

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  
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**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.

