

# Ontario Library Association Super Conference EXPO 2010

## An Invitation to Attend

Dear colleagues,

On behalf of the Ontario Library Association Board of Directors and the 5,300 plus members of the Association we are pleased to provide you with the Exhibitor's Prospectus for the 2010 OLA Super Conference, the 110th 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. Please note the dates for the 2010 EXPO are February 25th and 26th. These dates are a few weeks later than traditional OLA times, but because of the new Ontario holiday, Family Day, it resulted in an across the board shift in the MTCC event schedule.

The theme for Super Conference 2010 is "STEP UP TO YOUR PASSION." I am endeavouring to pick up where the 2009 conference left off. This past conference, we were called to action to engage in learning, to expand horizons, to look eagerly into the future. "Step up to your passion" will be action based on the passions that we hold. We are creating a conference that encourages individuals to become active participants in change, personally, professionally, locally, and globally. As we look to the future, who we are, what we do, and the impact of our actions coincide. Although much overstated, the world is a shrinking place, and as we interact globally, we do have impact in areas that we never did before. We need to define our passions, concentrate our energies, and make a difference with and because of our actions. With this Super Conference, it is hoped that all participants have an opportunity to listen, learn, and take action. A place, space, and time to network, explore ideas and opportunities, and step up your passion, whatever that may look like or be.

We have tried to be respectful of the business conditions we know you are operating in right now. Increases are at or below what OLA is facing for delivering the 2010 Super Conference. We are working with our suppliers to have them, wherever possible, to lower or hold steady their prices for their services. The change in dates by a couple of weeks will not have any negative impact and who knows may even avoid "our" annual OLA weather system.

Making the decision to attend OLA, or any event for that matter can be a difficult one. However, OLA works very hard to have a very compelling story that will easily justify the decision. The more than 4,700 who attended are the first and most compelling reason. The fact they attended 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:

- \* Over 90% of those who attend Super Conference are identified as either purchasers or those that influence purchasers.
- \* 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.
- \* In the face of uncertainty in 2009 OLA bucked the trend and attendance rose by 2% while the industry average was a drop of 9%.
- \* Michael Hughes from Tradeshow Week has recently published a report, "The Value of Attending Conventions and Tradeshows in a Recession" that overwhelmingly shows that it is not the time to be retreating on investment in shows, 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 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.

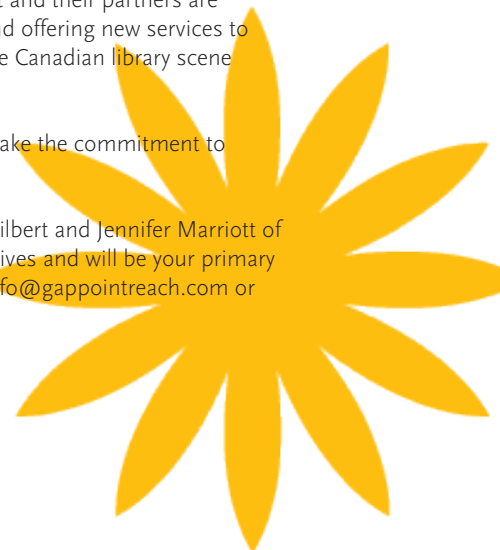
2009 and moving to 2010 continue to be exciting and somewhat unsure times in libraries throughout the world, but here in Ontario too. What we do know is that Ontario's libraries remain among the very best funded on the continent and have the most committed and professional staff too. These factors mean that innovation and program development will continue while the world around is going through such uncertainty. The provincial government and their partners are proceeding with funding commitments made in the past. OLA is developing new programs and offering new services to members and the broader community. 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 working with people very 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](mailto:info@gappointreach.com) or by phone at 416-699-1938.

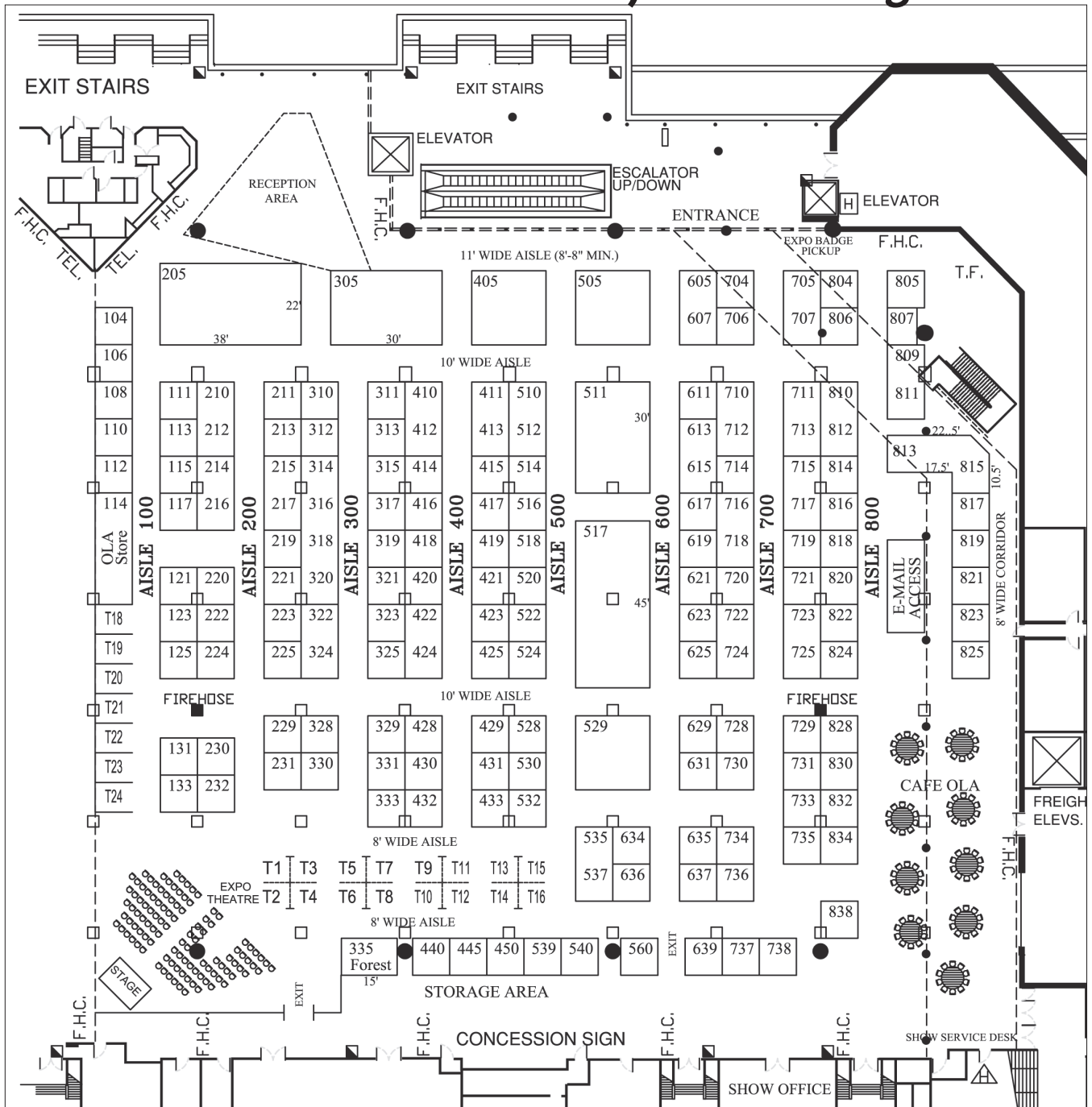
Sincerely,

Peggy Thomas  
OLA President 2009



# Ontario Library Association Super Conference EXPO 2010

## 2010 Floor Plan – Subject to Change



**Show Dates**

February 25, 2010 10:00 a.m. to 5:30 p.m. / February 26, 2010 9:00 a.m. to 3:00 p.m.

**Membership Status**

Please check with OLA's Membership Department to confirm your membership status: [membership@accessola.com](mailto:membership@accessola.com) or telephone extension 21. 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	\$184 s / \$204 d
Renaissance Toronto @ Rogers Centre	800-237-1512	\$145 s / \$155 d
Fairmount Royal York	800-663-7229	\$159 s / \$172 d

**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 July 15, 2009. Remember to ensure sessions are balanced and not too commercially focussed.



# The Most Significant Library Conference in Canada



For over 100 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 5,300 members because it provides meaningful benefits to our members. The OLA is designed to help the people who work in libraries by providing programs, services and resources to help enhance the library experience for the users.

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 2010:

- \* Almost 4750 delegates in 2009
- \* Over 280 workshop sessions and events
- \* 421 expert speakers from within the library field and from outside the field
- \* 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 2009	Member	\$285
CLA Conference 2009	Member	\$525
- \* More than 350 delegates from outside the province
- \* Over five hours of non-conflicting exhibit time. The OLA dedicates this time to EXPO visits only.
- \* Reasonable hours (Thursday 10:00 a.m. to 5:30 p.m. and Friday 9:00 a.m. to 3:00 p.m.) to maximize effort and avoid fatigue and slow periods
- \* 238 booths in the EXPO and 209 companies represented and just over 908 booth personnel

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.

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.

## 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.

## 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.

## 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.

## 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 attracts almost 4,750 attendees who come to Toronto to get the most for their education dollar.

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.

# Ontario Library Association Super Conference EXPO 2010

## Pricing Structure, Key Dates, and Details

### 2010 PRICING MODEL

	Before October 5	After October 5
Single Booth – 100 sq. ft.	\$1,925	\$2,125
Double Booth – 200 sq. ft.	\$3,395	\$3,695
Triple Booth – 300 sq. ft.	\$4,425	\$4,825
Quadruple Booth – 400 sq. ft.	\$5,395	\$5,895
More than 400 sq. ft. (not including aisle)		\$12.80 per sq. ft.
Corner surcharge	\$195 per open corner	
Non-member surcharge	\$215	\$245
Small Firm Space – minimum 35 sq. ft.	\$580	\$635
NFP/Charity Space – minimum 35 sq. ft.	\$580	\$635

All prices are subject to 5% GST (GST #10779 8159)

#### U.S. Exchange:

OLA will accept cheques in U.S. dollars based on \$1 CDN = \$.88 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, 2009. This will be enforced for the 2010 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 (7 ½' wide)
- \* Listing in EXPO Guide, companion website, plus five product categories in the Buyer's Guide
- \* 13 ½ total exhibit hours; 5 hours unopposed.
- \* Free lead retrieval
- \* Inclusion in the year-round AccessOLA "Library Buyer's Guide" including hyper 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 not assign space to Not-for-Profits and Small Firms until the sales period in January is finished. The OLA will guarantee space no smaller than 35 square feet. The space is bare. Tables are not included. OLA reserves the right to limit the number of these spaces available.*

### IMPORTANT DATES & TIMES

#### Move In

Tuesday, February 23	5:00 p.m. to 8:00 p.m.
<i>This early access is available to companies with 300 or more square feet of space.</i>	
Wednesday, February 24	8:00 a.m. to 8:00 p.m.
Thursday, February 25	6:00 a.m. to 9:00 a.m.

#### Show Hours

Thursday, February 25	10:00 a.m. to 5:30 p.m.
Friday, February 26	9:00 a.m. to 3:00 p.m.

#### Tear Down

Friday, February 26	3:00 p.m. to 10:00 p.m.
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Times are subject to change. Watch final conference program and Official Exhibitors Kit available on-line 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 2008 and 2009 by the middle of November. Member companies that occupied space in 2009 have first right of refusal to the same space in 2009. Some exceptions apply.

- \* OLA Associate Members – request due by August 31. Companies will be notified of their space within fifteen 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 2009.
- \* 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 2009 space to that of a non-member provided they apply before the August 31 deadline. This is on a first request basis.

#### To Reserve Space in the 2010 Super Conference EXPO

Gap. Point. Reach. Inc  
2006 Queen Street East, Unit 7  
Tel: (416) 699-1938  
FAX: (416) 699-1937

Jefferson Gilbert, CAE, MBA  
info@gapointreach.com

# Ontario Library Association Super Conference EXPO 2010

## General EXPO Rules and Regulations

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

**PAYMENT AND REFUNDS** – Full payment for booth space must be made no later than December 15, 2009. 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 15, 2009. All applications submitted after December 15 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 15 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 AND**

**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 p.m. on February 26, 2010, 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 2010 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. Companies that wish a hard copy of the kit may choose this option for \$50 per kit (Canadian address) plus GST (including shipping).

**EXPO-ONLY BADGES** – Show Management provides 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 February 17, 2010. 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 AND 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.

# EXPO Space Application and Contract / page 1

## COMPANY INFORMATION

## DIRECTORY & BUYER'S GUIDE

Please type or clearly print. Complete all sections. Incomplete or illegible applications will not be accepted. Sign and return the application with the deposit. 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.

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

Company Name \_\_\_\_\_

Key Marketing Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address (for official exhibitor mailings) \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

Web Address \_\_\_\_\_

Email \_\_\_\_\_

Alphabetize our company under the letter: \_\_\_\_\_

Price for Preferred Booth – see attached price sheet	
Corner Premium – \$195 per open corner	
Non-Member Premium – \$215 or after October 5 – \$245	
Extra basic listing in Directory – \$30 each <i>Note: each booth has one listing automatically</i>	
Extra Buyer's Guide Listings – \$7.50 each	
Logo – \$30 as eps or tiff file <i>(Email to expo@accessola.com)</i>	
50 Word Description – \$30 <i>(Email to expo@accessola.com)</i>	
Combo: 50 Word Description and Logo – \$50	
Official Exhibitor Kit – hard copy binder – \$50 <i>Note: free on-line access is available</i>	
GST #10779 8159	Subtotal
	GST 5%
	Subtotal
Membership <input type="checkbox"/> Renewal <input type="checkbox"/> New if necessary – \$195	
<b>Total</b>	

## BOOTH SELECTION

See attached page for pricing and other details.

Size of booth for Super Conference 2010  
 Single  Double  Triple  Quad  Other \_\_\_\_\_  
 Small firm space  Not-for-Profit/Charity Space

Preferred Booth Selections – Please list in order

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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.

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 Super Conference EXPO 2010

## EXPO Space Application and Contract / page 2

### OFFICIAL DIRECTORY LISTING

- Same as on page 1  
 Additions/corrections below

Company Name (Exactly as it should appear. Please avoid short forms.)

Address (if different from address at left)

Web Address

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

Phone FAX

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 expo@accessola.com. Add \$20 if inputting or scanning is required.

**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 2009 space**

Early bird space discount until October 15. No Exceptions.

### By Mail

Ontario Library Association  
 50 Wellington Street East, Suite 201  
 Toronto, Ontario M5E 1C8

### By FAX

416-941-9581  
 1-800-387-1181

**By Email** [Click here to submit electronically](#)

#### Books, Periodicals and Documents

- Alternative
- Art & Architecture
- Art & Culture
- Biography
- Business
- Canadian Publishers
- Children's Books
- Christian Fiction
- Christian Non-Fiction
- Cook Books
- Directories
- Dual Language
- eBooks
- eJournals
- Educational
- English as a Second Language
- Foreign Language
- French Books (all topics)
- French Language Materials
- General Books
- General Children's Books
- Government Documents
- Graphic Novels
- Graphic Novels (French)
- Health Information
- History/Heritage
- Journals & Periodicals
- Large Print Books
- Library Science/Services
- Literature and Criticism
- Literacy Resources
- Manga
- Medical
- Monographs & Serials
- Music/Music Reference
- Mystery
- Native Resources
- Natural History/Environment
- World Book Educational
- OLA Reading Program
- Online Reference
- Products & Services
- Online Resources
- Out of Print
- Picture Books (Speciality)
- Paperbacks
- Poetry
- Print Braille for Children
- Professional Literature
- Rare
- Reference
- Resource & Activity
- Scholarly
- Science
- Self-Help
- Social Issues
- Social Science
- Struggling Readers
- Specialized Books & Magazines
- Sports & Fitness
- Teacher-Librarian Resources
- Technology Books
- Teen Fiction & Poetry

- Travel Books
- Young Adult Books
- Other \_\_\_\_\_

#### Audiovisual

- #### Equipment & Materials
- Audio Books
  - Audio Books (French)
  - Audio Books (Spanish)
  - Audiovisual Equipment
  - Audiovisual Materials
  - Book & Audio Packages
  - Digital Libraries
  - Disk Repair
  - DVD; Film; Video
    - Children's
    - Educational
    - Historical
    - Multimedia
  - Music
  - Music Scores
  - Online
  - Online Digital
  - Online Resources
  - Smart Boards
  - Other \_\_\_\_\_

#### Equipment, Furniture & Supplies

- Archival Products
- Bags
- Bookmarks
- Book Trucks
- Furniture
- Labels
- Library Promotional Products
- Manga Display Racks
- Microfilm Scanners
- Mobile Storage
- Posters
- Seating
- Security Systems
- Shelving
- Sortation
- Storage Systems
- Supplies
- Other \_\_\_\_\_

#### Automation

- Bar Codes
- Bar Code Scanners
- Booking Software
- Cataloguing
- Computer Software
- Computer & Peripheral Equipment
- Database – Bibliographic
- Database – Technical Information
- Database – Preparation
- Early Literacy Stations
- Electronic Document Delivery
- Electronic Imaging Systems
- Information Technology
- Integrated Library Systems
- Internet/Intranet

- Library Automated Systems
- Library Portals
- Micrographic Equipment
- Online Search Services
- OPAC
- Patron Self Checkout Units
- Reference Systems
- Retro Conversion
- RFID
- Staff Scheduling
- Telephone & Text Messaging
- Theft Prevention Systems
- Other \_\_\_\_\_

#### Services

- Accessibility
- Associations
- Automatic Release Plans
- Bibliographic Services
- Book Fairs
- Book Leasing Plans
- Book Processing
- Book/Print Wholesalers
- Cataloguing Services
- Consultants
- Copyright Licensing
- Data Management
- Database Conversions
- Database Preparations
- Distributor – Books
- eContent
- Educational Resources
- Government Programs
- Health & Safety Resource
- Information Management
- Library and Archives
- Library Education
- Library Promotion
- Literacy
- MLIS Degree
- Moving Companies
- Multilingual ARPS
- Networking
- Nutrition
- Online Database
- Online Educational Resources
- Preservation
- Professional Development
- Provincial Government Services
- Reading Promotion
- Reference Services
- Seminars/Conferences
- Serials Aggregator
- Special Needs
- Subscription Service
- Surveys
- Technical Services
- Training & Development
- Union
- Video Wholesaler
- Other \_\_\_\_\_