

# OELMA



Forging the Future

**OELMA Conference**  
**October 20-22, 2010**  
**Columbus Convention Center**

## Exhibitor Prospectus

Find details online at [www.oelma.org](http://www.oelma.org)

**Join us at the  
Ohio Educational Library  
Media Association  
Annual Conference 2010!**

The OELMA Conference is building off of our 2009 event, which was one of our most successful conferences ever! Again in 2010, the conference will take place at the Columbus Convention Center. Over 500 of Ohio's school librarians are expected to attend. Our theme this year is: *OELMA Conference 2010—Forging the Future.*

Like last year, OELMA is focusing on bringing in high profile keynote authors and speakers who are sure to be a big draw. 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!

Krista Taracuk  
OELMA Vice President  
2010 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!"*



## 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 1/4 page ad in the Conference Program
- 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:

- A 1/2 page ad instead of a 1/4 page ad in the Conference Program
- 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:

- A full page ad instead of a 1/2 page ad in the Conference Program
- 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 10, 2010. 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 1-3 at the Columbus Convention Center.

Exhibit set up will take place from 2-6 p.m. on Wednesday, Oct. 20 and from 8-11 a.m. on Thursday, Oct. 21.

The exhibits will be open during the following times:  
11 a.m.-1:30 p.m. and 4-7 p.m. on Thursday, Oct. 21  
8:30 a.m.-noon on Friday, Oct. 22

Exhibitors may move out from noon-5 p.m. on Friday, Oct. 22

### **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, 2010, will receive a 50 percent refund of deposit monies paid to OELMA, less a \$25 cancellation fee. After July 31, 2010, no refunds will be given.

Exhibitors/Sponsors who are not paid in full prior to the opening of the exhibits on Oct. 21, 2010, 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.

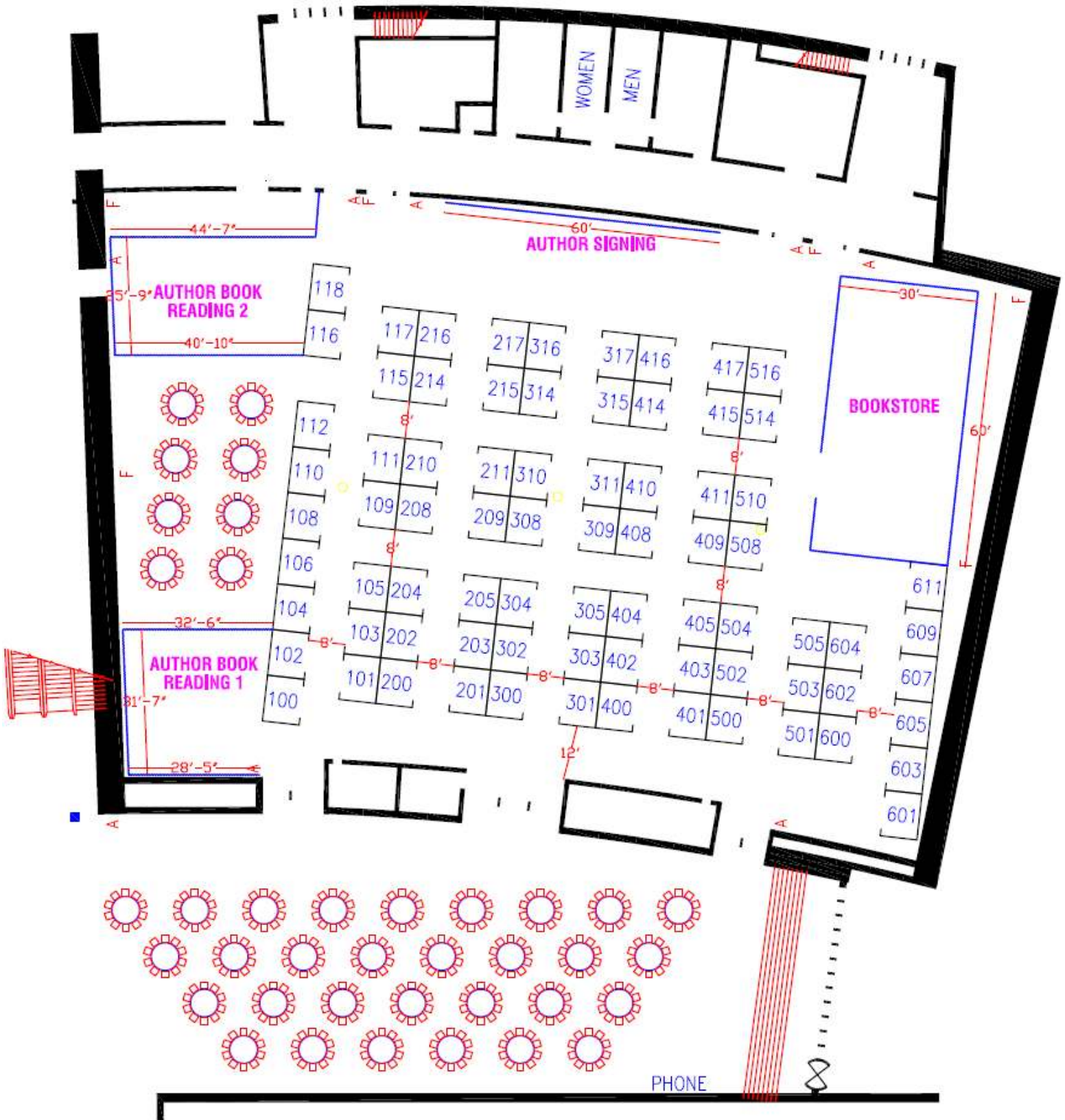
### **HOTEL RESERVATIONS**

Hampton Inn  
501 N. High St.  
Columbus, OH 43215  
614.559.2000  
\$126 single; \$136 double/triple/quad  
Reservations must be made by Sept. 19, 2010.

Drury Inn & Suites  
88 E. Nationwide Blvd.  
Columbus, OH 43215  
614.221.7008  
\$124 single/double  
Reservations must be made by Sept. 19, 2010.

# Exhibit Hall Layout

(subject to change)



# Exhibit/Sponsorship Agreement Form

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Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Company web site: \_\_\_\_\_

Name(s) of representatives who will work your booth:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

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: \_\_\_\_\_

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

\_\_\_\_\_

## 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)

## Ad Insert Rates (check one):

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

\_\_\_\_\_ Number of additional booths at \$400 each    **TOTAL AMOUNT DUE:** \$\_\_\_\_\_

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

## Payment Options (choose one):

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

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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: \_\_\_\_\_

For office use only:

Date received: \_\_\_\_\_ Payment received: \_\_\_\_\_ Booth(s) assigned: \_\_\_\_\_