

# SLMS/NYLA

## Spring Conference 2010

Hosted by  
Eastern New York School  
Library Media Association

Crowne Plaza Albany-City Center Albany, NY  
**April 29 - May 1, 2010**

**The Eastern New York School Library Media Association (ENYSLMA)** invites you to exhibit at the 2010 SLMS/NYLA Spring Conference. Hundreds of school library media specialists from throughout the state will gather to learn what's new in the world of school library service, explore the latest products and services, and network informally with colleagues. **The 2010 SLMS/NYLA Spring Conference** promises to be bigger and better than ever with more attendees due to: a popular accessible location, quality programs, keynote address and authors, strong and active membership and organizational expertise of ENYSLMA, sponsor of the SLMS 2010.

**ENYSLMA** is a professional organization encompassing more than 150 school library media specialists throughout Eastern New York. ENYSLMA is one of eight regional affiliates that make up the School Library Media Section (SLMS) of the New York Library Association (NYLA). Members include **School Library Media Specialists** serving at the elementary, middle and high school levels, **School Library System Directors, Supervisors** of librarians, **Retirees & other interested school employees**. The theme for the conference is "School Libraries: where all the pieces fit". SLMS has planned some very special attractions to bring you and your customers together. Scheduled breaks and exclusive vendor time will provide numerous opportunities for attendees to browse through the vendor area. SLMS will assist you in marketing your products and services before, during, and after the conference.

## SLMS WILL ASSIST YOU WITH THE FOLLOWING:

- A **directory listing** in the official conference book
- A **listing in the *SLMSGram***, SLMS official quarterly newsletter
- **Advertisement opportunities** in the conference program
- **Sponsorship opportunities** for special activities or events

## EXHIBITOR INFORMATION AND DETAILS:

**Total Events** will send you an exhibitor's packet after we receive your signed contract. Internet is included and passwords will be provided when you sign in at the vendor registration table. You will need to contract separately with **Total Events** for electricity and phone lines.

## EXHIBIT PACKAGE:

A listing in the official conference program and wireless internet is included with each space. Booth size will be 8' X 10' and SLMS provides the following items to enhance your booth space.

- One 8' high back drape consisting of pipe and flameproof drape
- Two 3' high sides consisting of pipe and flameproof drape
- A **one-line** booth identification sign (7" X 44"). Sign information must be provided on the registration form, as you would like it to appear.
- One 8' table with fire-retardant cloth skirt and white vinyl top
- 2 side chairs and 1 wastebasket

## BOOTH FEES:

You may register for one or more booths, as follows:

- **One Booth:** \$700
- **Two Booths:** \$1,200
- **Additional Booths:** \$400.00 each

## EXHIBITOR ADVERTISING:

In order to highlight your participation at the 2010 Spring Conference, your company will receive a **complimentary listing in the conference program** (text only). We hope that you will also consider the increased visibility of **additional advertising space** in the conference program. You may purchase a **half page advertisement** in our conference program for **\$400** or a **quarter of a page for \$200**. *If you choose either option or if you are receiving an ad as part of your sponsorship, you will need to provide camera-ready artwork to Santina Florio on or before January 3, 2010 at [sflorio@bhbl.org](mailto:sflorio@bhbl.org). Please make out all advertising payments to **ENYSLMA/SLMS 2010 Conference**.*

## SPONSORSHIP:

Vendors will have the opportunity to sponsor one of several events throughout the conference:

### **Gold Level Sponsor:** \$1500+

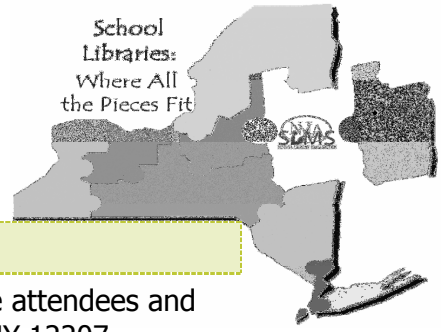
- One complimentary **booth**
- **Sponsorship** of a particular event
- **Full-page ad** in final conference program
- **Recognition** at banquet

### **Silver Level Sponsor:** \$1,200+

- One complimentary **booth**
- **Sponsorship** of a particular event
- **Half-page ad** in final conference program
- **Recognition** at banquet

### **Friends of Libraries:** \$100 or above

- **Notice of sponsorship** in the final conference program



# ACCOMMODATIONS AT THE HOTEL

## LODGING INFORMATION:

The **Crowne Plaza Albany-City Center** will house conference attendees and the conference itself located on State & Lodge Streets Albany, NY 12207. Tel: 518-462-6611 Fax: 518-462-2901. All requests for accommodations should be made directly with the hotel. Special conference rates of **\$112** (single or double) have been secured. Please visit the Crowne Plaza web site at <http://www.cpalbany.com/> and click on "Reservations". Put in your travel information in the first section and then click the "+" before Corporate, Group & IATA Identification to open the next section. In the second field, for Group Booking Code, type in APX and then click "Check Availability" at the bottom and you should receive the conference rate.

## PLAZA PARKING:

Unloading your materials should take place at the front entrance to the hotel.

## ASSIGNMENT OF SPACE:

Applications for exhibit space will be taken on a first-come, first-served basis. You may request a specific location, but SLMS will make the final decision on the placement of your booth space(s). *NOTE: Preferred locations will go to exhibitors who commit to staying for the full conference!*

## LUNCH:

Exhibitors may order a boxed lunch for Friday at a cost of \$25.00. If you would like a boxed lunch delivered to your booth on Friday please choose from the following selections on your Exhibit Registration Form. **All will lunches will include: A piece of Seasonal Fruit, a David's Chocolate Chunk Cookie, and a Saratoga Springs bottled water.**

**Thanksgiving Day Turkey Sandwich.** – Oven Roasted Turkey Breast, Crisp Lettuce, Tomato & Cranberry Mayonnaise on Whole Wheat Bread, served with Sea Salt Kettle Chips and Tuscan Bean Salad.

**Black Forest Ham & Vermont Extra Sharp Cheddar Cheese** – Served on Marble Rye, with Roasted Garlic Aioli, Green Leaf Lettuce, Sliced Tomato & Red Onion, served with Chive & Lemon Potato Salad, Salt Kettle Chips.

**Steak & Grilled Red Onion Wrap** – Thinly Sliced Marinated Skirt Steak, Boursin Cheese, Grilled Red Onions, Roasted Red Peppers, and Oven Dried Tomato on Lavosh.

**Vegetarian Baguette** – Baby Spinach, Sprouts, Dill Havarti Cheese, Oven Roasted Tomato, Red Pepper & Goat Cheese Spread, and served with Snow Pea Shitake Mushroom Salad.

**Half & Half** – Select any 2 of the above sandwiches and you will receive a half of each of the two sandwiches chosen.

## INSURANCE AND LIABILITY:

Exhibitor property at the show is at the risk and hazard of the exhibitor. The exhibitor shall assume any responsibility for any losses incurred due to accident, fire, theft, flood, lightning, or any other act of God beyond the control of The Crowne Plaza and the SLMS organization.

## CANCELLATION POLICY:

Cancellations will be subject to a \$50.00 processing fee. No refunds will be made after April 1, 2010.

## PROMOTIONAL ITEMS:

We would be happy to include your promotional items in our conference bags (pencils, notepads, key chains, bookmarks, etc.) **NO CATALOGS, PLEASE!** Please send your promotional items to Dee Portzer at **1070 Rt. 9**, Castleton, NY 12033. Please contact Dee at 518- 477-8771 or [dportzer@questar.org](mailto:dportzer@questar.org). All items must be received by March 31, 2010 in order to guarantee bag placement.

## DOOR PRIZES:

We are also soliciting door prizes and items for the Knickerbocker Raffle. Please fill out information on the registration form if you are interested in this opportunity. All door prizes can be dropped off at the registration booth upon arrival to the conference.

## HOW TO REGISTER FOR THIS EVENT

Booth reservations will be made in order of receipt of your check (s) and the Exhibits Registration Form. If you are interested in exhibiting at the conference, please complete and mail the enclosed form with your payment as soon as possible. Return this signed contract and payment to:

Barbara Zuccaro  
South Glens Falls High School  
42 Merritt Road  
South Glens Falls, NY 12803  
[zuccarob@sgfallssd.org](mailto:zuccarob@sgfallssd.org)  
518-792-6799

Please make checks payable to:  
**ENSYLMA/SLMS 2010 Conference**

