



Ontario Library Association

Super Conference 2003

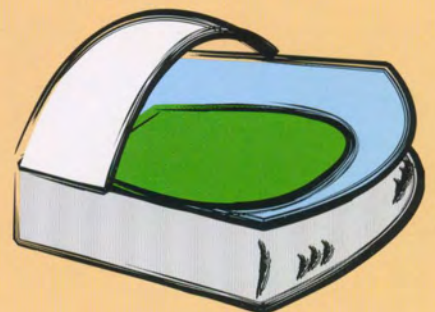
EXPO PROSPECTUS



Jan. 30 - 31, 2003

TORONTO, CANADA

ola¹⁰²



OLA Super Conference ★ The Country's Most Significant Library Conference ★ Toronto, Canada

An Invitation to Attend the OLA Super Conference 2003



Stephen Abram
OLA President 2002
ProQuest Micromedia Limited



Elizabeth Kerr
OLA President 2003
Kawartha Pine Ridge DSB



Cathi Gibson-Gates
OLA Treasurer 2001-2002
Toronto District School Bd.



Michael Ridley
OLA Past President
University of Guelph

GREETINGS!

On behalf of the Ontario Library Association's 4,200 members we would like to invite you to attend the 2003 OLA Super Conference at the state-of-the-art Metro Toronto Convention Centre, North Building. We are scheduled for the last three days of January 2003.

For more than one century the OLA Conference has provided OLA members and the Canadian library community with a forum. They come 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.

In spite of ALA coming to Toronto in 2003 we are predicting yet another strong year for the Super Conference. Our members have come to expect the best conference and we continue to provide it. Our membership continues to grow and the Association has taken some bold leadership positions in the areas of school libraries and with the Ontario Digital Library - both important issues that will continue to keep our members loyal.

Attendees who come to Super Conference are important to you:

- ★ Over 90% are purchasers or influence purchases.
- ★ 40% will not attend another PD event this year and 81% will not attend another PD event with a display.
- ★ Over 5 hours of no-conflict time exist for the exhibit.
- ★ In 2002 90% of evaluation forms indicate they found the EXPO to be 'highly useful' - a trend in recent years.

OLA Super Conference represents an excellent value for delegates and exhibitors alike.

- ★ Delegates pay less than \$200 to attend OLA - a major reason we are able to keep growing. CIA charges \$375.
- ★ The CIA Conference in Halifax in June is charging members companies more than \$1725 for the same size exhibit space and well less than half the number of delegates - OLA believes \$1295 is good value. OLA believes in no-conflict exhibit time for vendors. OLA's attendance has been on a steady rise for five straight years now.
- ★ The suppliers OLA engages for the EXPO are industry leaders in service and support and also have among the lowest prices. Compare OLA's Royal York room rate with the 2003 ALA rate - more than \$120 less per night!!

The OLA's members and those who attend the Super Conference are the people you want to meet and we want them to meet you and to support your companies. We encourage our members to consider purchasing from supporters of the Association first.

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

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.

ALA DIRECT

With ALA Mid-winter ending just a couple of days before OLA opens we have made arrangements with OLA's Official Freight firm and with ALA's Freight firm to ensure that whomever is bringing a booth from Philadelphia to Toronto will get priority move-out and ensure your booth and materials are in Toronto on-time.

EARLY MOVE-IN TIMES

In 2003 companies who have more than 3 booths will be given the option to begin move-in on Tuesday rather than Wednesday. Regular move-in will begin at 8:00 am on Wednesday.

NO CONFLICT EXHIBIT TIME

The OLA believes in unopposed time that delegates can devote to the EXPO. We guarantee at least 5 hours over the two days.

BIGGER THE BOOTH - THE MORE THE SAVINGS!

It's simple. The more real estate you rent - the less expensive it gets. Research supports that size is one of the best ways to differentiate yourself from your competition. Upsize your firm!

UNLIMITED VIP PASSES

Help us market the event. OLA provides an unlimited number of free passes to exhibitors to invite your clients and guests.

AUTHORS AND SPECIAL DEALS

The OLA wants to recognize vendors who bring authors to their booths, invite along special guests and offer SHOW SPECIALS. Authors and guests will be announced on the PA system in the Hall and will be in the Daily Newsletter and the conference program. SHOW SPECIALS will be featured in the EXPO Directory.

SMALL FIRMS & N-F-P'S

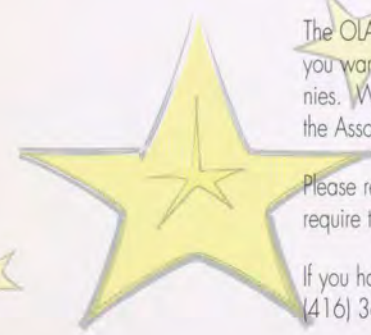
Many small firms think they can't afford to attend OLA. However, OLA has a special price for these types of groups.

OLA MEMBERS GO FIRST

Members receive lower prices; members receive first crack at booth selection. OLA will enforce this vigorously again this year.

FREE LEAD RETRIEVAL

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



OLA Super Conference ★ The Country's Most Significant Library Conference ★ Toronto, Canada

Why OLA is the Most Significant Library Conference in Canada



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 committee, the implementation task force, the technology sub-committee and the management team. These are the real decision-makers and decision influencers. Increasingly OLA is attracting key decision-making from across the country who see the quality of the conference and the value it offers to them as a PD 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 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 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 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.



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 3,400 attendees who come to Toronto to get the most for their education dollar.

OLA believes that 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.

The Ontario Library Association is a leader for the profession. This is the organization that spearheaded and financed the Leadership Forum on the Ontario Digital Library that has led to the development of the business plan at the request of the Ontario Government. The OLA in May 2002 sponsored the Summit on School Libraries which brought together leaders, politicians, educators, citizens and librarians to discuss the crisis in school libraries and what solutions need to be explored. These are examples of the sort of leadership OLA undertakes to keep Ontario libraries vital and relevant.

The Ontario Library Association's Annual Super Conference is equally as important. It 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 2002:

- ★ 3,605 attendees in 2002; 3,414 attendees in 2001.
- ★ Over 210 workshop sessions and events
- ★ 250 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 Member (2002)	\$195
ALA Member (2002)	\$215
CLA Member (2002)	\$375

- ★ More than 200 delegates from outside the province.
- ★ No conflict exhibit time - over 5 hours. This means the OLA dedicates this time to EXPO visits only. Also reasonable hours (10:30 to 5:30 and 10:30 to 2:30) to maximize effort and avoid fatigue and slow periods.
- ★ 220 booths in the EXPO and 165 companies represented and just over 680 booth personnel.

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.

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.

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 an \$80.00 charge for space when OLA can assist.

OLA Super Conference ★ The Country's Most Significant Library Conference ★ Toronto, Canada
Floorplan - Hall C / North Building - Metro Toronto Convention Centre

EVENT ADDRESS

The Metro Toronto Convention Centre is located at 255 Front Street West, Toronto, ON. Please visit the MTCC web-site at www.mtccc.com

SHOW COLOURS

The OLA Super EXPO will continue to use the colours black and teal for drape and dark grey carpet in the aisles. Consider this colour combination in planning your own presentation at Super Expo 2003.

ELECTRICITY AND INTERNET CONNECTIVITY

The MTCC has an exclusive arrangement with ShowTech Electric to supply power and lighting and their own Communications Department for telephone and internet connectivity in the building. Show Management does not provide electricity or internet access with any booth space; it must be ordered directly from the official suppliers. Order forms will be available in the Official Exhibitor Kit - distributed in Nov..

SELLING AT SUPER EXPO

The OLA does, and always has, encouraged companies to sell their products and services at the EXPO. There has been some confusion with other library and book shows that discourage this practice. There are no limits as long as selling does not violate the EXPO Rules and Regulations and any laws.

OFFICIAL CONFERENCE HOTELS

The OLA has negotiated special rates at several downtown hotel properties:

Fairmount Royal York Hotel

Rate: \$129 single / \$139 double
 Tollfree: 1-800-663-7229

Renaissance Plaza @ SkyDome

Rate: \$125 single / \$125 double
 Tollfree: 1-800-237-1512

Crowne Plaza Hotel

Rate: \$154 single / \$174 double
 Tollfree: 1-800-422-7969 or
 416-597-1400

**ALWAYS IDENTIFY YOURSELF AS A
 OLA CONFERENCE PARTICIPANT TO
 ENSURE THE ABOVE RATE.**



SESSION PROPOSALS

OLA extends the right to members to propose sessions for inclusion in the Conference. This allows Associate members to intertwine themselves with practicing members and share experiences and expertise. These are not intended as commercial sessions, but rather as general, balanced information on a topic in which your firm has expertise.

The conference committee evaluates proposals, and if they accept the proposal they will assign a convenor to work with your company and the proposed speaker. The sponsoring company is expected to cover all costs related to the speakers. OLA will provide stock AV equipment provided deadlines are maintained.

Submit requests by August 15, 2002. A Session Proposal form can be found at:
<http://www.accessola.com/programs/superconference/sessionplan>

SPONSORSHIP OPPORTUNITIES

Each year the OLA solicits the library industry for financial support to assist in defraying the costs of running a large and diverse conference. **The money that is donated goes to keep the registration prices down for delegates.** Please consider allocating some of your marketing budget to sponsorship.

The OLA wants to work with your firm to come to a mutually advantageous method to recognize your contribution. Contribution over \$500 for the conference will result in the firm receiving: sign recognition in main lobby; program recognition; event mention, if applicable; tax receipt; 1,000 free delegate mailing labels. OLA works directly with your firm on larger donations to determine appropriate recognition.

CALL OLA'S JEFFERSON GILBERT TO DISCUSS OPPORTUNITIES ABOUT SUPER CONFERENCE 2003.

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Pricing, Key Dates and OLA Space Allocation Policy

2003 PRICING MODEL

	BEFORE OCTOBER 1	AFTER OCTOBER 1
Single Booth - 100 sq. ft.	\$1,295	\$1,445
Double Booth - 200 sq. ft.	\$2,460	\$2,660
Triple Booth - 300 sq. ft.	\$3,475	\$3,725
Quadruple - 400 sq. ft.	\$4,390	\$4,690
More than 400 sq. ft. (not inc. aisle)	\$10.30 per sq. ft.	\$11 per sq. ft.
Corner Surcharge	\$110 per open corner	
Non-member Surcharge	\$190	\$190
Single - 80 square ft. (if available)	\$945	\$1,025
Table Top - minimum 50 sq. ft.	\$450	\$500
Not-for Profit/Charity Groups - related	\$300	\$300

All prices are subject to GST.

The OLA has a policy not to discount at the end of the sales period. However, OLA reserves the right to move firms who have purchased smaller spaces into larger spaces.

US EXCHANGE: OLA will accept cheques in US dollars based on the exchange rate of \$1CAN = \$.71US. Credit Card payments usually provide the prevailing rate.

PAYMENT SCHEDULE

A \$750 deposit per 100 square feet is required within three weeks of requesting space. Full payment is due no later than Dec. 10, 2002.

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. (7 1/2' wide)
- ★ Wastepaper basket and chair - one chair per 100 sq. ft.
- ★ Listing in EXPO Guide plus 4 subject entries
- ★ Inclusion in the year-round AccessOLA virtual EXPO
- ★ Up to 4 full conference passes for bonafide booth/company personnel. No practicing librarians, Tl's, workers or trustees

TABLE TOP & NOT-FOR-PROFIT GROUPS

TABLE TOP: A table-top display 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 requests from dozens of organizations wishing space in the EXPO. Rather than making decisions on the suitability of each the OLA has decided on a NFP rate.

The OLA will not assign space to NFP's & Table-tops until the sales period is finished in January. The OLA will guarantee space no smaller than 50 sq. ft. A 6' table is included in the listed price for these groups.

IMPORTANT TIMES AND DATES TO REMEMBER

MOVE-IN

Tues., January 28	6 pm to 10 pm **
** Early access is for companies with 300 sq. ft. or more - no exceptions.	
Wed., January 29	8 am to 8 pm
Thurs., January 30	6 am to 9 am

SHOW HOURS

Thurs., January 30	10 am to 5:30 pm
Fri., January 31	10 am to 3 pm

TEAR DOWN

Fri., January 31	3 pm to 10 pm
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Times are subject to change. Watch final conference program and Official Exhibitors Kit for official times.

SPACE SELECTION AND ALLOCATION POLICY

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 SOLD-OUT in 2001 and 2002. Member companies who occupied space in 2002 have first right of refusal to the same space in 2003. Some exceptions.

For the 2003 EXPO, the order and preferred timing in which space will be sold is as follows.

1. OLA Associate Members - requests due by August 15, 2002.
2. Non-members' companies who were Super Conference 2000 Sponsors - requests by August 20, 2002.

Companies will be notified of their space within fifteen days of the end of the preferred period.

The remaining groups are eligible to book space after the August 20, 2002 preferred booking period.

- ★ Either of the above groups who missed the deadlines.
- ★ Non-member companies who exhibited in 2002.
- ★ General sales. The OLA has a library suppliers' database of 200+ 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 2002 space to that of a non-member provided they apply before the August 15, 2002 deadline. This is on a first request basis.

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Join these and other successful companies who make the
OLA Super Conference part of their annual marketing plan
and demonstrate their commitment to the Ontario Library Market

2002 OLA Corporate Sponsors, Our "STARS", are denoted by bold type and capital letters.

3M Canada ★ 3-Soft ★ Aboriginal Canada Portal ★ A-G Canada ★ ALA Graphics ★ Alexandria/Companion Corporation ★ Another Story Bookshop ★ ARIN Library Service ★ Barron's Publishing ★ Between the Lines Publishing ★ **BIBLIOCENTRE, THE** ★ BiblioMondo ★ Book & Periodical Council ★ Book System ★ Bowdens Media Intelligence ★ Bowker, R.R. ★ **BRODART** ★ Campbell Brothers Movers Ltd ★ Canadian Health Network ★ Canadian Manda Group ★ Carr McLean Ltd. ★ CDG Books ★ cdromstore.com ★ CEDROM-Sni ★ CISTI ★ CNIB Library for the Blind ★ Commonwealth ★ Comprise Technologies, Inc. ★ Computers for School - Ontario ★ Coutts Library Services Ltd. ★ Crabtree Publishing ★ Cradleboard Project ★ **CVS INC.** ★ CYIC ★ Distican ★ divine ★ DocuCom Imaging ★ Don Smith Agency ★ Dorling Kindersley (Tourmaline Ed) ★ Duncan System Specialists ★ **EBCSO CANADA LTD.** ★ **EDU REFERENCE DISTRIBUTION** ★ Education Network of Ontario ★ Educational Safety Association of Ontario ★ **ELECTRIC LIBRARY CANADA - ROGERS IMEDIA** ★ Elsevier Science ★ Encyclopaedia Britannica, Inc. ★ Environmental Commissioner of Ontario ★ **EPIXTECH, INC.** ★ ERIC Document Reproduction Service ★ Ex Libris Association ★ Ex Libris USA ★ Executive Search ★ Eye on Science - A Student Journal ★ Financial Post Data ★ Firefly Books ★ Fitzhenry & Whiteside ★ Follett Software Company ★ Fortres Grand ★ Friends of Canadian Libraries ★ Friesens Corporation ★ Gale Group, The ★ Geac Canada Ltd ★ General Publishing ★ GoodMinds.com ★ Gordon & Gotch Periodicals ★ Greenwood ★ GTK Press ★ HarperCollins Canada ★ Have Our Plastic Inc. ★ HB Fenn and Company ★ HMV Canada ★ ID Security Systems ★ Indigo Books & Music ★ Industry Canada ★ Info Canada ★ Info J.E.D. inc / J.E.D. Nouveau Média ★ Innovative Interfaces ★ Insignia Software ★ ISI ★ Jaywil Software - ResourceMate ★ Jesse's Journey ★ Jim Clifford Moving Service ★ John Wiley and Sons Canada Ltd. ★ Kate Walker & Company ★ Kelowna Software ★ Ken Haycock & Associates ★ KidBits Software ★ Kids Can Press ★ Kingsland + Architects ★ Kluwer Academic Publishers ★ LANscapes Network Management ★ L'atelier Grigorian ★ Lehmann Bookbinding ★ Lexia ★ Lexis-Nexis ★ Libraries Unlimited ★ Library Bound ★ Library Corporation, The ★ **LIBRARY SERVICES CENTRE (LSC)** ★ Linworth Publishing ★ Literary Press Group ★ Login Brothers ★ Magic Lantern Communications ★ McArthur & Company ★ McClelland & Stewart ★ McGraw-Hill Ryerson Limited ★ **MICROMEDIA LIMITED** ★ Mitchell 1 ★ MuseGlobal ★ **NATIONAL BOOK SERVICE** ★ National Film Board of Canada ★ National Library of Canada ★ Natural Heritage/Natural History ★ Neal-Schuman Publishers ★ Netsweeper ★ Ningwakwe Learning Press ★ OCLC ★ OCLC Forest Press ★ OCR Concepts ★ Ontario Science Centre ★ Optus Corporation ★ Orca Books ★ Oxford University Press ★ Palmieri Furniture Limited ★ Pearson ★ Permabound Books ★ Premier Audio-Visual ★ ProQuest Company ★ Publications Ontario ★ Publisher's Group West ★ Random House of Canada ★ Recorded Books ★ Red Maple Reading Program ★ RoweCom Canada (see divine) ★ S & B Books ★ Sagebrush Technologies ★ **SAUNDERS BOOK COMPANY** ★ Scholastic Books ★ School Book Fairs ★ Science and Health with Key to the Scriptures ★ Self-Counsel Press ★ Silver Birch Reading Program ★ SIRS ★ SIRS Corporation ★ Stewart House Publishing ★ Stricker Books ★ Talking Book World ★ The Technicians Program ★ Thomas Allen & Sons ★ U of T/FIS Continuing Education ★ Ulverscroft Large Print ★ Upstart Books / Highsmith Press ★ Vanwell Publishing ★ Ven-Rez Products ★ Virtual Reference Library - TPL ★ Wallaceburg Bookbinding ★ Westerhof Media ★ Whitecap Books ★ Whitehots Library Programme ★ World Almanac Education ★ World Book Educational Products ★



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