

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.**