

Arizona Library Association
2006 Education Conference: *Libraries *Change* Keeping Up*
November 14-16, 2006
Mesa, Arizona

April 12, 2006

Dear Exhibitor:

The Arizona Library Association invites you to the Mesa Convention Center and the Phoenix Marriott Mesa in Mesa, Arizona to join us at our 2006 conference "**Libraries *Change* Keeping Up**".

As you know, AzLA supports libraries and librarians across the state. And each year AzLA provides its members with an excellent occasion for networking and education at the annual conference and tradeshow.

Benefits to Our Exhibitors:

- ◆ Special Discount when you reserve your space *and* pay before August 4, 2006!
- ◆ Pick your booth today; booths are assigned on a first come first served basis and top spots are going quickly!
- ◆ Over 450 attendees each day; Plus special pricing for "Exhibits Only" guests.
- ◆ Scheduled No-Conflict Exhibit Times – two sessions on Wednesday and two on Thursday.
- ◆ Exhibits will be open from 8:00 a.m. until 4:00 p.m. Wednesday and Thursday.
- ◆ Your Company Name on the AzLA conference homepage from July* until the end of the year.
- ◆ Your Company Name in the AzLA Conference Program.
- ◆ Exhibitor Lounge with complimentary beverages both days.

Benefit to Our Sponsors:

- ◆ **Greater Visibility.** Your company name will be highlighted in the Conference Program Guide, spotted in Conference emails and visible on the Conference Web page.
- ◆ **Continued Exposure.** The earlier you purchase your sponsorship the longer your company will be highlighted as a 2006 Conference Sponsor.
- ◆ **Special Recognition.** Your company will receive special recognition throughout the conference as a 2006 sponsor.

The AzLA annual conference is your company's opportunity to meet key decision makers and make yourself known among Arizona libraries and librarians. Consider what an excellent opportunity it will be to highlight your company as a sponsor of the 2006 AzLA Conference!

Enclosed, please find an exhibitor's contract and a list of sponsorship opportunities. Contracts and sponsorships should be received by September 12, 2006 at the latest – August 4th for exhibitor discounts. Reserve your spot now, **space is limited**, and booths are assigned on a first come, first served basis.

If you have any questions, please contact Christine Bailey, Conference Manager, at christine@icseventgroup.com or 602-410-4506. Thank you for your continued support of AzLA, its members and Arizona Libraries.

Jennie O'Leary
2006 Conference Co-Chair

Holly Henley
2006 Conference Co-Chair

Exhibitor's Registration & Space Contract

(Sign and return. Retain a copy for your files)

Staff Use Only

Initial: _____ Booth No.: _____

Date Stamp: _____

1. EXHIBIT REGISTRATION

Please reserve for our use at the: _____
AzLA 2006 "Libraries *Change* Keeping Up" Conference from November 14-16, 2006, the exhibit space on the official floor plan as requested below. We understand that our use of this space is subject to the Arizona state rules and regulations, which, upon acceptance by AzLA, shall be a binding contract between the exhibitor and AzLA. Wherever possible AzLA will fill company requests.

Our preference of location on the official floor plan follows (list by booth number). First come, first served.

First Choice:		Third Choice:	
Second Choice:		Fourth Choice:	

We hereby submit our application to exhibit in the 2006 Arizona Library Association (AzLA) exhibits. We acknowledge that we are bound by all terms and conditions set forth in the AzLA Exhibit Rules & Regulations. We agree to remit 100% of the exhibit space rental fee with this application/contract (if postmarked after August 4, 2006, an additional \$50 rental fee applies). We agree that teardown and dismantling of booth/tabletop will not take place until 4:00 p.m. on Thursday, November 16, 2006; and that set up must be completed by 5:00 p.m. on Tuesday, November 14, 2006. Exhibitors submitting written notice of cancellation of booth space by August 4, 2006, shall be entitled to booth rental refund minus \$50 processing and re-sale fee. Cancellations received between August 4 and September 12 qualify for a refund of 50% of booth rental fee. No refunds can be made for cancellations received after September 12, 2006.

2. EXHIBIT SPACE FEES (RESERVE AND PAY FOR YOUR SPACE BY AUGUST 4TH TO GET YOUR DISCOUNT!)

A maximum of 2 booths/tables per company.

10 x 8 Booth	Before 1/6/06: \$450 (2 booths \$820) After 1/6/06: \$500 (2 booths \$920) After 8/4/06: \$550 (2 booths \$1,020)
8' Table top	Before 1/06/06: \$250 (2 tables \$420) After 1/06/06: \$300 (2 tables \$520) After 8/4/06: \$350 (2 tables \$620)
Additional Premium Booth Space Fee (Booths at entrances and in front of the author signing tables are considered "premium")	\$100 per booth
We are requesting ___ exhibit spaces.	Total: \$ _____

Contact Name: _____

(PLEASE NOTE: ALL EXHIBIT INFORMATION, INCLUDING EXHIBITOR PACKETS AND INFORMATIONAL EMAILS, WILL BE SENT TO THIS INDIVIDUAL)

Company: _____

Phone: _____ Cell: _____ Fax: _____

Address: _____ City/State: _____ Zip: _____

Web Site: _____ E-mail: _____

Credit Card No.: _____ Exp: _____

Name on Credit Card: _____ Authorized Signature: _____

3. EXHIBITOR REGISTRATIONS & ADDITIONAL ON-SITE STAFF

Names of Three Full Registrants included with Exhibit Fee: 1. _____ 2. _____
 3: _____ **Additional Exhibitors cost \$10 each** 4: _____
 5: _____ 6. _____ 7: _____
 8: _____ 9. _____ 10. _____

Additional Registration Fees	Additional Exhibitors	Per Person Cost	Total
Per Person (after 3)			\$
Sub-Total:			\$
Grand Total (Including Exhibitor Space Fees**, Additional Registrants and Sponsorships*):			\$

4. SPONSORSHIP OPPORTUNITIES*

Become a Sponsor today! Obtain greater visibility and recognition as a 2006 conference sponsor! See the sponsorship Opportunities page included with this packet for more benefits!

Check One:

- Platinum - \$2500
- Gold - \$1500
- Silver - \$750
- Bronze - \$500
- Copper - \$250

Total: \$ _____

5. DESCRIPTION OF EXHIBIT FOR PROGRAM

Product/Services to be featured in booth:

- | | | |
|--|---------------------------------------|---|
| <input type="checkbox"/> Audio | <input type="checkbox"/> Computers | <input type="checkbox"/> Security Systems |
| <input type="checkbox"/> Architect/Buildings | <input type="checkbox"/> Consultants | <input type="checkbox"/> Supplies |
| <input type="checkbox"/> Automated Systems | <input type="checkbox"/> Equipment | <input type="checkbox"/> Video |
| <input type="checkbox"/> Bindry/Prebound | <input type="checkbox"/> Furniture | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Books | <input type="checkbox"/> Periodicals | |
| <input type="checkbox"/> Children | <input type="checkbox"/> PR Materials | |
| <input type="checkbox"/> Compact Disks | <input type="checkbox"/> Reference | |

6. RULES AND REGULATIONS

The following exposition rules and regulations are supplemental to and are incorporated by reference into the Exhibit Space Contract and shall govern the use of the exhibit space contracted for therein as if they had been fully set forth in said Exhibit Space Contract.

TERMINOLOGY The word "AzLA" in the following copy shall be deemed to stand for the Arizona Library Association and is inclusive of any other names adopted by the association.

CONTRACT FOR SPACE The order for booths, upon acceptance by AzLA, assignment of space, and the full payment of rental charges, constitutes a contract for rental of space assigned. Any Exhibitor failing to occupy space is not relieved of the obligation of paying the full rental price. This contract will not be binding upon AzLA in the event of strikes or other circumstances beyond AzLA control.

PAYMENT FOR SPACE Applications must be accompanied by **payment in full**, made payable to: **AzLA CONFERENCE 2006**.

CANCELLATION OR WITHDRAWAL Upon giving written notice, the Exhibitor may cancel or withdraw from the Exhibits subject to the following conditions and restrictions:

- * If written cancellation is received by August 4, 2006, booth rental shall be refunded minus \$50 processing and re-sale fee.
- * If written cancellation is received between August 4, 2006 and September 12, 2006, 50% of booth rental shall be refunded.

* If written cancellation is received after September 12, 2006, no refund will be made. In the event of cancellation, AzLA will have the right to use the canceled space to suit its own convenience, including the sale of space to another Exhibitor without rebate or allowances to the canceled Exhibitor.

ALLOCATION OF SPACE Allocation of space will be made on a first received basis and as nearly as possible on the basis of the applicant's wishes and requirements. AzLA reserves the right to alter the Exhibit Floor Plan or change space assignments in the event of emergency and change in conference facilities. In such event, Exhibitor(s) will be notified by the Exhibits Coordinator.

DEADLINE FOR OCCUPANCY OF SPACE It is essential that all exhibits be complete and in place by 5:00 p.m., Tuesday, November 14, 2006. AzLA therefore reserves the right, should any rented space remain unoccupied on the opening day at 7:00 a.m. or at any time thereafter, to rent or occupy said space; but this clause shall not be construed as affecting the obligation of the Exhibitor to pay the full amount of the rental provided for in this contract for space, nor shall it affect the right of AzLA to retain as liquidated damages the rental payment received. Final closing time is the afternoon on the designated last day of the Exhibits. **NOTE: NO DISMANTLING OR PACKING MAY BE STARTED PRIOR TO 4:00 p.m., November 16, 2006!**

IN THE EVENT OF DISASTER In the event of disaster, national emergency, or other circumstances beyond AzLA control, forcing cancellation of the entire exhibit more than two weeks in advance of the opening date of the Exhibits, less a pro rate share of expenses incurred by AzLA in planning and preparing for the exhibit up until the time of cancellation, will be refunded; should such cancellation occur less than two weeks in advance of the opening date, one-half of the amount paid by each Exhibitor will be refunded.

CHARACTER OF EXHIBITS AzLA reserves the right to judge the appropriateness of any exhibit and to decline to permit an Exhibitor to conduct or maintain an exhibit if, in the judgment of the Conference Committee, said Exhibitor, or proposed exhibit, shall in any respect be deemed unsuitable. This reservation relates to persons, conduct, articles of merchandise, printed matter, souvenirs, catalogs and any and all other things, without limitation, which affect the character of the Exhibits.

In the event that AzLA shall determine that the conduct of any Exhibitor, or its employees, agents or servants, is not in keeping with the character of the Exhibits, the Conference Committee, may at any time, without notice, terminate the contract for space entered into with said Exhibitor, and, with or without process of law, remove Exhibitor, its employees, agents, servants, and all property of the Exhibitor, from the space contracted for and from the Exhibits. No Exhibitor shall have any right or claim against AzLA on account of any action taken. The determination of the Conference Committee as to the suitability of any Exhibitor, or as to whether any exhibit or the conduct of any person is in keeping with the character of the exhibit shall in each instance be final.

SOLICITATION IN THE EXHIBITS The aisles and other spaces in the Exhibits not leased to Exhibitors shall be under the control of AzLA. All displays, interviews, conferences, distribution of literature, lectures or any other type of activity shall be conducted inside the space contracted for. Standing in the aisles or in front of exhibit booths of other Exhibitors, or the intercepting of those in attendance for advertising purposes is strictly prohibited.

LIABILITY AND INSURANCE Although AzLA and the Mesa Convention Center will exercise reasonable care for the protection of Exhibitor's materials, equipment, and booth display, neither AzLA (including officers, staff members, agents, representatives, members of their Conference Committee and any individuals or firms retained by them to assist in exhibit work) nor the Mesa Convention Center (including its owners, employees or representatives) shall be responsible or liable for any bodily injury or property damage, loss or destruction that may occur to the Exhibitor or to any of the Exhibitor's employees, personnel, or property, prior to, during, or subsequent to Exhibitor's use and occupancy of the exhibit booth space during the period of time contracted for hereunder. Exhibitor, in executing this agreement, expressly agrees to hold AzLA and the Mesa Convention Center, as well as the individuals, firms and committees specified above, harmless from and to indemnify same against any and all claims for any such bodily injury and/or property damage, loss or destruction, said indemnification to include the cost of reasonable attorney's fees incurred in the defense of any claim, cause or judgment arising from such injury and loss, damage or destruction. Exhibitor further agrees to hold AzLA harmless from and to indemnify them against any claims, causes, actions, judgments or other legal proceedings, including the cost of reasonable attorney's fees incurred in defense of AzLA against such proceedings which arise out of the failure of the Exhibitor to pay any royalty fee due for the performance, by whatever means, of copyrighted music for the exhibition, or of copyrighted films by Exhibitor at his booth or during the occupancy of the booth space contracted hereunder.

As a courtesy, watchman service during tradeshow hours and the trade show floor will be locked after-hours for the duration of the subject exhibit. It must be emphasized, however, that Exhibitors desiring to carry insurance on their Exhibits must acquire and maintain same at their own expense. Moreover, Exhibitors desiring special security precautions should arrange for private guard service, if desired, or should make arrangements to have locked facilities available in their booths for the storage of display of material or products.

FIREPROOFING No combustible decoration, such as crepe paper, tissue paper, cardboard or corrugated paper, shall be used at any time. Muslin, velvet, silken or any cloth decorations must stand a flameproof test as prescribed by the city ordinance.

SPACE RESTRICTIONS Exhibits must be confined to the exact space allocated. Circulars, publications, advertising matter and all kinds of promotional giveaways may be distributed only within booth spaces. Nothing can be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Signs, rails, etc. will not be permitted to intrude into or over aisles.

SPECIAL PROVISIONS: PEDESTALS, TABLES, RACKS, SHELVES, RISERS AND SIMILAR DISPLAY EQUIPMENT may not exceed 42" in height when positioned more than 5' from the back wall of a single aisle booth.

SOUND VOLUME Exhibitors operating sound reproducing equipment will be expected to keep the sound at a reasonable volume, approximately that of normal speaking voice, in order to avoid disturbing other Exhibitors. AzLA reserve the right to turn off the electric supply of any Exhibitor who violates this rule.

SHARING OF SPACE Sharing of booth space by two or more companies is not permitted unless advance approval is obtained from AzLA.

TABLE TOP DISPLAYS Exhibitors renting tabletop displays may place their products and information on the 8' tables only. Products or signage may not be placed anywhere else around the table or on the back drape. The tables may not be moved by Exhibitors.

RESPONSIBILITY It is the responsibility of the exhibiting firm to be fully familiar with these Exhibit Rules and Regulations and to see that each member of the firm attending either as exhibit personnel or delegate, or both, is also familiar with the Regulations. Distribution to all those who will be present for the Exhibit is recommended. Additional copies are available on request.

FOOD OR BEVERAGES No food or beverages may be distributed from the booths without advance approval from AzLA and the Mesa Convention Center.

MISCELLANEOUS REGULATIONS AzLA reserve the sole control over admission policies. Drawings for prizes may be conducted by Exhibitors within their exhibit area if done in a dignified manner.

These regulations are established for the mutual protection of AzLA and the Exhibitor. AzLA reserve the right to make such changes in the time schedule or in general plan of the Exhibit as may be deemed by AzLA to be in the best interests of Exhibitors and the Exhibits generally.

The undersigned *Exhibitor* proposes to exhibit:

The *Management* accepts this contract for space:

Signed by: _____

Signed by: _____

Print Name/Title: _____

Print Name/Title: Deborah Tasnadi – 2006 AzLA President

Dated: _____

Dated: _____

Address: _____

Address: Arizona Library Association

Headquarters
600 E. Baseline Road, Suite B-5
Tempe, AZ 85283

Phone: 480.609.3999 Fax: 480.609.3939

Sign this contract and return original to ICS Meeting and Event Management Group.

Make Check payable to: AzLA Conference 2006

Mail to: ICS Meeting and Event Management Group

Attn: AzLA Conference
668 North 44th Street, Suite 300
Phoenix, AZ 85008

Fax to: 480.607.1753

EXHIBITOR INFORMATION

DATES:

Conference: November 15 – November 16, 2006
Set-Up: November 14, 2006 12:00 p.m. – 5:00 p.m.*
Exhibits: November 15, 2006 8:00 a.m. – 4:00 p.m.
November 16, 2006 8:00 a.m. – 4:00 p.m.
Dismantling: November 16, 2006 4:00 p.m. – 9:00 p.m.

***All booths must be set up by 5:00 p.m. Tuesday, November 14, 2006**

LOCATION:

Mesa Convention Center
263 N. Center, Mesa, Arizona 85201

BOOTH PACKAGE:

Draped, 10' x 8' booth
1 – 8' draped table 1 – wastepaper basket
2 – chairs 1 – identification sign
Listing in Final program

TABLETOP:

1 – 8' draped table 1 – wastepaper basket
2 – chairs 1 – identification sign
Listing in Final program

NOTE: **Tabletop exhibitors** are restricted to **top** of 8' table for display of products and information. No product can be displayed in areas around the tabletops, including any floor or wall space. ANY PRODUCT DISPLAYED OTHER THAN ON A TABLETOP IS IN VIOLATION OF FIRE CODE AND WILL BE REMOVED.

REGISTRATION PACKETS:

Sent direct to key contact in late September prior to show. All booth personnel must register to obtain a badge for entrance into show hall. Each exhibit is allotted 3 name badges; there will be a \$10 charge for additional name badges.

EXHIBITOR SERVICE KITS:

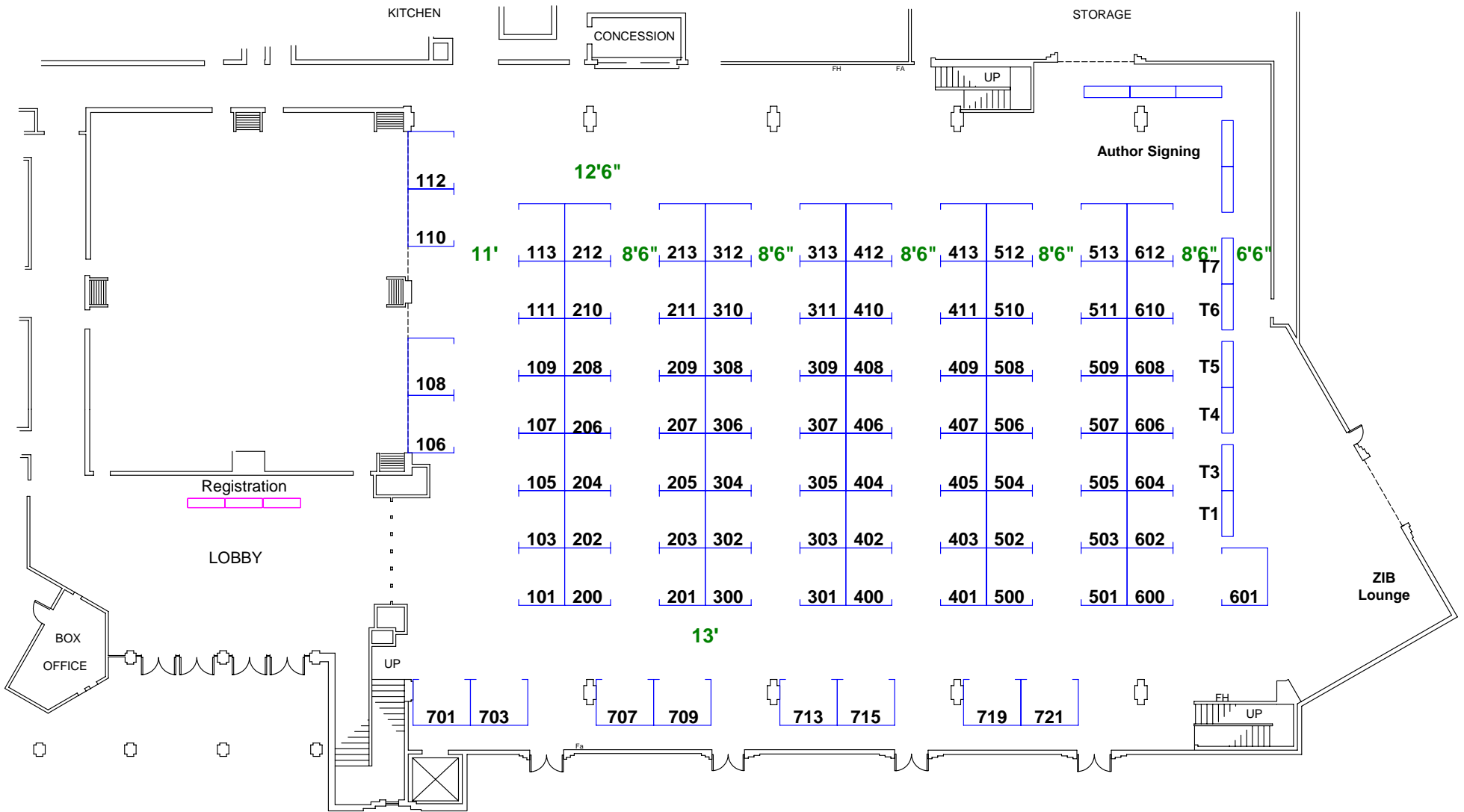
Sent directly to exhibitors 60 days prior to show.
Order forms for electrical service, phones, labor, etc. included.
Special Features: Exhibitor links to conference homepage; Exhibitors' lounge with complimentary beverages and snacks

SHARING BOOTH SPACE:

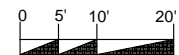
Show regulations prohibit the sharing of booths or tabletops by two or more companies unless approved in advance by AzLA.

MORE INFO:

If you have questions or require more details about the 2006 AzLA exhibits, please contact Christine Bailey, Conference Manager, at ICS Meeting and Event Management Group, via email: christine@icseventgroup.com, office: 602.685.1127 or direct: 602.410.4506.



MESA COMMUNITY CENTER CENTENNIAL HALL



Arizona Library Association - November 14 - 16, 2006		
Mesa Community Center - Centennial Hall		
Brede EXPOSITION SERVICES 2501 East Magnolia Street • Phoenix, AZ 85034-6918 (602) 275-5900 • Fax (602) 275-5959	Mesa, AZ	Specifications: 82 - 8x10 Booth 6 - 8' Tabletop Displays 5 - 8' Author Signing
	Last Revision: 04/10/06	
	Salesman: Brent Athon	
	Job# 6057	

MAXIMIZE YOUR COMPANY'S EXPOSURE SUPPORT AZLA & SPONSOR THE 2006 CONFERENCE

Platinum Sponsors (2)

\$2,500

Target Your Key Market! Choose to be the exclusive sponsor of one of AzLA's two annual awards functions, and place your company name directly in front of some of the top decision makers at Arizona's Libraries.

AUTHOR/ILLUSTRATOR AWARDS LUNCH

Sponsor privileges:

- ◆ Promotional Material at each place setting
- ◆ Sponsor recognition during luncheon
- ◆ Listing in Conference Brochure*
- ◆ Signage
- ◆ One seat at VIP table with meal included
- ◆ Listing in Conference Program Guide
- ◆ Listing on AzLA Conference website

Anticipated attendance: 125+

AzLA AWARDS BANQUET

Sponsor Privileges:

- ◆ Promotional Material at each place setting
- ◆ Sponsor recognition during banquet
- ◆ Listing in Conference Brochure*
- ◆ Signage
- ◆ One seat at VIP table with meal included
- ◆ Listing in Conference Program Guide
- ◆ Listing on AzLA Conference website

Anticipated attendance: 100+

Gold Sponsor (4)

\$2,000

- ◆ Company Brochure available to registrants at Registration Desk (Must supply brochures (single pieces only) to AzLA by Exhibitor Check-in Tuesday)
- ◆ Signage
- ◆ Listing in Conference Brochure*

- ◆ Mention in the AzLA e-Newsletter
- ◆ Mention in the AzLA Conference E-Blast
- ◆ Listing in Conference Program Guide
- ◆ Listing on AzLA Conference website

Silver Sponsor (8)

\$1,000

- ◆ Mention in the AzLA e-Newsletter
- ◆ Signage
- ◆ Listing in Conference Brochure*

- ◆ Listing in Conference Program Guide
- ◆ Listing on AzLA Conference website

Bronze Sponsor (10)

\$500

- ◆ Mention in the AzLA Conference E-Blast
- ◆ Signage
- ◆ Listing in Conference Brochure*
- ◆ Listing in Conference Program Guide
- ◆ Listing on AzLA Conference website

Copper Sponsor (8)

\$250

- ◆ Signage
- ◆ Listing in Conference Brochure*
- ◆ Listing in Conference Program Guide
- ◆ Listing on AzLA Conference website

Marketing Categories Available

- 2006 Conference Program

Copy Deadlines:

Conference program deadline is September 1, 2006. **You must have your ad and all corresponding art work to Christine Bailey at christine@icseventgroup.com by September 1, 2006.**

Conference Program

Size	Conference Program
Full Page	N/A
½ Page	\$500.00
¼ Page	\$350.00
Business Card	\$200.00

*AzLA's Conference Brochure is a tri-fold marketing piece sent to all AzLA members; your sponsorship form and money must be received by June 1st in order to have your company name listed as part of this additional marketing opportunity.

As the 2006 Conference is planned, additional sponsorship opportunities may arise – check with AzLA to see if there are additional opportunities for you and your organization!