

GREAT WAYS TO DISTINGUISH YOUR FIRM

THE ONTARIO MARKET  
CHANGES FOR 2000

THE EVENT

February 3 - 4, 2000  
TORONTO

EXHIBITOR  
PROSPECTUS  
2000

THE  
OLA  
SUPER  
CONFERENCE  
IS CANADA'S  
PREMIER  
LIBRARY  
EVENT  
PERIOD.



# AN INVITATION FROM THE ASSOCIATION'S PRESIDENTS

## GREETINGS!!

On behalf of the Ontario Library Association Board of Directors and the entire membership of 3,750 we are pleased to provide you with the Exhibitor's Prospectus for the OLA Super Conference and EXPO 2000. Next year's gathering will be held on February 3 to 5, 2000 at the Metro Toronto Convention Centre.

For 100 years now, the OLA Conference has provided OLA members and members of the Ontario library community with a forum to exchange ideas, provide leadership for the Association, network with each other, and from your perspective, to plan their purchases and keep up to date on the latest titles, services and technologies available to libraries, their staff and the populations they serve.

As the Association's 100th Anniversary (2000 - 2001) there is an expectation of more than 3,000 attendees. This is high quality representation and the largest audience of its kind in this country.

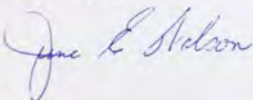
- Over 90% are purchasers or influence purchases.
- A full 40% will not attend another PD event this year.
- Over 5 hours of no-conflict time exist for the exhibit
- In 1999 85% of evaluation forms indicate they found the EXPO to be 'highly useful'. Some wanted longer hours (pg. 4)

The OLA's members and those who attend the Super Conference are the people you want to meet.

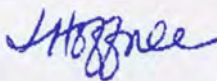
Please review the enclosed information which provides the information you require to make the commitment to exhibit at the OLA Super Conference next February.

If you have any questions, please feel free to call the OLA's Jefferson Gilbert at (416) 363-3388 ext. 25, or FAX at (416) 941-9581.

Sincerely,



June E. Wilson  
OLA President 1999



Elizabeth Hoffman  
OLA President 2000

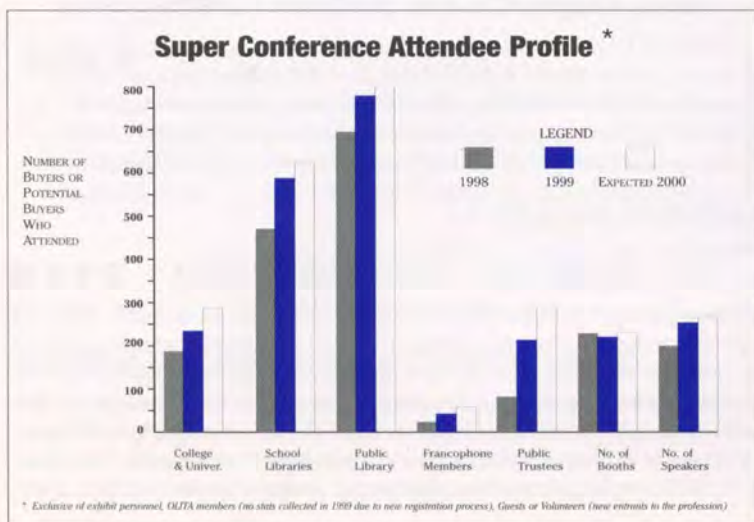


The Ontario Library Association's Annual Super Conference is Canada's largest library and information conference. Some of the pertinent statistics if you have not attended an OLA event in the past, or as a reminder to those who will be returning in 2000:

- Over 2,900 attendees in 1999
- Over 185 workshop sessions
- Almost 300 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.
- No conflict exhibit time - over 5 hours. The national conference only offers 4 hours over 3 days!!

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 do purchasing research and in some cases their actual ordering.

The OLA Conference is planned by professionals who work in the Ontario market. Each year following the previous conference more than 40 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.



THE

EVENT

February 3 - 4, 2000  
TORONTO

## LONGER HOURS ON THE OPENING DAY

There was feedback in 1999 over the time the EXPO closed on opening day. In an effort to find the correct balance the OLA is proposing the EXPO stay open until 5:00 pm. There will be a bar and entertainment on the EXPO floor on Thursday afternoon.



## CHANGING THE SHOW'S MANAGEMENT

After three years with Naylor Communications, the OLA has decided to re-integrate the EXPO as a core activity of the OLA Board of Directors and the Super Conference Committee. What this means for exhibitors is that they will deal directly with the OLA, they will also see lower prices and a show that strives to be more responsive to the OLA membership's buying and selling needs.

## PRICING STRUCTURE

Prices have been reduced below 1998 and 1999 levels. The OLA is very conscious of the amount of money it takes to present your firm at the Super Conference. The OLA endeavours to provide the best value in the country. The prices can be reduced, in spite of cost increases for the exhibit space (of 5%) and other related services, because of changes we are making to serve you better and OLA's commitment to the EXPO.



## MEMBERSHIP ADVANTAGES

Membership does have its privileges. The OLA will be aggressively enforcing the member's advantage in booking prime space. But be sure to act within the time allocated.

## NEW SUPPLIERS FOR 2000

The OLA has researched satisfaction levels with EXPO suppliers and has made a few changes. As a point of clarification the OLA receives no compensation from any of the official suppliers to the EXPO. Instead the OLA negotiates rates, for the most part lower than the industry average, and passes those along to exhibitors.

## SMALL COMPANIES AND NOT-FOR PROFITS

When the OLA EXPO moved out of hotel ballrooms into exhibit halls many positive effects were accrued. One of the drawbacks was that a number of firms who only attended one show or were too small to attend the more expensive show stopped attending. In 2000 OLA is reaching out to these firms and trying to encourage them to again make connections at OLA. See page 11 for definitions that allow you to take advantage of either of these new options.



## NO TABLE - STILL A CHAIR AND A WASTE-PAPER BASKET

For many years the Association has provided a 6' draped table with each booth. With the increase in pre-fabricated booths and more professional exhibits the actual number of firms using that table has dropped. In 1999 more than 50 tables were not used than were provided - OLA still pays for these tables. The drop in price of the booth will ensure that your prices will not go up if you need to order a table. The OLA contracts with Special Event Rentals because of their personal service and low exhibitor prices - not their Show Management prices. OLA will still provide a wastepaper basket and one chair per space.



## VIP PASSES



At the request of many companies OLA is increasing the VIP Passes available to each firm. The OLA will give fifty passes with the Exhibitor Kit, but member companies are welcome to request as many as needed to distribute to clients. The marketing of the EXPO is a joint project between the OLA and those interested in attracting the country's largest buying audience.



## METHODS FOR BOOTH ALLOCATION

In an effort to provide all member companies with prime EXPO space, the OLA has instituted a new method for space selection/allocation. The policy and the timing is explained on page 12. The goal of this new policy is to support those who support the Association and to provide a policy for reference and equality. There have been changes to the floor plan this year that reflect past selling patterns and the OLA has endeavored to remove any booths from the area under the overhead walkway. The quadruple booths that are marked on the floorplan will be left as quads until the August 20 early-bird cut-off. Any unsold booths at that point will be able to be split into a single, double or triple booth at Show Management's discretion.

## ...AND GOOD THINGS THAT WILL CONTINUE



## EXHIBITOR SESSIONS

Many of them worked in 1999. This year OLA will find a divisional partner to ensure that the session maximizes its audience. Remember the goal of these sessions is not to promote products directly, but to provide objective information to delegates. The pay-off for your firm is to create a more savvy buyer (they will know enough to work with your firm). See pg. 10's Session Proposal Form. Only Associate OLA members may apply to do sessions.

## NO-CONFLICT EXHIBIT TIME



The OLA tries to be a leader in the industry for giving firms unopposed time that delegates can devote to the EXPO. The exact time each day is still being finalized but you can count on the same amount as 1999 or better - at least 1 1/2 hours more than the national conference.



## PASSPORT TO PRIZES

Over 400 delegates spent time visiting booths and getting stamps. The goal of this program is to get the delegate to your booth. At that point it is up to your sales force to introduce themselves, qualify the prospect and to begin building a relationship.

## FREE LEAD RETRIEVAL



Again, the OLA is your business partner. Take advantage of this free service. Leads come within a week and it allows you to focus on the customer, without worrying how you will contact them when the event is over.



## FREE SPECIAL EVENT PLANNING

The OLA provides room referrals and other support to firms who want to host client receptions, user group meetings, etc. The service is free and the OLA does everything it can to keep your costs down. Please keep in mind during planning that the OLA will not support an event that chooses to compete against the no-conflict time of the EXPO.



## **FOUR BOTTOM LINE REASONS TO BE IN TORONTO AT THE OLA SUPER CONFERENCE NEXT FEBRUARY.**

### **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 the national conference, but OLA also attracts the people who sit on the selection committee, the implementation task force, the technology sub-committee and the management team. These are the real decision-makers and decision influencers.



### **IT IS THE LARGEST EVENT OF ITS SIZE IN CANADA - TRANSLATION YOUR COMPETITORS WILL BE HERE**

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 one-stop source for the best and latest the industry has to offer. It is cost effective for delegates, because it is during the 'quieter' time in most types of institutions and the program is so enticing that practitioners cannot afford not to attend.

Delegates attend year in and year out, as do exhibitors. The event is singular in its importance to delegates and to exhibiting firms for all the opportunities it offers.

### **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 so many current and future customers. Even if your firm only sees 15 existing customers in the two days and meets and converts 5 more, where else would you be able to have 20 meetings in just two days - especially with customers who are spread around this enormous province.



The OLA is always striving to help members meet members. The EXPO is one of those forums for meeting each other. The no-conflict time alone that OLA offers is unparalleled in this country.

### **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 and affect the library and information profession. Super Conference attracts more than 2,900 attendees who come to Toronto to get the most for their education dollar.

OLA believes that the EXPO floor is an extension of the workshop sessions. The education process on the floor is as important as that which is presented in the program by today's leading library authorities.



# ONTARIO LIBRARY ASSOCIATION SUPER CONFERENCE 2000

## TIMES ARE CHANGING ON THE ONTARIO SCENE

Your involvement in any trade show is ultimately driven by business. OLA understands that. Here are four business reasons, unique to this period and external to the Association, that demand your attention and which frame your participation at OLA next February.

### FEDERAL AND PRIVATE SECTOR TECHNOLOGY ANNOUNCEMENTS.

All public libraries have now been funded to provide public internet access. This money is for: hardware, software, consulting, internet access and related goods and services. Another announcement is expected before the Super Conference on the release of over \$50 million for Urban Community Access.

### THE CONSORTIUM OF ONTARIO LIBRARIES.

Recently on behalf of 14 university libraries, 25 community colleges, 24 public library systems and a number of school boards an electronic license for the Encyclopaedia Britannica was signed. Other deals struck include: CPI.Q, various EBSCO packages, and discussions are under way for more. There is now a line of vendors interested in negotiating this type of arrangement. COOL, as the group is known, will be hitting high gear in the new year, and you can be sure that, where possible, they will be sending business to those who support the Ontario Library Community.



### CHANGES IN THE EDUCATION SYSTEM.

The provincial government introduced its funding formula. For the first time ever school libraries were directly acknowledged. School boards must now report how they have spent the line directly devoted to school libraries. This means that many boards that either did not staff a library or under-staffed the library now must provide at least the following staffing ratio: elementary schools - 1.3 staff per 1000 students; secondary schools - 1.1 staff per 1000 students. You will see more T-L's than ever before at the Super Conference. Concurrently the OSLA produced the document *Information Studies K to 12: Curriculum for Schools and School Library Information Centres*. OSLA has met with the government about adopting it as a provincial guideline.

### STAFFING CHANGES.

Either because of amalgamation or because of changes in the education system, 1999 is a year of tremendous staff turn-over. Some are doing new jobs, while others, such as library technicians, will be getting their first jobs where they will purchase materials for the school library they now work at. OLA is seeing a rise in membership from this group. They are thirsty for knowledge about their jobs and will be arriving at the Super Conference with a desire to see what companies provide them with alternatives to make their money go the furthest. This will be your first chance to make an impression on these important new players.

The fact remains that the Ontario library community spends approximately \$800,000,000 each year. There have been slowdowns, there have been cut-backs, but at the end of the day the libraries in Ontario remain among the most impressive on the continent. If you want to be part of that record of achievement and you include Ontario in your business strategy - OLA through the Super Conference can and will give you access.



# ONTARIO LIBRARY ASSOCIATION SUPER CONFERENCE 2000

## SOME KEY SPONSORSHIP OPPORTUNITIES

### MAKE A NAME FOR YOUR FIRM ON THE ONTARIO LIBRARY SCENE!!

Each year the OLA solicits the library industry for financial support to assist in defraying the costs of running such a large and diverse conference. **The money that is donated goes to keep the registration prices down for delegates.** The low cost of the program is one of the primary reasons that OLA can attract such a large audience.

Please consider allocating some of your marketing budget to sponsorship.

The OLA has three categories of sponsors - big, bigger and biggest. Those in the Biggest category contribute at least \$4,000, while those in Bigger give between \$1,500 and \$4,000. The OLA is trying to get away from committing to a list of what your donation will cover, but would rather work with your firm to come to a mutually advantageous method to recognize your contribution.

Contribution that are provided without it being connected to a particular event or product are obviously the most flexible for the Association. However, the OLA is pleased to consider partnerships that are mutually beneficial. The Association as a general practice doesn't consider adding an expense to the conference just to create a sponsorship opportunity.

Look for more opportunities this Autumn when the planning committee gets further along in their planning.

**\$4,500**

#### Title Sponsor of 2000

#### Conference Registration Kit

16,000 copies are printed and distributed in Ontario, across Canada and in the upper United States. This kit includes all sessions and registration information. Title sponsor will receive a black & white centre page advertisement and significant prominence in the largest single promotional piece in the Canadian library market each year. Bar none the best value.

**\$2,000**

#### Volunteer T-shirts

The OLA Super Conference utilizes almost 150 volunteers. Volunteers come from the Association's membership ranks, plus future librarians and library technicians from the province's post secondary institutions. There is a high level of recognition and corporate identification with this item.

**\$300**

#### Lobby Message Centre

The centrepiece for information at any conference. This board sits at the very centre of operations in the MTCC lobby next to the registration desk.

**\$400 each**

#### E-mail Stations

On the EXPO floor and in the MTCC there will be places for delegates and exhibitors to check their e-mail. A critical link that every busy professional will need to visit. Be a part of the link back to their offices.

**\$3,000 to \$5,000**

#### Plenary Speaker

There are two times when all delegates gather together in one place to attend the same program. What a great way to 'hit' the largest single gathering!

**\$1,800**

#### Coat Check

Every pre-registered delegate receives a voucher for a free coatcheck. Put your company's logo on that voucher. They will love you for it.

**\$4,000**

#### Delegate Badge Lanyards

In 1999 the OLA introduced cotton lanyards to hold delegates' badges. The popular lanyard bore the name of the sponsor in tasteful, but dramatic fashion. This year, delegates will exchange a voucher for the lanyard at YOUR booth on the EXPO floor. We can't get them any closer to you.

#### \$750 per issue or \$2,000 for 4 Daily Newsletter

Each morning delegates turn to *The Daily News* to find out about program changes, room allocations and other important items including upcoming events of significance and a short report on the highlights of the previous day. The sponsoring company will receive a 7 1/2" x 2" ad on the front page.

**up to \$10,000**

#### Sponsor - Registration Services

A major item that is critical to the success of the operation of the Super Conference. A significant sponsor would receive recognition in the form of corporate identity on badges/holders as well as prominence in the registration area. Recognition would also be given to the donor company in the mail-out to pre-registered delegates.

**Choose one of these options or pledge a sum of your choice before August 1 and you will receive recognition in the Registration Package - 16,000 professionals see it!**



ONTARIO LIBRARY ASSOCIATION SUPER CONFERENCE 2000  
**METHODS FOR MAXIMIZING YOUR MESSAGE**

### **RECEPTION/USER GROUP**

Many companies use the OLA conference to do market research, to thank customers by hosting a reception or a hospitality suite, or by mounting a larger party in a meeting room. The OLA is pleased to support your efforts wherever possible.

### **LABELS**

Many marketers argue that without a pre- and post-show mailing there should be little expectation that high results will be forthcoming. This is the principle that guides the OLA in pricing delegate labels. Members can buy delegate labels for just \$70 per thousand. Virtually any region, or type of library can be isolated to allow you to target your marketing message.

### **BIGGER SPACE**

Look at your competitors, remember other shows you have attended and remember which companies were most visible. Likely the most memorable were those firms that had a larger exhibit space. The OLA gives a discount on additional booth space. Consider changing the way you do things and take an extra booth as a demo area or to bring along a broader range of products. Studies show that most people are visually oriented so being able to touch or use the product will result in sales.

### **ADVERTISING**

Each year the OLA Final Conference Program attracts a huge number of

advertisers. It reinforces your presence at the show. Most delegates keep their program for reference long after the event. Without a comprehensive directory of library suppliers in this country the OLA conference exhibit directory serves that need through the sheer size of the event. For maximum recognition, consider sponsoring the registration package and receive the only page of advertising available. The circulation is 16,000 and it is distributed across the country. See page 8 for more details.

### **SPONSORSHIP**

See page 8 for complete details on this excellent way to distinguish your firm.

### **SESSION PROPOSAL**

In 1999 the OLA extended the right to propose education sessions to Associate Members. These are not intended as commercial sessions, but rather as general, balanced information on a particular topic in which your firm might have a specialization. The first sessions were received well by delegates and OLA is willing to continue the offer. Think about the session, speak to your customers and propose a mutually beneficial session that can help delegates while putting your firm's name into another aspect of the program.

### **ATTENDING SESSIONS**

Some conferences charge exhibitors a fee to attend workshops; OLA does not. OLA encourages exhibiting per-

sonnel to attend at least one session each day to connect with the delegates - your customers. See what they are faced with in their day-to-day jobs. Recently an Associate Member told an OLA staff member that this wasn't necessary because they have product managers who "already know all there is to know." They must be really lucky and must not have any competition.

### **USE VIP PASSES**

The OLA provides every member company with access to an unlimited supply of VIP Passes to distribute to customers. Take advantage of this opportunity. Give them to your sales force or include them in a pre-conference mailing. VIP Pass distribution serves three purposes: promotion of the show resulting in larger attendance; as a tangible gift you can provide to a customer who otherwise might not attend; and as a sign that you are attending and supporting the Ontario Library Community.

### **PASSPORT TO PRIZES**

The Passport to Prizes has run for five years now. It is a remarkably well received by delegates and is an excellent way for your firm to receive some modest recognition. Each year about 1000 Passports are filled in and many win prizes. There is no doubt that the Passport is a gimmick, but it is also a way for your sales people to get delegates into your booth Turn their desire for a passport stamp into a discussion about needs and ultimately a sale.



ONTARIO LIBRARY ASSOCIATION SUPER CONFERENCE 2000  
**COMMERCIAL MEMBER SESSION PROPOSAL**

SUGGESTED TITLE FOR THE PROPOSED SESSION

PROPOSED LENGTH OF SESSION LENGTH:

75 MINUTES - STANDARD SESSION LENGTH  OTHER \_\_\_\_\_

**CONTENT OF THE PROPOSED SESSION**

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**WHO IS YOUR AUDIENCE AND WHAT ARE THEIR NEEDS?**

Specify the type of job that attendees who will get the maximum benefits should have?

Which type of library?  PUBLIC  SCHOOL  ACADEMIC  SPECIAL

What type of session is this?  Introductory/general info  Learning/improving skills  
 Specialized/advanced  Visionary ideas and issues

Have you spoken to a divisional conference co-ordinator yet to arrange co-sponsorship?  
(see page 10 for details).  YES  NO IF YES, WHO? \_\_\_\_\_

**WHAT EDUCATIONAL GAP WILL THIS SESSION FILL FOR MEMBERS?**

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**THE BENEFITS**

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

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**THE SPEAKER(S)**

\_\_\_\_\_

Name

\_\_\_\_\_

Position

\_\_\_\_\_

Name

\_\_\_\_\_

Position

**PLEASE RETURN NO LATER THAN JULY 15, 1999 to**

Ontario Library Association, 100 Lombard Street, Suite 303, Toronto, ON M5C 1M3 or FAX (416) 941-9581





## Other Key Information



**CONFERENCE HOTELS** The OLA is offering reserved room blocks in 2000. During the Super Conference, the City of Toronto will be hosting the National Hockey League's Annual All-Star Game at the new Air Canada Centre. This is putting downtown hotel rooms at a serious premium. Please book your space early to ensure you are not disappointed. It is expected that all hotels will only honour the special room rate 30 days or more before the Super Conference.

**CP SKYDOME HOTEL**

RATE: \$105 single/double

TEL: 1-800-441-1414

located 300 yards west  
of the MTCC's west entrance.

**SHERATON CENTRE**

RATE: \$119 single/double

TEL: 1-800-325-3535

OR 416-361-1000

Less than a ten minute walk or  
a \$4 cab ride. MTCC can be accessed  
through Toronto's underground PATH.

**OTHER HOTELS WILL BE ADDED  
WATCH THE EXHIBITOR'S KIT IN  
OCTOBER FOR MORE INFORMATION.**

**HIGH SPEED INTERNET ACCESS** As in past years the OLA will be negotiating a rate for high speed internet access (ISDN) on the EXPO floor. The MTCC has exclusive control over this aspect of communication in the building. Order forms will be available in the Official Exhibitor's kit which will be mailed in October .

**ELECTRICITY** The MTCC has an exclusive contract with Ainsworth Electric to supply power in the building. Electricity is not provided with any booth space; it must be ordered from Ainsworth. Order forms will be available in the Official Exhibitor's kit which will be mailed in October.

**SHOW COLOURS** Again for 2000 the Super Conference EXPO colours will be black and teal drape with a dark grey carpet in the aisle. Consider this colour combination in planning your own presentation at the show.



# ONTARIO LIBRARY ASSOCIATION SUPER CONFERENCE 2000

## PRICING STRUCTURES, IMPORTANT TIMES & DETAILS

### PRICING

For 2000 the OLA has lowered the basic cost of EXPO space. See page 4 for other important changes for 2000.

	BEFORE AUGUST 20	AFTER AUGUST 20
Single Booth - 100 sq. ft.	\$1,045.00	\$1,195.00
Double Booth - 200 sq. ft.	\$1,995.00	\$2,195.00
Triple Booth - 300 sq. ft.	\$2,895.00	\$3,145.00
Quadruple - 400 sq. ft.	\$3,795.00	\$4,095.00
CORNER SURCHARGE - Members Only	\$90 per open corner on single, double and triple booths.	
NON-MEMBER SURCHARGE	\$190	\$190
Single - 80 square ft. (if available)	\$940 - based on \$12.00 per sq. ft.	
Table Top - no electricity	\$350	\$400
See below for description. No exceptions.		
Not-for Profit/Charity Groups - related	\$250	\$300
See below for description. No exceptions.		

**All prices are subject to GST.**

The OLA has a policy not to discount at the end of the sales period. However, the OLA reserves the right to move firms who have purchased smaller spaces into larger spaces. Additionally the OLA may from time-to-time offer a space at a discounted price to a company that is located next to an unsold booth in order to fill that booth.

### PAYMENT SCHEDULE

A \$500 deposit per 100 square feet is required within two weeks of requesting space. Full payment is due no later than Dec. 1, 1999.

### DEFINITION: Table Top & Not-for-Profit/Charity Group

**TABLE:** Space in the table area is restricted to those companies with annual revenues of less than \$20,000 gross for their business dealings with the Ontario library community.

**NOT-FOR-PROFIT:** The OLA annually receives applications from dozens of organizations wishing space in the EXPO. Rather than making decisions on the suitability of each the OLA has decided to have a NFP rate. The OLA will not assign space to NFP's until the sales period is finished in early January. The OLA will guarantee space no smaller than 50 sq. ft.

### SPACE SELECTION/ALLOCATION

In an effort to provide all member companies with an equal opportunity at EXPO space, the OLA has instituted a new policy for space allocation. For the 2000 EXPO, the order and preferred timing in which space will be sold is as follows. Companies will be notified of their space within ten days of the end of the preferred period. Member companies who occupied space in 1999 have first right of refusal to the same space in 2000. Some exceptions apply.

1. OLA Associate Members - requests due by July 15.
2. Non-members' companies who were Super Conference 1999 Sponsors - requests by July 20.

The remaining groups are eligible to book space anytime after the July 20 preferred booking period.

- Either of the above groups who missed the deadlines.
- Non-member companies who exhibited in 1999.
- General sales. The OLA has a library suppliers' database of 700 companies who have expressed an interest in receiving EXPO materials.

The OLA reserves the right to make the final determination on all booth allocations.

### WHAT IS PROVIDED FOR YOUR FEE

- Black and teal draped booth - 8' back, 3' side rail.
- Uncarpeted floor space
- 24 hour security
- Unlimited VIP Passes with which to invite clients
- Aisle carpeting - dark grey
- Wastepaper basket and chair
- Listing in EXPO Guide plus 3 subject entries
- Up to 4 full conference passes for bonafide booth/company personnel. No practicing librarians, TL's, workers or trustees

### IMPORTANT TIMES TO REMEMBER

#### MOVE-IN

Wed., February 2	10:00 am to 10:00 pm
Thurs., February 3	6:00 am to 8:30 am

#### SHOW HOURS

Thurs., February 3	10:00 am to 5:00 pm
Fri., February 4	10:00 am to 2:30 pm

#### TEAR DOWN

Fri., February 4	2:30 pm to 10:00 pm
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*Times are subject to change. Watch final conference program and Official Exhibitors Kit for official times.*