

GREETINGS!



Elizabeth Kerr
OLA President 2003
Kawartha Pine Ridge DSB



Ken Roberts
OLA President 2004
Hamilton Public Library



Rod McLean
OLA Treasurer 2003-2004
Teck Centennial Library



Stephen Abram
OLA Past President
ProQuest Micromedia Limited

On behalf of the Ontario Library Association's 4,200 members we would like to invite you to attend, as an exhibitor, the 2004 OLA Super Conference at the state-of-the-art Metro Toronto Convention Centre, North Building in January 2004.

It has been an incredibly interesting year in the library world, both here in Ontario and across the world. With ALA coming to Toronto in the summer of 2003 it has focussed attention on libraries in this province like never before. The challenges of an international event and the unfortunate circumstances around SARS has shone a light on libraries in the most significant of ways. This is one of the many reasons that we have chosen 'Super Heroes @ your library™' as a graphic representation for the coming conference. The library community in Ontario has a lot of Super Heroes - including you the suppliers of libraries.

For more than one century the OLA Conference has provided OLA members and the Canadian library community with a forum. Delegates 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 the challenges facing libraries the role OLA Super Conference has played is not expected to change in 2004. The OLA Super Conference broke an all-time attendance record in 2003, with the spectre of ALA drawing people away, and already it is clear that the 3,000 plus Canadians that OLA attracts is still twice to three times as large as the Canadian contingent that is coming to ALA in June. This, we feel, is a testament to the importance of the OLA program to members and their belief in the value that the OLA Conference provides to them professionally.

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 again this year. OLA is simply leading the way in so many areas. Have a visit to <http://www.accessola.com> and explore the issues that OLA is involved with. These issues tend to be what shape our programs and the context in which this market works.

The EXPO is important to OLA and we know it is important to your annual business plans. 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 EXPO.
- ★ 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 around \$200CAN to attend OLA - a major reason we are able to keep growing. It represents a fair price for an outstanding event.
- ★ OLA believes in no-conflict exhibit time for vendors. OLA's attendance has been on a steady rise for six straight years now. More customers means more business opportunities for you and your firm.
- ★ 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 or Crowne Plaza room rate with the 2003 CLA rate - \$105 to \$115 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.

AN INVITATION TO ATTEND OLA

BAM!

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SUPER CONFERENCE 2004 / TORONTO