

**2010 ANNUAL CONFERENCE
OCTOBER 3-4, 2010**

EXHIBIT INFORMATION PACKET



**Same Exhibit
Fees for the Last
Two Years!**

**STURBRIDGE HOST HOTEL &
CONFERENCE CENTER
STURBRIDGE, MASSACHUSETTS**

MSLA

Massachusetts School Library Association is a non-profit, professional organization of librarians and media specialists representing all grade levels in public, private, and parochial schools. MSLA advocates for school library programs that have a significant and measurable impact on student achievement. It supports licensed, highly qualified library teachers at all levels and endorses school library programs that have strong leadership, resources, and instructional components. MSLA provides its members with growth opportunities, research, publications, and public relations activities.

CONFERENCE INFORMATION

Exhibit Hours:

Sunday, October 3
3:00 - 5:30 p.m.

Monday, October 4
7:30 a.m. - 4:00 p.m.

The exhibit space is in the Hawthorne Exhibit Hall. The grand opening of the Exhibit Hall on Sunday, October 3 will also include an author fest, and the President's reception. On Monday, October 4, continental breakfast will be served in the hall. In addition on Monday, raffles will be drawn during exhibit hall breaks and an extended lunch with dessert served in the hall.

CONFERENCE ATTENDEES

Attendees include school librarians and administrators, public and academic librarians, and Regional Library System staff. Exhibitors will be emailed a list of pre-registered attendees one week prior to the conference. Complete attendee information

will be posted online on Monday, October 4 after 4:00 p.m.

APPLICATION FOR EXHIBIT SPACE

Application for exhibit space must be made on the *enclosed* Exhibit Contract. Return the contract and payment to

MSLA
c/o Kathy Lowe
P.O. Box 658
Lunenburg, MA 01462

OR pay online using a credit card at www.regonline.com/2010msla_exhibits

FULL PAYMENT IS DUE WITH THE APPLICATION

Early Bird Contract
DEADLINE - AUGUST 13
8'x10' booth - \$310.00
Corner Booth & Entry Wall - \$410.00
Alcove Area - \$1,050.00

Regular Contract - submitted after AUGUST 13
8'x10' booth - \$350.00
Corner Booth & Entry Wall - \$450.00
Alcove Area - \$1300.00

Exhibitors whose contracts and full payment have been received by AUGUST 13 will be assigned based on:

1. Postmark date
2. Past participation
3. Amount of space required
4. Special needs
5. Adherence to Conference exhibitor policies such as official closing and breakdown times

Exhibitors whose contracts and payments are received after August 13 will be assigned as they arrive.

MSLA's Tax ID# is: #22-3238052

EXHIBIT HALL SPACE

MSLA will provide each booth with a 3' back wall and side dividers, with blue and white draping and a white tablecloth with a blue skirt. A company identification sign, 2 chairs and a 8' table are also included. The hall is carpeted. No special signs, booth construction apparatus, or lighting fixtures are permitted in excess of 8' in height. Interference with the light or space of other exhibits is not permitted. Due to strict fire laws, **NO PART OF THE EXHIBIT MAY EXCEED THE 8' x 10' SPACE.** The alcove space at the rear of the hall will be sold as one large unit.

EXHIBIT HALL RAFFLES

Increase your publicity and presence in the Exhibit Hall by participating in our Exhibit Hall Raffles! Raffle drawings will be announced and drawn in the Exhibit Hall throughout the day on Monday, October 4. MSLA will publicize raffle prizes to our members for maximum effect. Exhibitors holding a separate raffle or drawing at their booth must collect names and addresses and be responsible for delivering prizes to the winners. You can stipulate that winners must be present to win.

BOOTH INSTALLATION & DISMANTLING SCHEDULE

Exhibit Set-Up

Exhibitors may set up in the exhibit area 12:00 noon - 2:45 p.m. on Sunday. The booths will not be set up before 12:00 noon, so **DO NOT** arrive prior to that time. The drayage company will set up in the morning. Exhibits must be ready for participants to enter the Exhibit Hall at 3:00 p.m. on Sunday and at 7:30 a.m. on Monday.

At the rear of the hotel, there are two doors heading into the Exhibit Hall where you may unload. If you need a dolly, please bring one with you! The Exhibit Hall will be locked overnight.

Exhibit Breakdown

The Exhibit Hall will be closed at 5:30 p.m. on Sunday and at 4:00 p.m. on Monday.

DIRECT LINK FROM MSLA WEB SITE

Exhibitors will receive a direct link from the MSLA web site (www.maschoollibraries.org) to their company's web site or to their representative's Email address.

EXHIBITOR DEMON- STRATION ROOMS

If you are interested in demonstrating a product, MSLA can provide a room for \$500.00 (early bird) or \$550.00 (regular fee) (per room, per day). Specific times to invite Conference attendees:

- Monday, October 4
- 7:15 - 8:15 a.m.
- 10:15 - 11:15 a.m.
- 11:30 a.m. - 12:30 p.m.
- 1:30 - 2:30 p.m.
- 3:00 - 4:00 p.m.

EQUIPMENT DELIVERY

There is no storage at the Sturbridge Host Hotel. If you have a large shipment that needs to be delivered to the Sturbridge Host, you need a drayage company to receive your equipment, store it in their warehouse, and deliver it to the hotel. They can also pick up the equipment at the end of the conference. You may make your arrangements directly with:
SER Exposition Services
35B New Street
Worcester, MA 01605
508-757-3397

**EXHIBITORS MUST TAKE
FULL RESPONSIBILITY
FOR THEIR DELIVERY
AND PICK-UP SHIPMENT
ARRANGEMENTS.
MSLA WILL TAKE NO
RESPONSIBILITY FOR
LOST OR DAMAGED
SHIPMENTS.**

EXHIBITOR INFORMATION

Badges will be available at registration just outside the Exhibit Hall. Exhibitors may purchase tickets for the Sunday, October 3 dinner buffet (\$30.00 each). Each exhibiting company will receive 2 complimentary boxed lunches on Monday, October 4. Additional lunches can be purchased as indicated on the exhibit contract.

Individuals (including consultants, colleagues, friends, relatives, etc.) who may be associated with the exhibit, but are not working in the booth, must pay to attend the conference.

ELECTRICAL

**PLEASE NOTE THAT
ALL ELECTRICAL
REQUIREMENTS MUST
BE ARRANGED WITH THE
HOTEL.** The hotel's form is enclosed, but it must be returned directly to the Sturbridge Host Hotel, NOT to MSLA.

AUDIO VISUAL RENTAL

For AV equipment, contact:
Swank Audio Visual Co.

Phone: 508-347-8915

Fax: 508-347-8917

Email: 015sh@swankav.com

INTERNET

If you require internet service, the hotel is wireless accessible. It is \$10 for 24 hours (after activation) of high speed internet. Internet codes may be purchased at the hotel front desk.



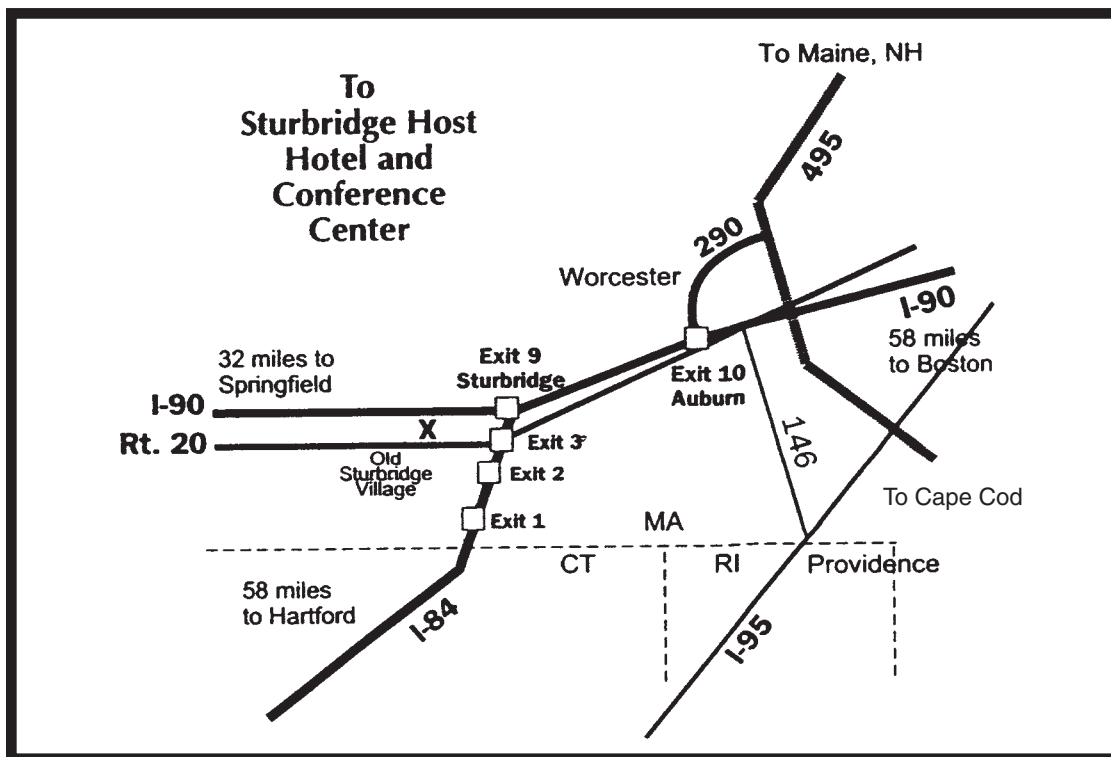
HOTEL INFORMATION

Sturbridge Host Hotel and Conference Center

366 Main Street, Sturbridge, MA 01566 Call 1-800-582-3232 for reservations

www.sturbridgehosthotel.com - Code 1010MSLA

Centrally located in the heart of New England, the Sturbridge Host Hotel and Conference Center is only 45 minutes from Hartford, CT, 1 hour from Boston, and 2 hours from Albany, NY. Take Exit 9 from the Massachusetts Turnpike onto Interstate 84 and immediately take Exit 3B from Interstate 84 onto Route 20 West. The Sturbridge Host is 3/4 mile west on Route 20. Turn right just beyond the Piccadilly Pub between McDonald's and Burger King.



Hotel arrangements can be made directly with the Sturbridge Host Hotel and Conference Center.

You must say you are attending the MSLA Conference for the group rates:

\$121/night (single/double) plus tax

\$131/night (triple rate) plus tax

Cut Off Date - September 26, 2010

FOR EXHIBIT INFORMATION:

Melissa Lynch, MSLA Conference Coordinator

978-884-4002

E-mail: conference@maschoolibraries.org

Please note that MSLA members are full-time educators who organize the annual Conference in their volunteer time. An immediate call back is not always possible.

Conference Schedule Subject to Change