

# INVITATION TO SHOWCASE YOUR PRODUCT



Join the Colorado  
Association of Libraries  
Annual Conference  
October 22-24, 2015  
Embassy Suites Loveland

The Colorado Association of Libraries (CAL) invites you to experience an opportunity like no other. The conference attracts over 500 librarians from across Colorado for networking and professional development – bringing all types of librarians together in one location.

Our goal is to Innovate Inspire and Connect the Colorado library community, with library services so they have the ability to survive and thrive for years to come.

# Set yourself apart

As an exhibitor at the Conference you will have the opportunity to meet, discuss solutions, and create powerful connections with those in the Colorado library community, you are an essential part of the future of library services in our communities!

Any questions please call the CAL office at 303.463.6400 or email Amanda Rewerts at [amanda@imigroup.org](mailto:amanda@imigroup.org).

| <b>Exhibit Hall: Member</b>  | <b>Super Early Bird:</b> | <b>Early Bird</b>          | <b>Late registration:</b> |
|--|--------------------------|----------------------------|---------------------------|
| <b>Booth Type:</b>   | <b>By 2/10/2015</b>      | <b>2/11/2015-7/15/2015</b> | <b>7/16/2015-9/1/2015</b> |
| Standard 8 x 10 Exhibit Booth  | \$477.00                 | \$549.00                   | \$652.50                  |
| Standard 8 x 20 Exhibit Booth  | \$702.00                 | \$774.00                   | \$877.50                  |
| CALCON Connect Game Participation  | +\$27 per day            | +\$27 per day              | +\$27 per day             |
| <b>*Special – for a \$1250.00 receive a booth 8x10 at CALCON15 plus advertising in upcoming CAL newsletter issues</b>  |                          |                            |                           |
| <b>Exhibit Hall: Non-Member</b>  | <b>Super Early Bird:</b> | <b>Early Bird</b>          | <b>Late registration:</b> |
| <b>Booth Type:</b>   | <b>By 2/10/2015</b>      | <b>2/11/2015-7/15/2015</b> | <b>7/16/2015-9/1/2015</b> |
| Standard 8 x 10 Exhibit Booth  | \$530.00                 | \$610.00                   | \$725.00                  |
| Standard 8 x 20 Exhibit Booth  | \$780.00                 | \$860.00                   | \$975.00                  |
| CALCON Connect Game Participation  | +\$30.00                 | +\$30.00                   | +\$30.00                  |
| <b>*Special – for a \$1500.00 receive a booth 8x10 at CALCON15 plus advertising in upcoming CAL newsletter issues.</b> |                          |                            |                           |

**Set up Times are Thursday Oct 22, 2015 at 7am with tear down Friday, Oct 23 after 6pm  
or Saturday, Oct 24 at 11am.**

## Exhibit hall Booth:

Draped 8'x10' or 8'x20' booth  
Pipe and drape, with tables  
Wastebasket and 2 chairs  
Nightly vacuuming/trash removal  
Complementary Wifi & Electricity  
Company listing in the conference program guide  
2 Conference Registrations for your organization  
24 hour secure space

## Exhibit Hall Games

**Exhibit Hall Passport:** all exhibitors will be automatically included in the passport game. CALCON attendees will receive a map of the Exhibit Hall along with a Passport to visit each exhibitor All passports turned in with more than 50 stamps will be eligible (subject to change)  
**CALCONect:** only for participating exhibitors. The exhibitors who are participating will be given tickets and a sign that identifies them. The goal is for the attendees to earn as many tickets as possible and then enter them into the raffle drawing for for(subject to change)

## CANCELLATION POLICY:

Cancellations must be made in writing and submitted to CAL staff at [cal@cal-webs.org](mailto:cal@cal-webs.org). Requests for refunds less \$100 administrative fee must be received by **September 1, 2015**. Refund requests received before **September 1, 2015** will be mailed following the conclusion of the conference.

## Would like to be a part of the conference but not exhibit? - Become a Sponsor

|  |  |
|--|--|
| <b>Platinum Sponsorship</b> <b>\$5,000+</b> <ul style="list-style-type: none"> <li>• 5 minutes during the conference to address all attendees. Specific timing to be scheduled in September.</li> <li>• Recognition and thanks by MC at the conference kick off and wrap up.</li> <li>• Recognition on all Conference promotions, including conference signage and nametags.</li> <li>• Complimentary full page ad in printed program.</li> <li>• Large logo w/link on conference exhibitor webpage.</li> <li>• Sponsor recognition for your booth.</li> <li>• 2 Complimentary Registrations.</li> </ul> | <b>Exhibitor Games:</b> <b>\$200</b><br><b>Game Sponsor:</b> <ul style="list-style-type: none"> <li>• Logo on game piece used to play game.</li> <li>• Acknowledgement in the program as game sponsor.</li> <li>• Extra bonus tickets for players earned at your table or booth.</li> <li>• Sponsor recognition for your table or booth.</li> </ul> <b>Grand Prize Sponsor:</b> <ul style="list-style-type: none"> <li>• Sponsors thanked by MC at the grand prize drawings.</li> </ul>      |
| <b>Gold Sponsor</b> <b>\$2,000</b> <ul style="list-style-type: none"> <li>• 2 minutes during the conference to address all attendees. Specific timing to be scheduled in September.</li> <li>• Podium recognition by MC at conference kick off and wrap up.</li> <li>• Complimentary half page ad in conference program.</li> <li>• Large logo with link on conference exhibitor webpage.</li> <li>• Technology/Wifi sponsor: logo at Internet Café, tech presentation room signs.</li> </ul>  | <b>Awards Luncheon Sponsor</b> <b>\$1,500</b> <ul style="list-style-type: none"> <li>• Opportunity to address the attendees at the luncheon for 2 minutes.</li> <li>• Recognition of sponsorship from the podium by the MC.</li> <li>• Logo displayed on the screen before and after luncheon and on all signage.</li> <li>• Recognition of sponsorship in the program.</li> <li>• Large logo with link on conference exhibitor webpage.</li> <li>• 1 Complimentary Registration.</li> </ul> |
| <b>Silver Sponsor</b> <b>\$1000</b> <ul style="list-style-type: none"> <li>• Opportunity to introduce one keynote or general session.</li> <li>• Logo displayed before and after presentation.</li> <li>• Recognition of sponsorship in the program.</li> <li>• Recognition of sponsorship on signage for the general session of your choice.</li> </ul>   | <b>Printed Program Advertising:</b><br>Advertising Rates: <ul style="list-style-type: none"> <li>• *Back or inside cover, full page, Cost: \$800 (please call CAL 303-463-6400 to make sure spots are still available)</li> <li>• Full page Cost: \$500</li> <li>• Half page Cost: \$300</li> <li>• Quarter page Cost: \$175</li> </ul> Ads must be arranged and provided to CAL staff before September 1, 2015 when the final program will be created.                                      |

### Become a Sponsor:

If you would like to become a sponsor, please note the amount you would like to give and how you would like to be honored for your sponsorship on the registration form. Possible options:

- Coffee Break sponsor
- Recognized as a sponsor in the printed program.
- Individual session of your choice sponsorship. Sessions will be selection by the end of April and will be available for individual sponsorships to honor your donation.
- Gift basket items for the CLEF silent auction items are also welcome!

## Sponsor Registration Form ([register online](#))

Primary Contact Name:

Company:

\*List company name as preferred on ALL signage

Address:

City, State and Zip:

Phone/Fax:

Primary Contact Email:

Signature: \_\_\_\_\_

### Sponsorship Options

- Platinum Sponsorship
- Gold Sponsorship
- Silver Sponsorship
- Exhibitor Game Sponsor
- Awards Luncheon Sponsor
- Other Sponsorship Amount (specify below)

Payment Information:

Visa     MasterCard     AMEX     Check\*

Amount \$ \_\_\_\_\_

\_\_\_\_\_  
Credit Card #

\_\_\_\_\_  
Expiration Date CVC Code

\*\*Please send logos to Amanda Rewerts  
[amanda@imigroup.org](mailto:amanda@imigroup.org)

## Exhibitor Registration Form ([register online](#))

Primary Contact Name:

Company:

\*List company name as preferred on ALL signage

Address:

City, State and Zip:

Phone/Fax:

Primary Contact Email:

Signature: \_\_\_\_\_

### Exhibitor Options:

- 8x10 exhibit booth
- 8x20 exhibit booth
- Table Top all 3 days
- Table Top 1 day  
Select the date: \_\_\_\_\_
- CALCONect Game Participation

Payment Information:

Visa     MasterCard     AMEX     Check\*

Amount \$ \_\_\_\_\_

\_\_\_\_\_  
Credit Card #

\_\_\_\_\_  
Expiration Date CVC Code

\*\*Please send logos to Amanda Rewerts  
[amanda@imigroup.org](mailto:amanda@imigroup.org)