Exhibitor Prospectus

PaLA Annual Conference & Tradeshow

Show Dates: October 16–17, DoubleTree by Hilton, Pittsburgh-Green Tree

October 15–18, 2017

Founded in 1901, the Pennsylvania Library Association (PaLA) is the oldest and most diverse professional library organization serving all types of libraries and library workers throughout the Commonwealth. For nearly 60 years, we have been successfully linking library suppliers and attendees during the PaLA Annual Conference & Tradeshow.

Exhibiting at the PaLA Conference provides the best opportunity to reach decision-makers in the Pennsylvania library community. If your company already does business with libraries or would like to reach this market, you can’t afford to miss this show!
Who Exhibits?

Library suppliers from all types of industries exhibited at the 2016 show in the Poconos. While some were first-time exhibitors, many have been exhibiting for 50+ years — Join us, and find out why they come back year after year!

Highlighted listings indicate those who have already re-upped for 2017!

ABDO Publishing Company
Affinity Connection Inc.
Assn. for Library Service to Children
AoZdatabases.com
AWE Learning
Baker & Taylor
Bound to Stay Bound Books
Boyd’s Mills Press/Highlights Press
Brainfuse
Brilliant RFID
Brodart Co.
Capstone Publishing
CCP Solutions, LLC
Children’s Plus, Inc.
Clarion University of PA
Drexel University Online
DRS Imaging Services
EBSCO Information Services
Education Via Magic LLC
EL Associates Architects and Engineers
ELM USA DVD/CD Repair
Equinox Open Library Initiative, Inc.
Gale, a Cengage Learning Company
Gareth Stevens Publishing
Grey House & Financial Ratings Series
Hale Manufacturing
Infovision Software, Inc.
Ingram Library Services
Innovative
J. Appleseed Media
J. P. Jay Associates, Inc.
JanWay Company
Junior Library Guild
KINIBER
Lakeshore Learning Materials
LEGO Education
Library Interiors Inc.

Longley Insurance
Mackin
Mango Languages
National Network of Libraries of Medicine, Middle Atlantic Region
Northampton Community College
Office of Commonwealth Libraries/State Library of PA
OverDrive
Overton & Associates
Passbooks/National Learning Corporation
Penn State University Press
Pennsylvania Citizens for Better Libraries (PCBL)
PA Integrated Library System, Inc./SPARK
Playaway Pre-Loaded Products
Plymouth Rocket Inc.
POWER Library/Access PA (HSLC)
Pronunciator Language Learning
ProQuest
Quality Books Inc.
RC Kelly Law Associates, LLC
Recorded Books, Inc.
Reynolds Business Systems, Inc.
Rosen Publishing
Salem Press
Scholastic Library Publishing
Sebco Books
SirsiDynix
T-Mobile
The Hospital & Healthsystem Association of Pennsylvania
Turtleback Books
University of Pittsburgh, School of Computing & Information
WTW Architects
WWH Press LLC
Who Attends and What Are They Seeking?

The PaLA Conference attracts librarians from all levels of management, from all types of libraries across the state. (Statistics based on a survey of attendees from the 2016 conference.)

Attendees by type of library

- 74% Public Libraries
- 21% Academic Libraries
- 5% Other Types of Libraries (Government, Law, School, etc.)

Attendees by job title

- 40% Director/Administrator
- 18% Youth Services
- 18% Technical Services/Cataloging
- 16% Adult Services, Reference & Library Instruction
- 7% Outreach, Collections & Programming
- 1% Other (student, retired, friend)

PaLA conference attendees search for products and services that will make them more productive in their libraries. Our attendees have indicated that they would like to connect with the following (in alphabetical order):

- Bibliotheca
- Book Binders
- Collection HQ
- Digital Library Solutions (Library Ideas)
- Learning Management Systems (Canvas & Blackboard)
- LYRASIS
- OCLC
- Penworthy
- Permabound
- Providers of Office Supplies
- Technology Providers
- Tutor.com
- Youth Services Books, Toys, Programming
- Young Adult Titles/Programming

Attendee purchasing authority

Conference attendees come to the exhibit floor with the plans, authority and budgets to make buying decisions. 84% of attendees indicated that they have input on purchases for their library — of these, 40% are final decision makers.
The exhibit floor will have open sight lines and is compact enough to allow for all booths to be easily seen and visited. The 2017 exhibit hall will be limited to just 70 spaces. In an effort to make the exhibit floor more open and approachable, only spaces on the perimeter will have 8’ back drapes. Interior spaces will include 3’ high drape dividers. This will provide open sight lines and allow attendees to easily navigate the exhibit floor.

As always, you may indicate your preference for booth location and neighbors. (First come, first served, with PaLA commercial members and exhibitor seniority given priority placement.) Please note that exhibitors who wish to hang materials from the back drape should request perimeter spaces.

Exhibit space rental fees are very affordable. The fee for an 8’ x 4’ space is $695. Premium exhibit spaces with 20% more space and open corners are limited and available at $795. In addition, the first 32 exhibitors to register will receive an 1/8 page ad in the attendee registration brochure. All booth packages include carpeting, a 6’ skirted table, two chairs, and a company sign. PaLA commercial members are entitled to an additional 10% booth discount. Visit palibraries.org to discover more benefits of commercial membership and how you can become a member.

Complete pre- and post-show electronic attendee contact lists provided only to 2017 exhibitors, free of charge. We’ll email the preliminary attendee list to your designated contact person prior to the show and will provide a complete final attendee list, along with attendance and demographic information, after the show.

Significant “No-conflict” time has been built into the program schedule to allow attendees to visit the exhibits without the competition of other events. The conference schedule will include a complimentary lunch for attendees in the hall both days, as well as refreshment breaks and opportunities to gather informally in the exhibit area. Again this year, Monday exhibit hours have been extended to allow for a no-conflict cocktail hour in the exhibit hall.

PaLA has worked hard to develop programs that build traffic on the exhibit floor. Exhibitors may request up to ten free “Exhibits-Only” passes per booth to give to existing or potential customers to encourage them to visit the exhibits as your guests. In addition, our Exhibit Raffle designates exhibitors as the exclusive means for attendees to obtain raffle tickets to win prizes. More information on this program will be included in the Exhibitor Service Kit.

In an effort to help you reach even more customers, PaLA will provide space for exhibitors to present a 25-minute program to “showcase” a product or service to a larger audience than would be possible from their booth. And now, showcase presentations may qualify for continuing education credit for the librarians attending the session if the presentation includes information on how your product/service trends with advancements in the library world. For those attending the conference for one day, or attending the exhibits only, this could be a very attractive draw. For just $250, PaLA will provide the space, the equipment and an announcement of the showcase session in the conference program book. Opportunities are limited! Register for your showcase on the enclosed Application for Exhibit Space.
Lead Retrieval Services are available. The end of the show is not the end of the show—it’s the beginning of the all-important follow-up process. Most exhibitors (over 70%, according to the Center for Exhibition Industry Research) will not follow up. However, by doing so, you can realize a larger return on your investment in the show. Bartizan Connects can help overcome the challenge of identifying leads with the iLeads lead retrieval system, appropriate for any exhibitor, regardless of size or budget. The cost-effective system works with many mobile devices and is easy to use. More information regarding this service will be included in the Exhibit Service Kit.

Your company name will be listed on our website. We will ensure that our attendees are aware of your presence by including your company name on the exhibitor list on the conference page of our website. Attendees will easily see the companies that will be represented when they register for the conference.

Complimentary session registration for up to two representatives per booth. Your representatives can attend breakout sessions on topics of interest to the library community. Attendance at meal and/or tour events will be subject to additional fees. Registration instructions for meals and tours will be included in the Exhibit Service Kit.

Professional and friendly service will be provided by PaLA staff at the exhibitor registration desk and by Stetson Convention Services, exhibits service contractor. To contact Spectrum directly, please call 412-223-1090. Exhibitor Service Kits will be available to all registered exhibitors 60 days before show opening.

In an effort to keep your travel costs manageable, economical overnight room rates and a concise conference schedule have been put into place. The two-day exhibit schedule will allow many exhibitors to reduce their lodging requirements to just one night. PaLA has reserved a block of rooms at the DoubleTree by Hilton, Pittsburgh-Green Tree at the conference rate of $139/night plus applicable occupancy taxes. To make a reservation, call the Reservations Department at 1-800-222-8733 and state that you would like a room under the Pennsylvania Library Association 2017 room block. A deposit of one night’s rental will be collected at the time of reservation. The conference block expires at midnight EST on September 22, 2017. Reservations received after this date will be subject to prevailing room rates and availability.

Cancellations must be made no later than 72 hours prior to arrival. Cancellations received after this period are subject to cancellation fees.

Reach the Decision-Makers

Show Dates & Hours
Monday, October 16 12:00 p.m. – 6:00 p.m.
Tuesday, October 17 9:30 a.m. – 2:30 p.m.

Exhibit Set-Up & Dismantle

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<th>Registration &amp; Move-In</th>
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<td>Sunday, October 15</td>
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<td>Monday, October 16</td>
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<td>Additional time may be available upon request.</td>
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<th>Move-Out</th>
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<td>Tuesday, October 17</td>
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<td>Early tear-downs are not permitted.</td>
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Reach Beyond Your Booth

PaLA is committed to helping you reach customers in the Pennsylvania library community. In addition to your exhibit booth, we offer several other ways to increase your visibility for this important group of potential customers:

- **Showcase Presentations** are available exclusively for exhibitors to present a brief program to highlight a product or service to a larger audience than would be possible from their exhibit booth. What’s more, your showcase presentation may qualify for continuing education credits for those attending your session — a definite draw that should increase attendance and exposure to your product! PaLA will provide an announcement of the showcase session in the conference program book, the space and equipment — you showcase your product to a group of potential buyers! The cost for one 25-minute presentation period is just $250. See the enclosed Application for Exhibit Space to register for a showcase.

- **Sponsorship Opportunities** are available for several events, and at various levels, but opportunities are limited! Sponsors are acknowledged in the conference program book, at the event, on the conference mobile app, and at the Closing Luncheon. In addition, most sponsors receive complimentary conference program ads and are named on the PaLA conference web page with a link to their website and are included in social media posts. See the enclosed brochure for more details.

- **Conference Program Book Advertising** provides yet another way to highlight your company’s participation at the conference. The program book is used on-site by each conference attendee and serves as a reference tool for librarians long after the show has ended. Program ads are a great way to promote your product or service whether you are exhibiting or not. Ad rates range from $95–$1,200.

For more information on any of these programs, visit www.palibraries.org, the PaLA website, and click on “Exhibitor Information” under the conference logo.