to address the attendees at the luncheon for 2 minutes.</li> <li>• Recognition of sponsorship from the podium by the MC.</li> <li>• Logo displayed on the screen before and after luncheon and on all signage.</li> <li>• Recognition of sponsorship in the program.</li> <li>• Large logo with link on conference exhibitor webpage.</li> <li>• 1 Complimentary Registration.</li> </ul>
<b>Silver Sponsor</b> <b>\$1000</b> <ul style="list-style-type: none"> <li>• Opportunity to introduce one keynote or general session.</li> <li>• Logo displayed before and after presentation.</li> <li>• Recognition of sponsorship in the program.</li> <li>• Recognition of sponsorship on signage for the general session of your choice.</li> </ul>	<b>Printed Program Advertising:</b> Advertising Rates: <ul style="list-style-type: none"> <li>• *Back or inside cover, full page, Cost: \$800 (please call CAL 303-463-6400 to make sure spots are still available)</li> <li>• Full page Cost: \$500</li> <li>• Half page Cost: \$300</li> <li>• Quarter page Cost: \$175</li> </ul> Ads must be arranged and provided to CAL staff before September 1, 2014 when the final program will be created.

### Become a Sponsor:

If you would like to become a sponsor, please note the amount you would like to give and how you would like to be honored for your sponsorship on the registration form. Possible options:

- A CAL AfterDark event sponsor recognition in program and on signage.
- Conference Party sponsor recognition announced from podium and on party promotions.
- Recognized as a sponsor in the printed program.
- Individual session of your choice sponsorship. Sessions will be selection by the end of April and will be available for individual sponsorships to honor your donation.
- Gift basket items for the CLEF silent auction items are also welcome!



# CONFERENCE SPONSORSHIP OPTIONS

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# EXHIBITOR AND SPONSORSHIP REGISTRATION FORMS

## Exhibitor and Sponsorship Registration Forms

### Exhibitor Registration Form (electronic form available 1/2/2014 on the CAL website)

Primary Contact Name:

\_\_\_\_\_

Company:

\_\_\_\_\_

\*List company name as preferred on ALL signage

Address:

\_\_\_\_\_

City, State and Zip:

\_\_\_\_\_

Phone/Fax:

\_\_\_\_\_

Primary Contact Email:

\_\_\_\_\_

Signature:

Exhibitor Options:

- ☐ 8x10 exhibit booth
- ☐ 8x20 exhibit booth
- ☐ Table Top all 3 days
- ☐ Table Top 1 day
- Select the date: \_\_\_\_\_
- ☐ CALCONect Game Participation
- ☐ Bundled Corporate Membership

Payment Information:

☐ Visa   ☐ MasterCard   ☐ AMEX   ☐ Check\*

Amount \$ \_\_\_\_\_

\_\_\_\_\_

Credit Card #

\_\_\_\_\_

Expiration Date CVC Code

\*CAL Staff will be relocating, please call for correct address for sending checks

### Sponsor Registration Form (electronic form available 1/2/2014 on the CAL website)

Primary Contact Name:

\_\_\_\_\_

Company:

\_\_\_\_\_

\*List company name as preferred on ALL signage

Address:

\_\_\_\_\_

City, State and Zip:

\_\_\_\_\_

Phone/Fax:

\_\_\_\_\_

Primary Contact Email:

\_\_\_\_\_

Signature:

Sponsorship Options

- ☐ Platinum Sponsorship
- ☐ Gold Sponsorship
- ☐ Silver Sponsorship
- ☐ Exhibitor Game Sponsor
- ☐ Awards Luncheon Sponsor
- ☐ Other Sponsorship Amount (specify below)

Payment Information:

☐ Visa   ☐ MasterCard   ☐ AMEX   ☐ Check\*

Amount \$ \_\_\_\_\_

\_\_\_\_\_

Credit Card #

\_\_\_\_\_

Expiration Date CVC Code

\*CAL Staff will be relocating, please call for correct address for sending checks

## CONTACT INFORMATION

### Contact Information

Thank you for your consideration of these vendor and sponsorship options. The Colorado Association of Libraries annual conference cannot be successful without your support. Even more to the point, the services you provide to our attendees, libraries and library organizations all over Colorado are essential to helping us provide quality services to our community. The CAL Conference is an opportunity for all of us, attendees and vendors alike, to build quality contacts, become informed about vendors and the solutions they provide, and create strong relationships that will help libraries and the vendors who support us to survive and thrive over the years and challenges to come. We hope you will join us in 2014! If you have any questions or feedback, please contact us and let us know what we can do to improve your conference experience.

JESSE HAYNES OR  
AMANDA REWERTS  
CAL STAFF



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