

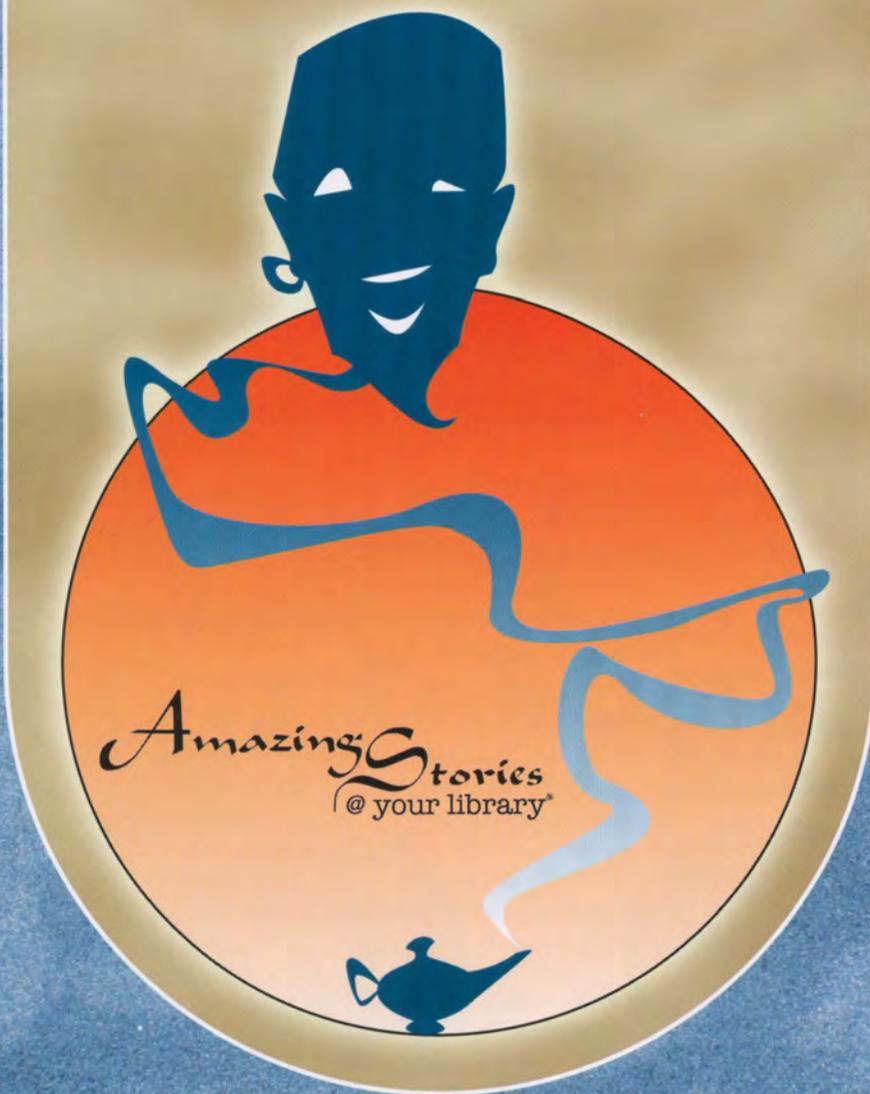
2005 Super EXPO PROSPECTUS

# 2005 Super EXPO PROSPECTUS

for Canada's No.1 Library and Information Exposition

Ontario Library Association's

*Super Conference*  
2005



Metro Toronto Convention Centre  
February 3 & 4, 2005

2005 Super EXPO PROSPECTUS

# AN INVITATION TO PARTICIPATE



## Greetings!

On behalf of the Ontario Library Association's 4,700 members we are pleased to provide you with the Exhibitor's Prospectus for the 2005 OLA Super Conference and EXPO. The 2005 gathering will be February 3 to February 5, 2005 at the state-of-the-art Metro Toronto Convention Centre, North Building. The theme for 2005 will be "*Amazing Stories @ your library*".

For more than 105 years the OLA Conference has provided OLA members and the Canadian library community with a forum to exchange ideas, provide leadership for the Association and network with each other. 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. The EXPO is an integral part of the whole educational experience - one the conference planners and the Association leaders respect and support.

We are predicting yet another great year for the Super Conference. Since 1998 the event has grown steadily. In 2004 more than 4,060 conference delegates were badged - a massive buying audience for you. OLA attracts librarians, teacher-librarians and library workers from all levels, all community sizes and all types of libraries and institutions making it a strong match for any library focussed service/product provider.

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 83% will not attend a PD event with a display.
- Over 5 hours of no-conflict time exist for the exhibit.
- In 2004 89% of evaluation forms indicate they found the EXPO to be 'highly useful.'

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

- Delegates pay just over \$200 to attend the full OLA conference - a major reason we are able to keep growing. This is one-half what competing conferences, including CLA, charge their delegates.
- The national show charges vendors 20%-30% more for the same size space and less than half the number of delegates.
- OLA believes in no-conflict exhibit time for vendors. OLA's attendance has been on a steady rise for seven straight years now, and this trend is expected to continue.
- The suppliers OLA engages for the EXPO are industry leaders in service and support and also have among the lowest prices. This includes all services required to pull off a professional exhibit. Off-season is a great way to save money.

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.



**Ken Roberts**  
OLA President 2004  
Hamilton Public Library



**Cynthia Archer**  
OLA President 2005  
York University



**Rod McLean**  
OLA Treasurer  
Kirkland Lake

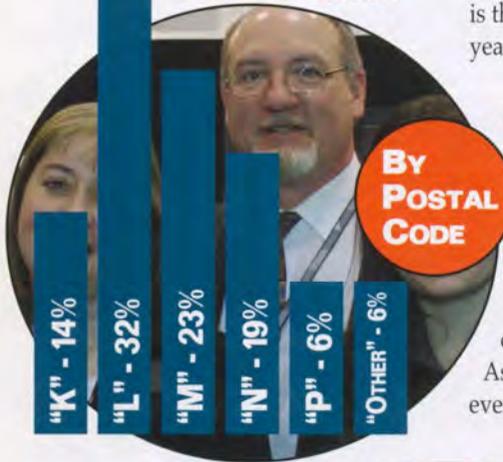


**Elizabeth Kerr**  
OLA Past President  
Kawartha Pine Ridge DSB

# AN EVENT/AUDIENCE PROFILE

"...Super Conference is successful because it is just Mass Market!"

## WHERE DO SUPER CONFERENCE DELEGATES COME FROM?



Somebody used this phrase as a criticism in describing the OLA Super Conference and the 4,000 plus who attend it. It is mass market if all major CEO's, Consultants and Library Directors from all types of libraries attend - as do their staff who sit on the selection committees, serve on implementation teams, work towards board-wide purchasing, as well as most other key decision-makers at their institutions, plus many of the public library trustees and school administrators who help with decision-making. OLA is simply the largest continuing education conference in Canada for the profession. Perhaps it is mass market, but that is the reason it has grown for seven consecutive years.

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 2005:

- Super Conference is unique on the continent in its size and scope. The Association gambled in the mid-90's that an event of this magnitude could be cost effective, yet be able to be the **one-stop source** for the Ontario library market for continuing education and development.

The gamble was the right thing to do!

- 4061 attendees in 2004.
- Over 200 workshop sessions.

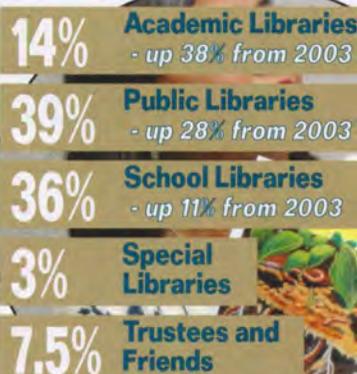
- Almost 250 expert speakers from within the library field and from outside the field.
- No conflict time - over 5 hours. This means the OLA dedicates this time to EXPO visits only. Also reasonable hours to maximize efforts, and audiences while avoiding fatigue.
- All exhibitors in one EXPO hall - and one level away from workshop sessions.
- More than 220 booths in the EXPO and 170 companies/organizations represented and just under 800 booth personnel; plus almost 500 attendees who came to the EXPO only.
- Among the lowest registration fees for delegates on the continent - one of the reasons they keep coming back. Consider these registration prices:

OLA Member (2004)	\$205
CLA Member (2004)	\$425
ALA Member (2004)	\$240

- More than 200 delegates from outside of Ontario - rising every year.

Super Conference is planned by professionals who work in the Ontario library market. Each year 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.

## WHAT TYPE OF LIBRARIES DO SUPER CONFERENCE ATTENDEES COME FROM



AT LEAST 15 NON-ONTARIO PUBLIC LIBRARIES WERE THERE TOO.

100% OF THE 30 LARGEST PUBLIC LIBRARIES (BASED ON POPULATION SERVED) WERE AT SUPER CONFERENCE

72% OF ONTARIO BOARDS OF EDUCATION WERE REPRESENTED.

100% OF THE 15 LARGEST WERE THERE IN 2004.

16 of 20 ONTARIO UNIVERSITIES HAD DELEGATES AT SC '04 PLUS 8 FROM OUT OF PROVINCE

100% OF THE 14 LARGEST WERE THERE IN 2004.

17 of 24 ONTARIO COLLEGES HAD DELEGATES AT SC '04

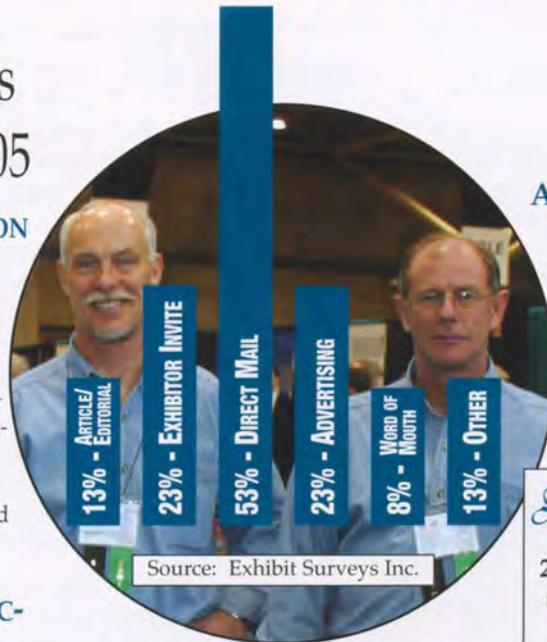
100% OF THE TOP 12 WERE THERE IN 2004.

# SOME OF THE BUSINESS REASONS TO BE THERE

The FOUR bottom-line reasons you should exhibit at OLA 2005

## 1. 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-makers from across the country who see the quality of the conference and the value it offers to them as a PD alternative.



How Do ATTENDEES, YOUR CUSTOMERS, TYPICALLY HEAR ABOUT TRADE SHOWS?

*Did You Know?*

20% of people who visit a show and are expecting a follow-up or a product sample never get it!

## 2. 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.

## 3. 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 'quiet' time in most types of institutions and the program is so enticing that practitioners cannot afford not to attend. It is 'THE' continuing education event.



PROVEN EFFECTIVE PRE-SHOW PROMOTION TECHNIQUES

## 4. 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 4,000 attendees who come to Toronto to get the most for their education dollar.

OLA believes that the 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.



HOW MANY SALES CALLS ARE NEEDED TO CLOSE A TRADE SHOW LEAD?

**BOTTOM LINE:** Super Conference attracts the highest number of librarians, teacher-librarians and library workers in Canada for an event targeted to publishing, bookselling, school, college, university or public libraries.

NO OTHER CANADIAN MARKETPLACE CAN DELIVER THIS MARKETING OPPORTUNITY TO YOUR FIRM.

# WHAT TO LOOK FOR IN 2005

Each year the OLA looks back at the event that just happened. Coupled with the feedback from exhibitors and sponsors the OLA tries to implement improvements to the EXPO. Here are some of the new things for 2005.

## ON-LINE EXHIBITOR KIT

In 2004 OLA provided an on-line Official Exhibitors Kit in PDF format for the first time. OLA also provided a hard-copy binder to each registered firm. Based on the positive reaction OLA will be discontinuing the print version and using the on-line version. It will be available earlier and can be accessed by multiple-users in any organization to avoid the purchase of extra binders. There is an option for purchasing a hard-copy version (\$35). The on-line kit is expected to be ready by October 15.

## OPENING AT 9:00 AM ON FRIDAY

One of the regular comments in the Conference Evaluations is that the hours for the EXPO are not long enough for delegates to properly visit the entire hall. We agree this is true for a small number of delegates. After discussions with many exhibitors we have decided to open on the second day at 9:00 am rather than 10:00 am. We will again evaluate the usage in this period for future years.

## THURSDAY AFTERNOON RECEPTION

For several years, in partnership with EDU Reference, a conference delegate reception has been held on the EXPO floor. It will continue and we will be looking for other sponsors to support the reception idea and will try and have a second reception and entertainment area on the floor.

## MOBILE FOOD AND BEVERAGE SERVICE

In response to feedback from exhibitors about the challenge of getting a break and the lines to get food and beverage the OLA has worked with the MTCC to resolve the issue. The MTCC has agreed to try mobile food and beverage vendors who will work their way up and down the aisles during the busy periods.

## UNLIMITED VIP PASSES

Help us market the event. OLA provides an unlimited number of passes to exhibitors to invite your clients and guests. What is new for 2005 is these will be all electronic and the guest will be able to register on-line at no charge. FAXes/on-site will be subject to the EXPO Only Pass fee.

## AUTHORS, GUEST AND SPECIAL DEAL PROMOTION

The OLA wants to recognize vendors who bring out authors to their booths, invite along special guests and/or 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 prominently 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. See page 8 for detail.

## POSTER SESSIONS

The Poster Session area will again grow in 2005. Poster sessions give members the chance to make peer-to-peer presentations on innovative programs, @ your library® initiatives, research and other great practical ideas.

## OFFICIAL CONFERENCE HOTELS

The OLA is pleased to offer, special negotiated rates, at the following hotels:

### INTERCONTINENTAL TORONTO CENTRE

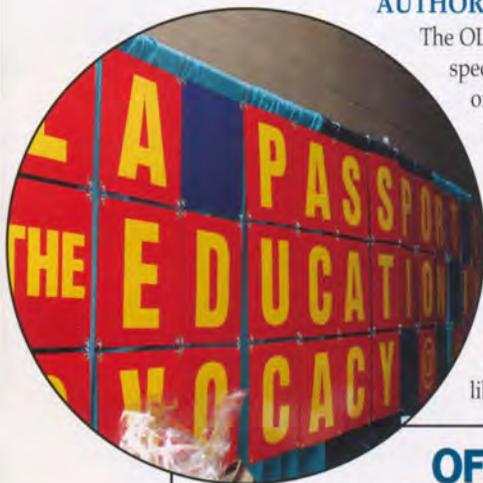
416/597-1400 1-800-327-0200 Rates: \$155 single / \$165 double

### RENAISSANCE TORONTO HOTEL AT SKYDOME

1-800-237-1512 Rates: \$134 single / \$139 double

### FAIRMONT ROYAL YORK

1-800-663-7229 Rates: \$139 single / \$149 double



## WAYS TO INCREASE YOUR FIRM'S PROFILE @ OLA



### SPONSORSHIP OPPORTUNITIES

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.** 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 \$5,000, while those in Bigger give between \$3,000 and \$5,000. 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.

However, any contribution over \$500 for the conference will result in the firm receiving:

- sign recognition in main lobby
- program recognition
- year-round recognition on AccessOLA.com
- event mention
- 1,000 free delegate mailing labels
- plus more

#### **\$150 to \$300 each** **Sponsor a workshop session**

Pick a subject area. Make a splash at the session - hand out a flyer, give away a related title.

#### **\$750** **Pens and Paper for Delegates**

We keep being asked by delegates to supply a pen and paper in the delegate bag. Do it as an insert for \$750 each item and enough pens or pads for all the delegates. No more than 2 each will be accepted - call early to avoid disappointment.

#### **\$3,000 and up** **Saturday Luncheon**

OLA hosts a huge closing luncheon on Saturday. It is a highlight each year. Be a title sponsor for as little as \$4,500. High recognition with lots of logo placement.

#### **\$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!

#### **\$1,500-\$3,000** **Award Receptions**

OLA Divisions each year recognize individuals and organizations at end-of-day receptions. These are great opportunities to support your clients as they support their own.

#### **\$750 per issue** **Daily Newsletter**

The sponsoring company receives a 7 1/2" x 2" ad on pg. 1.

#### **\$Call us** **Let's build a Win-Win-Win**

Call OLA's Jefferson Gilbert and let's talk about your needs, our needs and develop something exciting where both of our needs and those of the delegates are met.

**Pledge before August 15 and you will receive prominent recognition in the Registration Kit that is distributed to 14,000.**

#### **DELEGATE LABELS FOR DIRECT MARKETING**

Many marketers argue that without a pre- and post-show mailing there should be little expectation that high results will be achieved. 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 message. To order call 416/363-3388 ext. 25 or send an e-mail to: <jgilbert@accessola.com>.

#### **DO SOMETHING DIFFERENT WITH YOUR SPACE**

Be creative; be inventive. Think of ways you can 'spice' up your space and your image. In the past exhibitors have done all sorts of creative things to attract delegates: special guests; give-aways; bigger space; the list goes on and on. Make a change!!

#### **SESSION PROPOSAL**

See page 7 for more information.

#### **ATTEND SESSIONS**

OLA doesn't charge exhibitors an extra fee to attend the workshop sessions. Be sure to take in a session or two. See what the delegates, your customers, are facing in their day-to-day work. Offer solutions and contribute like a professional to the education of the profession.

#### **USE VIP PASSES PROVIDED**

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; 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 PARTICIPATION**

The Passport to Prizes has run for seven years now. It is 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 by delegates 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. Sure most just want a stamp - this is your opportunity to turn their desire for a passport stamp into a discussion about needs and ultimately a sale. New in 2005 will be the requirement for participants to visit OLA's key sponsors to get a validated passport.

# ASSOCIATE MEMBER SESSION PROPOSAL FORM

OLA extends the right to Associate members to propose education sessions. This allows the Associate members to intertwine themselves with the practicing members and to share experiences and expertise in a formal session setting. 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 conference committee evaluates proposals, and if they accept the proposal they will assign a convenor to work with your company and its proposed speaker. It is expected the sponsoring company will cover all costs related to the speakers. OLA will provide stock audiovisual equipment in a manner it does for all sessions at Super Conference.

SUGGESTED TITLE FOR THE PROPOSED 75 MINUTE SESSION

---

---

---

---

## CONTENT OF THE PROPOSED SESSION

---

---

---

---

## WHO IS THE 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  Specialized/advanced

Learning/improving skills  Visionary ideas and issues

Have you spoken to a divisional conference co-ordinator yet to arrange co-sponsorship?

YES  NO If YES, WHO? \_\_\_\_\_ If NO, OLA WILL TRY TO FIND ONE.

## WHAT EDUCATIONAL GAP WILL THIS SESSION FILL?

---

---

---

---

## INFO ON MEMBER PROPOSING

Name of Key Contact for Organizing Session

Company Name

Phone

E-mail

## THE BENEFITS

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

● \_\_\_\_\_

---

---

---

---

● \_\_\_\_\_

---

---

---

---

## THE PROPOSED SPEAKERS

Name

Position

Name

Position

**PLEASE RETURN NO LATER THAN AUGUST 18 to**

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



# PRICING STRUCTURE, KEY DATES AND DETAILS

## 2005 SUPER CONFERENCE PRICING MODEL

	BEFORE OCT 17	AFTER OCT 17
Single Booth - 100 sq. ft.	\$1,460.00	\$1,610.00
Double Booth - 200 sq. ft.	\$2,635.00	\$2,885.00
Triple Booth - 300 sq. ft.	\$3,795.00	\$4,025.00
Quadruple - 400 sq. ft.	\$4,795.00	\$5,045.00
More than 400 sq. ft. (not inc. aisle)	\$10.95 per sq. ft.	\$12.00 per sq. ft.
Corner Surcharge - Members Only	\$150.00 per open corner	
<i>Non-members are not entitled to book corner booth space.</i>		
Non-member Surcharge	\$190.00	\$190.00
Single - 80 square ft. (if available)	\$1,150.00	\$1,275.00
Table Top - minimum 40 sq. ft.	\$475.00	\$500.00
Not-for Profit/Charity Groups - related	\$475.00	\$500.00

All prices are subject to 7% GST. (GST Reg# 10779 8159)

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. 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 sell that booth. The show has been sold out since 2003 and this has not been applied.

**US EXCHANGE:** OLA will accept cheques in US dollars based on the exchange rate of \$1CAN = \$.80US. Credit Card payments give 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. 17, 2004.

## 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 access to invite clients. These must be completed electronically to be free. Paper copies and on-site registrations are subject to EXPO Only fees.
- Aisle carpeting - dark grey. (7 1/2' wide)
- Wastepaper basket and chair - available on pre-request for no-charge
- Listing in EXPO Guide plus 3 subject entries
- 13 total exhibit hours; 5 unopposed.
- Inclusion in the year-round AccessOLA 'Library Buyer's Guide' including hyperlink to your corporate web-site.
- Up to 4 full conference passes for bonafide booth/company personnel. No practicing librarians, TL's, workers or trustees

## IMPORTANT SUPER EXPO TIMES AND DATES TO REMEMBER

### MOVE-IN

Tues., February 1	5:00 pm to 8:00 pm
<i>This early access is available to companies with 300 square foot or more of space.</i>	
Wed., February 2	8:00 am to 8:00 pm
Thurs., February 3	6:00 am to 9:00 am

### SHOW HOURS

Thurs., February 3	10:00 am to 5:30 pm
Fri., February 4	9:00 am to 2:30 pm

### TEAR DOWN

Fri., February 4	2:30 pm to 10:00 pm
------------------	---------------------

*Times are subject to change. Watch final conference program and Official Online Exhibitors Kit for official times.*

## SPACE SELECTION/ALLOCATION

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 was completely SOLD-OUT in 2004. Member companies who occupied space in 2004 have first right of refusal to the same space in 2005. Some exceptions.

1. OLA Associate Members - requests due by Aug 31
2. Non-members' companies who were Super Conference 2004 Sponsors - requests by Sept. 5

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

The remaining groups are eligible to book or will be assigned their space after September 5.

- Either of the above groups who missed the deadlines.
- Non-member companies who exhibited in 2003/04.
- General sales. The OLA has a library suppliers' database of 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 2004 space to that of a non-member provided they apply before the August 31 deadline. This is on a first request basis.

## TABLE TOP & NOT-FOR-PROFIT/CHARITY GROUPS

**TABLE TOP:** Space in the table area is restricted to those companies with annual revenues below \$30,000 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.

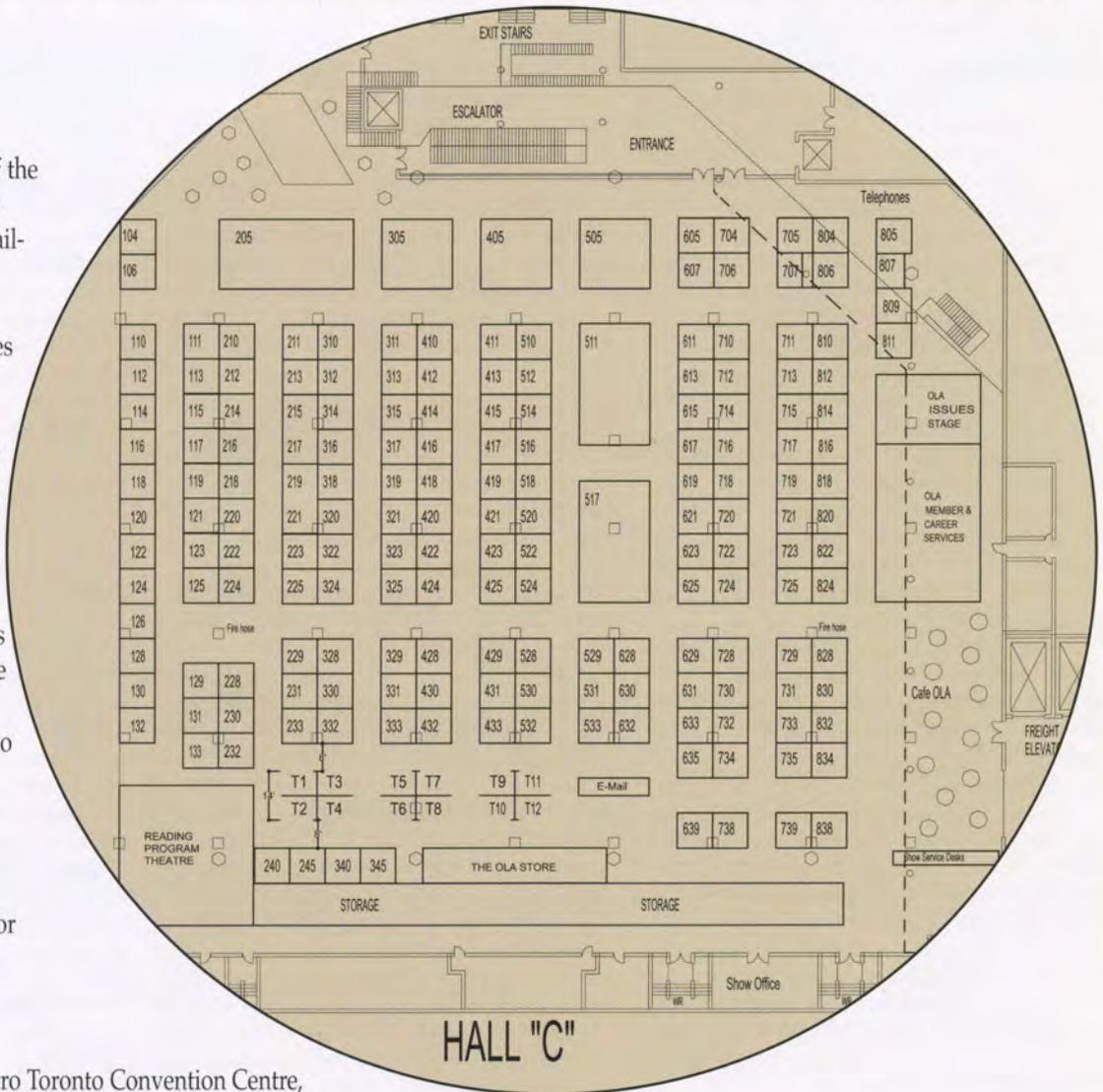
*The OLA will not assign space to NFP's & Table-tops until the sales period is finished in January. The OLA will guarantee space no smaller than 40 sq. ft. A skirted table is included in the listed price for these groups.*

# EXPO FLOORPLAN & AVAILABLE SERVICES

## SERVICES AVAILABLE TO SUPER CONFERENCE EXHIBITORS:

Information is available on all of the below mentioned services in the Official Online Exhibitor Kit, available on-line in November.

- Free lead retrieval
- Full service rental companies and supplies for booth
- Unlimited VIP Passes - through on-line registration
- Listings in on-site program and companion web-sites
- Opportunities to promote new products, guest attendance and author visits
- Hi-speed and wireless (to be confirmed) internet access
- Sponsorship opportunities to distinguish your firm
- Mobile food and beverage service - to avoid line-ups.
- 'Booth-sitter' service
- Advertising opportunities for on-site program



## EVENT ADDRESS:

Metro Toronto Convention Centre,  
255 Front Street West Toronto, ON.  
NORTH BUILDING - OFF FRONT STREET  
Tel: 416/585-8000. Visit the MTCC web-site @ [www.mtccc.com](http://www.mtccc.com)

**SELLING AT THE OLA SHOW:** The OLA does, and always has, encouraged companies to sell their products and services on the OLA EXPO Floor. In the past 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.

**ELECTRICITY AND INTERNET CONNECTIVITY:** The MTCC has an exclusive arrangement with ShowTech Electric to supply power and lighting and their own Communication Department for telephone and internet connectivity in the building. Electricity nor internet connectivity is not provided with any booth space; it must be ordered from ShowTech or the MTCC. Order forms are in the Official Online Exhibitor Kit which will be available on-line in October <[www.accessola.com](http://www.accessola.com)>.

## SHOW COLOURS:

Super Conference EXPO 2005 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.

# GENERAL RULES AND REGULATIONS

**SHOW MANAGEMENT** - The Ontario Library Association (OLA) and its authorized representatives are hereinafter referred to as "Show Management".

**PAYMENT AND REFUNDS** - Full payment for booth space must be made no later than December 17, 2004. Show Management reserves the right to refuse a company entry who has not paid in full by this date. A deposit of a minimum of \$750 per 100 square feet is due no later than three weeks after the form is submitted. The OLA will hold booth space for up to three weeks while a company arranges for a deposit cheque. After three weeks the OLA may release the space for reallocation if another firm requests that specific space. OLA is not responsible for notifying a company that is beyond the three week period or fails to pay in full by December 17, 2004.

All applications submitted after December 17 must include payment IN FULL for the space rental charges.

Cancellations made prior to September 15 will receive a refund of payments made, less a 25% cancellation fee. After September 15 and before December 1 the company will forfeit the entire amount of the deposit - \$750 per 100 square feet. After December 1 there are no refunds for space.

The application for exhibit space, when signed by the exhibiting firm and/or deposit cheque cashed, or credit card processed, by Show Management, shall constitute a valid contract between the parties. In signing the space contract the firm acknowledges their financial responsibility whether they choose to withdraw or cancel their space.

In case the EXPO shall not be held for any reason whatsoever, then and thereupon the rental and lease of space to the exhibitor shall end. In such case the limit claim for damage and/or compensation by the exhibitor shall be the return of the amount already paid for space for this specific event.

**SPACE RENTAL** - The application for exhibit space, when signed by the exhibiting firm and/or deposit cheque cashed, or credit card processed, by Show Management, shall constitute a valid contract between the parties. In signing the space contract the firm acknowledges their financial responsibility whether they choose to withdraw or cancel their space.

**USE OF SPACE RESTRICTIONS** - The space contracted for is to be used solely by the exhibitor whose name appears on the application, as agreed to by both parties, and only products and/or services of the exhibitor may be exhibited. Any promotion of other products or services is strictly prohibited. No exhibit will be permitted which interferes with the exhibits of other exhibitors or obstructs the visibility of other exhibits. Exhibits must be confined to the exact space allocated, and where an exhibitor's display is built beyond limitations set forth in this contract and explained in detail in the Official Online Exhibitor's Kit, Show Management reserves the right to correct such violations by having the exhibitor alter, remove or rearrange any or all of the display so that it will comply with the regulations or, if the exhibitor is not available, to make such corrections at the exhibitor's expense. Show Management reserves the right to restrict exhibits which, because of noise, operation of equipment, creation of safety hazards or any other reason, become objectionable or otherwise distract from neighbouring exhibits. No representation of the exhibitor, his products or services may be carried on in the aisles, corridors, feature areas or other designated common areas of the Convention Centre.

No exhibit shall assign, sublet, or share the space allocated

with another business or firm unless approval has been obtained in writing from Show Management.

**INSTALLATION, EXHIBIT HOURS AND DISMANTLING** - Dates and hours for installation, exhibiting and dismantling will be specified by Show Management. Goods being delivered directly to the exposition must be received by a representative of the exhibiting firm or their designate. Exhibits shall be staffed at all times when the EXPO is officially open. No exhibitor will be able to commence dismantling any portion of the exhibit whatsoever, to commence packing crates or cartons or to abandon his display prior to the official closing. Failure to comply with the regulation will result in the exhibitor being barred from future shows and events sponsored by Show Management. All exhibits must be removed by 10 pm on February 4, 2005, and all storage and handling charges for failure to remove exhibit material by that time shall be the responsibility of the exhibitor. Show Management reserves the right, through its official carrier, to remove any exhibit not removed by the conclusion of the exhibition and charge the expense to the exhibitor.

**FIRE REGULATIONS** - All exhibitors must comply with local fire regulations. Only fireproof material may be used in displays and wiring must conform to CSA or UL specifications. All exits and aisles must be kept clear at all times. The exhibitor assumes full responsibility for ensuring that exhibits meet these standards. Show Management is obligated to install two fire hose cabinets for the duration of the EXPO. The location of the cabinets are on the floor plan. Show Management reserves the right to change their location depending upon directives from the Fire Marshall.

**ELECTRICAL SAFETY CODE REQUIREMENTS** - All exhibitors must comply with the Electrical Safety Code Requirements in place at the time of the event. The exhibitor assumes full responsibility for ensuring that exhibits meet these standards.

**DAMAGE TO PROPERTY** - Exhibitors are liable for all damage caused by them or their representatives or contractors to the exhibit facility, booth equipment or to other exhibitors' property and shall indemnify the facility management, Show Management and/or Official Service Contractor against, and hold them harmless from any complaints, suits or liabilities resulting from negligence of the exhibitor in connection with the exhibitor's use of exhibit space. Full regulations for property care are in the Official Online Exhibitor's Kit.

**CARE OF THE BUILDING** - Painting, nailing or drilling of floors, walls, ceilings or any part of the building is not permitted. Exhibitors laying any floor covering must use an adhesive that will not damage the floor. No signs or other articles are to be fastened to the ceiling, walls, pipes or electrical features.

**SECURITY** - Show Management will employ a professional guard service for the duration of the exhibition and will take reasonable precautions to safeguard exhibitors' property. However, Show Management assumes no liability for loss or damage, howsoever caused, of goods, exhibits or other materials owned, rented or leased by the exhibitor.

**FOOD AND/OR BEVERAGES** - The preparation and/or serving of food or beverages of any kind without the written permission of Show Management and/or the facility is prohibited. Exhibitors wishing to serve samples must complete a request form that can be obtained from Show Management. This is submitted to the facility for permission.

**OFFICIAL EXHIBITORS KIT** - For the 2005 show the Exhibitor Kit will be available on-line. The Online Exhibitor's Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management. In the kit are all the necessary forms for Show contractors and other rules and regulations. All booth space and activity must be arranged in accordance with those outlined in the kit. If in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor's Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from at any time during the exposition.

OLA will send a password for the Online Exhibitor's Kit to each company registered with a deposit made. However, if a password has not been received by Nov. 25 it is the responsibility of the company to contact OLA. Companies that wish a hard copy of the kit may choose this option for \$25 per kit (Canada address) plus GST (including shipping) or \$50 per kit (non-Canadian address).

**LIABILITY AND INSURANCE** - Neither Show Management nor any of its officers, directors, employees or agents, nor the owners, employees or representatives of the exhibit facility will be responsible for any injury or damage that may occur to the exhibitor or the exhibitor's employees or property from any cause whatsoever prior, during or subsequent to the period covered by the exhibit contract. The exhibitor, on signing this contract, expressly releases the foregoing parties, individuals and firms from, and agrees to indemnify same against, any and all claims for such loss, damage or injury. Exhibitors are advised to carry insurance on their exhibits and its contents; however, this will be taken at their own expense.

**ENTRY TO THE SHOW** - Show Management reserves the right to deny admission to any visitor, exhibitor, or exhibitor's employee. Show Management reserves the right to final determination of all space assignments in the best interest of the exposition.

**LABOUR** - Exhibitor must observe all contracts in effect between Show Management, service contractors, Convention Centre and labour organizations involved.

**MEMBERSHIP STATUS** - Rates paid for exhibit space are based on the membership status of the company at the time of the actual display. It is the exhibiting company's responsibility to either pay non-member rates or to have a current Associate Membership in the Ontario Library Association at the time of the event. Show Management reserves the right to withhold a firm's ability to set-up if their membership status changes between time of payment and the event.

**SELLING AT THE EXPO** - The OLA strongly supports and encourages vendors to sell on the floor of the Super Conference EXPO. Show Management encourages exhibitors to inform them of any special deals they plan to offer and they will be promoted in the on-site EXPO Directory at no additional expense.

**OTHER REGULATIONS** - Any and all other matters not specifically covered by the preceding General Rules and Regulations shall be subject solely to the decision of Show Management. The Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided and amendments, when made, are brought to the notice of exhibitors. Each Exhibitor, for himself, and his employees, agrees to abide by the foregoing Rules and Regulations and by any Amendments or additions thereto in conformance with the preceding sentence.



Thank You. Thank You.

## JOIN THESE SUCCESSFUL COMPANIES WHO MADE THE 2004 OLA SUPER CONFERENCE PART OF THEIR MARKETING PLANS AND SHOWED THEIR COMMITMENT TO ONTARIO LIBRARIES

### 2004 SPONSORS ARE DENOTED BY BOLD TYPE AND CAPITAL LETTERS.

3M Canada Company ★ A-G Canada Limited ★ ALA Graphics ★ Another Story Bookshop ★ Audiovision Canada ★ Barron's Educational Series ★ Bayard Distribution ★ Beguiling, The ★ Between the Lines ★ **BIBLIOCENTRE, THE** ★ Bibliomondo ★ Bibliotronic ★ Blackwell's Book Services ★ Blue Spruce Reading Program ★ Book and Periodical Council ★ Books Are Fun Ltd. ★ **BRODART CO.** ★ Cambridge Scientific Abstracts ★ Campbell Bros. Movers Limited ★ Canadian Coalition for School Libraries ★ Canadian Health Network ★ Canadian Library Association ★ Canadian Locker ★ Canchron Books ★ Cardinal Software Services ★ Carr McLean Limited ★ CBC ★ CD-ROM Store, The ★ Cedrom-sni ★ Checkpoint Canada ★ Children's Book Centre ★ CNIB Library for the Blind ★ Commonwealth Imaging ★ Computers for School - Ontario ★ Convergent Library Technologies ★ Corporate Networks ★ Coutts Library Services ★ Criterion Pictures ★ CVS INC. ★ DocuCom Imaging Solutions Inc. ★ Dominique and Friends ★ Drexel University ★ Duncan Systems Specialists Inc ★ **DYNIX** ★ **EBCO SUBSCRIPTION SERVICES** ★ **EDU REFERENCE DISTRIBUTION** ★ Education Safety Association ★ **ELSEVIER SCIENCE** ★ Environmental Commissioner of Ontario ★ Ex Libris Association ★ Faculty of Information Studies ★ Firefly Books Ltd ★ Fitzhenry & Whiteside ★ Follett International ★ Gale/Thomson ★ Georgetown Publications Inc. ★ Gibson Library Connections Inc. ★ Golden Oak Adult Book Club ★ Goodminds.com ★ Government of Canada - Rural Exhibits ★ Greenwood Books ★ Gumdrop Books ★ Harper Collins Canada Ltd ★ HB Fenn & Co Ltd ★ Highsmith Press/Upstart Books ★ ID Systems ★ Imagnet Resources Corp. ★ Industry Canada ★ Innovative Interfaces Canada ★ International Binding and Laminating Systems ★ International Reading Association ★ JanWay Corporation ★ Jim Clifford Moving Service Inc ★ John Wiley & Sons Canada, Ltd. ★ KA MacDonald Press ★ Kate Walker & Company ★ **KEN HAYCOCK AND ASSOCIATES** ★ Kids Can Press Ltd ★ LANscapes Network ★ L'Atelier Grigorian ★ Lexis Nexis ★ Libraries Unlimited ★ Library and Archives Canada ★ Library Bound ★ Library Corporation, The ★ Library Services Centre (LSC) ★ Linworth Publishing ★ Literary Press Group ★ LMC Source ★ Lobster Press ★ Magic Lantern Communications ★ Mandarin ★ McArthur & Company ★ McClelland & Stewart ★ McGraw-Hill Ryerson ★ **MICROMEDIA PROQUEST** ★ **NATIONAL BOOK SERVICE** ★ National E.A.S. ★ National Film Board of Canada ★ National Institute for Genealogical Studies ★ Natural Heritage Books ★ Neal-Schuman Publishers ★ **OCLC** ★ OCR Concepts Canada Ltd ★ OLA Building Awards, The ★ OLA Press, The ★ OLA Store, The ★ One to One Fundraising ★ Ontario College LIT Programs & OALT/IABO ★ Ontario Science Centre ★ Ontario Securities Commission ★ Orca Book Publishers Ltd. ★ Organization of Book Publishers of Ontario ★ Oxford University Press ★ Palmieri Furniture Ltd ★ Paper of Record ★ Pearson Longman Education ★ Penguin Books Canada ★ Penumbra ★ Perma-Bound Canada ★ Pig Tales Books Ltd. ★ Piperhill Publishing ★ Professional Book Fairs ★ Public Works and Government Services Canada ★ Publishers Group Canada ★ R R Bowker ★ R.G. Mitchell Family Books ★ Random House of Canada ★ Recorded Books ★ Red Maple Reading Program ★ Robert Dougan & Associates ★ **S & B BOOKS LTD** ★ Sara Jordan Publishing ★ **SAUNDERS BOOK COMPANY** ★ Scholar's Choice Moyer ★ Scholastic Book Fairs ★ Scholastic Canada Ltd ★ Scholastic Education ★ School Book Fairs Ltd. ★ School House Products Inc. ★ Science and Health with Key to the Scriptures ★ Silver Birch Reading Program ★ Simon & Shuster ★ SIRSI Corp ★ Smilemakers ★ Stricker Books ★ Sumach Press Inc. ★ Talking Book World ★ **TEACHER LIBRARIAN JOURNAL** ★ Telus Web Solutions ★ Thomas Allen & Son ★ Tinlids ★ Tourmaline Editions ★ TV Ontario ★ Ulverscroft LP Books ★ Ulysses Travel Guides ★ **USERFUL** ★ Vanwell Publishing Ltd ★ Ven-Rez Products Ltd. ★ Virtual Reference Library ★ Visual Education Products ★ VTLS Inc. ★ Wallaceburg Bookbinding ★ White Pine Reading Program ★ **WHITEHOTS INC** ★ Women's Health Matters ★ World Almanac Education ★ World Book Edu Products of Canada ★ **YBP LIBRARY SERVICES**

## Ontario Library Association

100 Lombard Street, Suite 303

Toronto, ON M5C 1M3

Tel: (416) 363-3388 or 1-866-873-9867

FAX: (416) 941-9581 or 1-800-387-1181

<http://www.accessola.com>

JEFFERSON GILBERT, CAE  
OLA Deputy Executive Director  
E-mail: [jjgilbert@accessola.com](mailto:jjgilbert@accessola.com)

JULIE STEVENS  
OLA Fund Development Associate  
E-mail: [jstevens@accessola.com](mailto:jstevens@accessola.com)

