

21st Century Learning

@YourSchoolLibrary

OELMA Conference
October 12-14, 2011
Columbus Convention Center

Exhibitor
Prospectus

Find details online at www.oelma.org

Join us at the Ohio Educational Library Media Association Annual Conference 2011!

The 2011 OELMA Conference will soon be here! Please plan on attending October 13th and October 14th at the Columbus Convention Center. We are very excited to have as our keynote, Jamie McKenzie, editor of From Now On – The Educational Technology Journal, a web-based “zine” published online since 1991. Our theme for the 2011 conference is “21stCenturyLearning@YourSchoolLibrary”. In 2010, Ohio became the 14th state to join the Partnership for 21st Century Skills and our OELMA conference will focus on the role of the school librarian in teaching 21st century skills.

As in the past, OELMA has focused on bringing in high profile authors and keynote speakers. Jamie McKenzie is sure to be a big draw. This year, we will also be offering a special rate to administrators, school board members and legislators to attend the keynote (and visit the exhibits while attending). Evaluations from past conferences tell us that Ohio’s librarians want MORE time with exhibitors and MORE exhibitors in our exhibit hall. OELMA members are focused on educating students for the 21st century, and they need your products and services to do this! The OELMA Conference is a great opportunity for you to meet those librarians. Plan today to exhibit at the OELMA Conference. You’ll be glad you did!

(Note: Friday, October 14th is COTA day in central Ohio and NEOEA day in northeast Ohio. Many school districts are closed on this day, allowing some flexibility for our members and other interested parties to attend the conference. Won’t you join us?)

Sue Subel,
2011 Conference Chair

Quotes from past OELMA Conference Attendees:

“I like that the OELMA Conference always provides ‘no conflict’ time for the exhibits...”

.....

“Where were the technology vendors?”

.....

“It was good to see new vendors. I would prefer to see more next year.”

.....

“I was hoping to see/touch flip video cameras; digital recorders; flash drives, etc. I missed small technologies. I also wanted to get info to buy a scanner, microphones, etc. I had an open PO to buy/order such items...”

.....

“The OELMA Conference is where I come every year to find new products/services for my library. I couldn’t do without it!”

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Levels of Exhibits/Sponsorships

\$650 (if contract received by July 31)
\$750 (if contract received after July 31)

Standard Exhibitor

These booths will cost Professional Organizations \$300

- 8' x 10' booth
- 3' pipe and drape sides and 8' pipe and drape back
- Sign
- Listing in the Conference Program

\$800 (if contract received by July 31)
\$900 (if contract received after July 31)

Bronze Sponsor

All Standard Level PLUS:

- Recognition of your company as a sponsor in all advertising of the conference
- Ribbons for your company representatives to wear indicating you are a sponsor
- A list of convention participants with addresses, phone, fax and email in electronic format
- A link from the OELMA web site to your company's site

\$1,300 (if contract received by July 31)
\$1,400 (if contract received after July 31)

Silver Sponsor

All Bronze Level PLUS:

- One full page ready to insert piece of advertisement in the conference giveaway or bag
- Your company will be listed on the Exhibitor Dance Card, which will show a list of exhibitors that attendees must visit in order to be eligible for Raffle Prizes
- Priority placement in the Exhibit Hall

\$2,300 (if contract received by July 31)
\$2,400 (if contract received after July 31)

Gold Sponsor

All Silver Level PLUS:

- One full page ready to insert piece of advertisement in the conference giveaway or bag
- You will be given EXCLUSIVE sponsorship of one of the following events:

A Major Author/Speaker—as a sponsor, you will be allowed to introduce your company and the Author/Speaker at their session.

Snacks in the Exhibit Hall—as a sponsor, you will be publicly thanked during the exhibit hall break, and allowed to briefly address attendees.

\$5,000 (if contract received by July 31)
\$5,500 (if contract received after July 31)

Platinum Sponsor

All Gold Level PLUS:

- One full page ready to insert piece of advertisement in the conference giveaway or bag
- One **complimentary** 8' x 10' booth
- All subsequent booths may be purchased for \$250 each
- You will be given EXCLUSIVE sponsorship of one of the following events:

Awards Luncheon Speaker—as a sponsor, you will be allowed to introduce your company and the Speaker at the OELMA Awards Luncheon.

Conference Registration Gift—as a sponsor, you will be allowed to have your logo printed onto the Conference Registration gift given to every attendee.

**Additional booths
may be purchased for
\$400 each**

Additional Conference Advertising

Exhibitors may choose to include an advertisement in the conference giveaway, or bag. This can be a one-page flyer, color or black and white, one sided or two sided, which OELMA will include in the Conference giveaway given to each conference attendee. Inserts or a master copy must be received by the OELMA office no later than September 9, 2011. The inserts will be reproduced as black and white copies, unless you send 500, ready to insert pieces.

Advertisement	Cost
500 inserts	\$400
One insert that OELMA reproduces	\$500

Questions?

Contact Melinda Vance at OELMA,
614.221.1900, or Melinda@assnoffices.com

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Exhibit/Sponsor Specifications and Conditions

TIMES/DATES/PLACE:

The exhibits take place in Ballroom 2 & 3 at the Columbus Convention Center. The Ballroom is carpeted.

Exhibit set up will take place from 2-6 p.m. on Wednesday, Oct. 12 and from 8-11 a.m. on Thursday, Oct. 13.

The exhibits will be open during the following times:
11 a.m. - 5:30 p.m. on Thursday, Oct. 13
8:30 a.m. - Noon on Friday, Oct. 14

Exhibitors may move out from noon-5 p.m. on Friday, Oct. 14

BOOTH INCLUDES:

One (1) 8 x 10 booth, one (1) 6'x 24"x 30" high skirted table, two (2) chairs, one (1) waste basket, one (1) booth ID sign, two (2) registrations per booth, which includes Buffet lunch on Thursday, Oct. 13. Additional registrations with lunch can be purchased for \$10.00 each

SPACE ASSIGNMENT

Booths will be assigned according to level of sponsorship first. Remaining booths will be assigned on a first-come, first-served basis. We will make every effort to offer exhibitors their choice of exhibit space.

OELMA has contracted the George Fern Co. to be the conference decorator. Exhibitors will receive a packet in the mail from the George Fern Co. which will include information for shipping and receiving, ordering electricity, carpet, furniture and internet access.

Questions regarding the exhibit contractor can be directed to Lynn Garvin at lgarvin@geofern.com, or 614.253.1500.

TERMS/CANCELLATION/PAYMENT TERMS

Exhibit contracts canceled in writing prior to July 31, 2011, will receive a 50 percent refund of deposit monies paid to OELMA, less a \$25 cancellation fee. After July 31, 2011, no refunds will be given.

Exhibitors/Sponsors who are not paid in full prior to the opening of the exhibits on Oct. 13, 2011, will not be allowed to set up their booth at the show.

The rights and privileges of an exhibit shall not be infringed upon by any other exhibitor. The Ohio Educational Library Media Association reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of any exhibit which, in the judgment of the Conference Committee, is detrimental to or detracts from the general order of the exhibits. Exhibitors should plan and arrange exhibits so as not to obstruct the view of neighboring booths.

LIABILITY

Neither OELMA, the Columbus Convention Center nor George Fern Co. assumes responsibility for damage or loss of any kind. Every precaution will be taken to safeguard the exhibitor's property.

RAFFLE PRIZE DRAWING

Exhibitors are encouraged to donate or sponsor prizes. (Please indicate on agreement form) Prizes will be awarded to attendees on both Thursday and Friday.

HOTEL RESERVATIONS

Hampton Inn
501 N. High St.
Columbus, OH 43215
614.559.2000
\$129 single/double
Reservations must be made by Sept. 14, 2011.

Drury Inn & Suites
88 E. Nationwide Blvd.
Columbus, OH 43215
614.221.7008
\$126 single/double
Reservations must be made by Sept. 21, 2011.



THANK YOU

**For supporting the Ohio Educational
Library Media Association**

Exhibit/Sponsorship Agreement Form

Company Name: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Company web site: _____

Name(s) of representatives who will work your booth:(2 comp registrations per booth, additional at \$10 each)

1. _____ 4. _____

2. _____ 5. _____

3. _____ 6. _____

Please check all categories which most closely describe your product(s)/service(s):

Audio-visual software Books and Publications Hardware

Furniture/Supplies Internet Services: _____

Other: _____

Level of Exhibit/Sponsorship:

- Professional Organization @ \$300
- Standard @ \$650 per booth (\$750 after July 31)
- Bronze Sponsorship @ \$800 (\$900 after July 31)
- Silver Sponsorship @ \$1,300 (\$1,400 after July 31)
- Gold Sponsorship @ \$2,300 (\$2,400 after July 31)
- Platinum Sponsorship @ \$5,000 (\$5,500 after July 31)

____ Number of additional booths at \$400 each

Ad Insert Rates (check one):

- 500 prepared inserts @ \$400
- One insert reproduced by OELMA @ \$500

Additional Registrations

- # of additional registrations at \$10 each
- Yes, we will donate a raffle prize

TOTAL AMOUNT DUE: \$ _____

Payment Options (choose one):

Credit Card: () Visa () MasterCard () Discover () AmEx Check enclosed

Card #: _____ Exp. Date: _____ CCID# _____

Billing Address: _____

City/State/Zip _____

Signature: _____

Payment in full is enclosed. 50% deposit is enclosed. Please bill me for the balance.

Booth Preference:

Booths will be assigned based on level of sponsorship first, then based on date received.

1st choice: _____ 2nd choice: _____ 3rd choice: _____

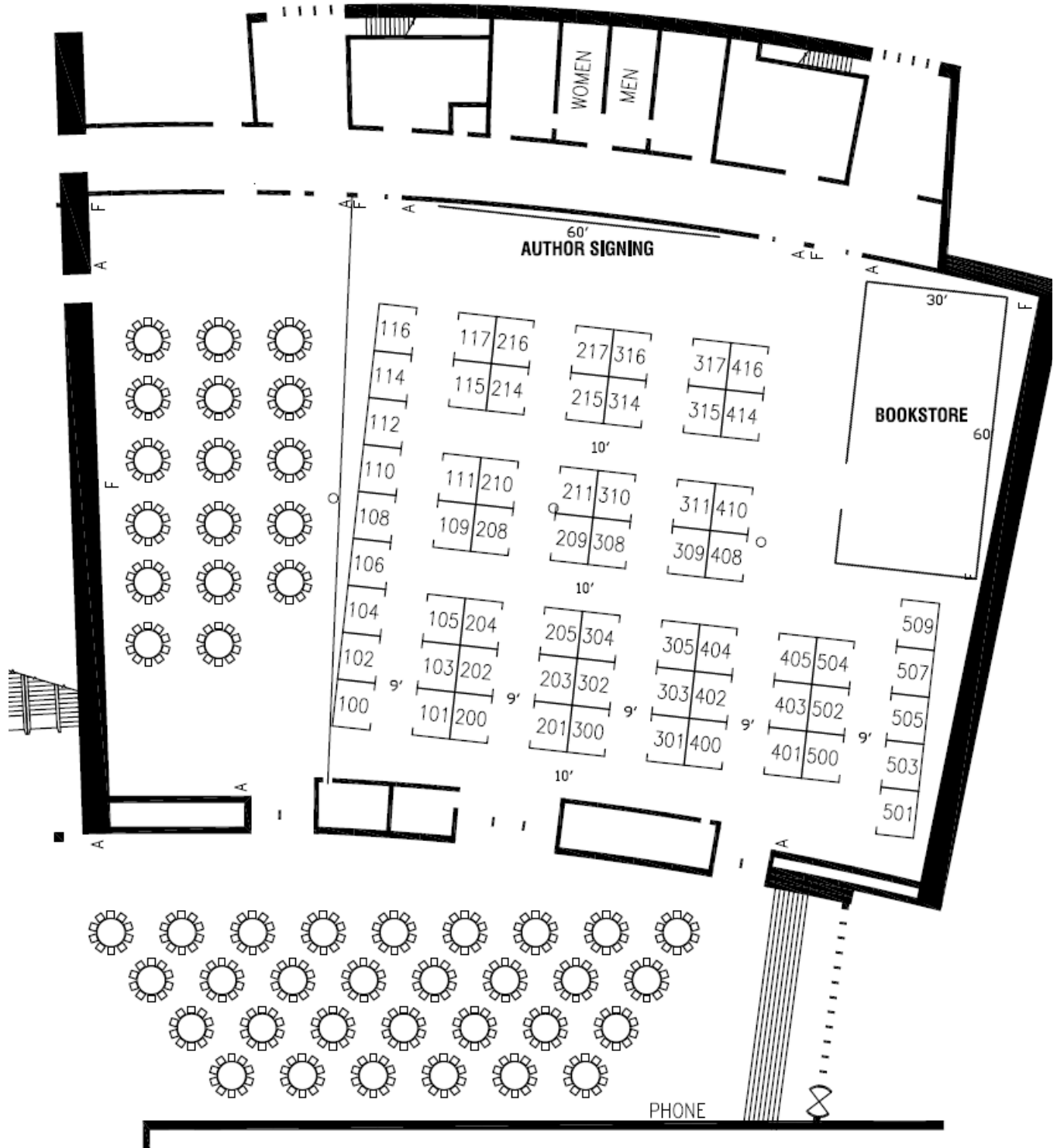
Please list any competitors next to whom you do not wish to exhibit: _____

Make checks payable to and fax or mail completed form to: OELMA |17 S. High St. Suite 200 | Columbus, OH 43215 | 614.221.1989 fax

For office use only: Date received: _____ Payment received: _____ Booth(s) assigned: _____

Exhibit Hall Layout

(subject to change)



LEGEND

- - INDICATES UTILITY LOCATION
- E - INDICATES ELECTRIC LOCATION
- F - INDICATES FIRE EXTINGUISHER
- DF - INDICATES DRINKING FOUNTAIN
- A - INDICATES FIRE ALARM

