SLA 2018
Annual Conference
Sponsorship Opportunities
Baltimore Convention Center
Baltimore, Maryland, U.S.A.
June 9–13, 2018
Pages 2 - 8

SLA Pharmaceutical & Health Technology Annual Meeting
Sheraton Inner Harbor Hotel
Baltimore, Maryland, U.S.A.
June 9–10, 2018
Co-locating with SLA 2018
Pages 9 - 13

For questions about sponsoring the 2018 SLA Annual Conference in Baltimore, MD, please contact:

Marlena Turner, Account Executive • mturner@sla.org • 703-647-4900
Suzie Smith, VP, Sales • ssmith@sla.org • 410-584-1987

Sponsorship opportunities are customizable, so if you don’t find the opportunity that’s perfect for your company, please contact us!
Established in 1909, The Special Libraries Association (SLA) is a nonprofit global organization for innovative information professionals and their strategic partners in business, government, academic, and other “specialized” settings. SLA is committed to promoting and strengthening its members through learning, networking, and community building initiatives.

**Attendees by Job Title**

- Librarian, 41%
- Information Manager/Specialist, 16%
- Director/Supervisor, 24%
- Researcher, 7%
- Corporate members are from multiple interest groups within SLA including: Pharmaceutical & Health Technologies, Business & Finance, Legal, Competitive Intelligence and others. See the complete listing of SLA Divisions on the SLA website.

**Attendees by Organization Type**

- Academic, 39%
- Corporate, 33%
- Government, 10%
- Legal, 18%

- 80% of attendees have purchasing authority

- 98% of attendees believe SLA Annual Conference to be a productive use of time and financial investment!

- 96% of attendees would recommend SLA Annual Conference to a colleague

- 98% of attendees meet with exhibiting vendors in the INFO-EXPO!

- 70% of attendees are considering or making product purchases
As Executive Director of the Special Libraries Association (SLA), I’m pleased to invite you to sponsor the SLA 2018 Annual Conference in Baltimore, Maryland—an exceptional event that draws information professionals from the corporate, academic, government, and non-profit sectors.

SLA's annual conference provides unrivaled opportunities for information professionals to develop essential skills, network with colleagues, explore noteworthy trends in knowledge and information management, and access the INFO-EXPO to seek out the foremost product and service providers within the information industry. Sponsors heighten the conference experience, making many of our conference offerings not only possible, but unforgettable—all while adding exposure and value to your brand.

This year we are excited to co-locate the 2018 Annual Conference with the Pharmaceutical & Health Technology’s (DPHT) Annual Conference. The partnership provides the DPHT sponsors and exhibitors the opportunity to attend both conferences in one location as well as expand visibility to a broader audience within the SLA community.

I encourage you to take advantage of these valuable opportunities to connect with attendees eager to learn how your latest technological advances and innovations can benefit and be effectively implemented into their own organizations.

I look forward to seeing you in Baltimore and thank you for everything you do for SLA, our members, and our conference.

Sincerely,
Amy Lestition Burke, CAE
Executive Director

On behalf of SLA’s Annual Conference Advisory Council (ACAC) I’d like to extend a warm invitation to participate as a sponsor of the SLA 2018 Annual Conference, June 9–13 in Baltimore, Maryland. Our Council is working hard to make sure that the SLA Annual Conference is an engaging and valuable conference both for our members and the broader information industry that will come to Baltimore to share their knowledge and expertise with their colleagues.

We are especially excited to have the Pharmaceutical and Health Technologies Division of SLA co-locating their annual conference with us this year and the added visibility this will provide our sponsors. We hope you will consider coming early to participate in that conference focused on accelerating healthcare through information and insight and stay for the SLA Annual Conference.

We look forward to welcoming you in Baltimore and appreciate your continued support of the SLA Info-Expo and Annual Conference.

Sincerely,
Richard Huffine
Chair, SLA 2018 Annual Conference Advisory Council
## Diamond Sponsor (Exclusive)
### Price: $25,000
Benefits include:

**Welcome Reception Sponsor**
Kick off the conference and take credit for the exciting, heavily-attended opening reception in the INFO-EXPO. This opportunity also includes sponsorship of the Fellows & First-Timers Reception located in the Exhibitor Theater.

### Pre-Conference
- Social media promotion to 17,000+ followers
- Three company spotlights in the *SLA Connections* newsletter highlighting you as a Diamond Sponsor (12,500+ subscribers)
- Company logo on the SLA 2018 Annual Conference Website showcasing you as a Diamond Sponsor
- Opportunity to provide a leaderboard ad (728x90) to be included in the registration confirmation emails received by conference attendees after they register
- One full page ad in SLA's Magazine, *Information Outlook*

### Onsite
- **Content Opportunity** - Presentation during one of the Hot Topic Sessions during the conference
- Opportunity to place one item of sponsor collateral in the Conference Tote bag or provide a give-a-way at registration
- One full page ad in the conference program guide
- Company logo in conference program guide listing you as a Diamond Sponsor
- High visibility signage, prominently placed throughout the event space showcasing you as a Diamond Sponsor
- Social media promotion with booth number
- Special thank you from SLA president during the Opening General Session
- 200 drink tickets for the Welcome Reception to provide to attendees from your booth
- Custom drink that incorporates your brand
- Branded napkins on the bars

### Post Conference
- One company spotlight in *SLA Connections* e-Newsletter
- One dedicated email to conference attendees (content to be sent by SLA on the sponsor's behalf, you provide the HTML for the send, so you control the look of the message, including images, content subject to SLA approval)

## Platinum Sponsor (Exclusive)
### Price: $20,000
Benefits include:

**Opening Keynote Sponsor**
The first business session of the conference is always packed. Enjoy a captive audience of industry executives and influencers seeing your brand as they gather to discuss the hottest topics in the industry.

### Pre-Conference
- Social media promotion to 17,000+ followers
- Two blurbs in the *SLA Connections* newsletter highlighting you as a Platinum Sponsor (12,500 subscribers)
- Company logo on the SLA 2018 Annual Conference Website showcasing you as a Platinum Sponsor
- Opportunity to provide a rectangle ad (180x150) to be included in the registration confirmation emails received by conference attendees after they register
- One full page ad in SLA's Magazine, *Information Outlook*
- Recognized as the Opening Keynote Speaker sponsor when the announcement is sent to conference attendees. (contingent upon timing of sponsor commitment)

### Onsite
- **Content Opportunity** - Presentation during one of the Hot Topic Sessions during the conference
- Opportunity to place one item of sponsor collateral in the Conference Tote bag or provide a give-a-way at registration
- One full page ad in the conference program guide
- Company logo in conference program guide listing you as a Platinum Sponsor
- High visibility signage, prominently placed throughout the event space showcasing you as a Platinum Sponsor
- Social media promotion with booth number
- Opportunity to make two to three minutes of remarks and introduce the opening keynote speaker(s)

### Post Conference
- One company spotlight in *SLA Connections* e-Newsletter
- One dedicated email send (content to be sent by SLA on the sponsor's behalf. You provide the HTML for the send, so you control the look of the message, including images, content subject to SLA approval)
SLA 2018 Annual Conference
Sponsorship Opportunities (cont’d)

Gold Sponsor
Price: $15,000
Benefits include your choice of one exclusive sponsorship opportunity:

Mobile App Sponsor
Logo on the app splash page; static banner ad in the app; upgraded company profile; and designated push notifications that drive attendees to your booth.

Career Center & Professional Headshot Lounge
Supporting member’s career success is what SLA is all about. Sponsor this new area located in the INFO-EXPO. Your branding will be on the signage in and around the career center and headshot lounge.

The Park (Fun Zone)
Company branding on the games and on signage in and around The Park.

Hotel Key Card
Your company brand in the hands of SLA Conference attendees staying at the headquarter hotel.

Hydration Station
On the go and need a drink? Quench everyone’s thirst by being the exclusive Hydration Station Sponsor. Company branding will be included on the hydration stations throughout the conference.

Attendee ID Badge
Every attendee receives an ID badge. What a great way to get your company name in front of all attendees before and during the SLA Annual Conference. This marketing opportunity includes your logo printed on every badge.

Silver Sponsor
Price: $10,000
Benefits include your choice of one exclusive sponsorship opportunity:

Keynote Session Sponsorship (Day 2 or 3)
(2 Opportunities)
Keynote speakers are always a highlight, with a great deal of exposure for their sponsors. Sponsors for keynotes frequently draw more attendees to their booth with a meet-and-greet or signing afterwards.

“Charm City Treats” Social in Exhibit Hall
Surprise and delight attendees as they enjoy tasty, local Baltimore treats in the exhibit hall.

Tote Bag Sponsor
Have your company name in the hands of all attendees by sponsoring the bags they carry to hold all of the information they receive on the show floor. Your logo and message will be walking through the entire expo.

Lanyard Sponsor
Have your brand around the neck of SLA conference attendees as they network at sessions, in the INFO-EXPO and at social events!

Student & Volunteer Leadership Sponsor
Support our students and volunteers! Your company will be recognized as the sponsor of the SLA Division & Chapter Cabinet Meetings. In addition, your brand will be sported on polo shirts worn by volunteers and students throughout the conference.

Pre-Conference
• Social media promotion to 17,000+ followers
• One blurb in the SLA Connections e-Newsletter highlighting you as a Gold Sponsor (12,500 subscribers)
• Company logo on the SLA 2018 Annual Conference Website showcasing you as a Gold Sponsor
• One half page ad in SLA’s Magazine, Information Outlook

Onsite
• Company logo in conference program pocket guide listing you as a Gold Sponsor
• High visibility signage, prominently placed throughout the event space showcasing you as a Gold Sponsor
• Social media promotion with booth number
• One (1) full page advertisement in the pocket guide
• Opportunity to present during one of the Exhibitor Theater presentations located in the INFO-EXPO

Post Conference
• One company spotlight in SLA Connections e-Newsletter
SLA 2018 Annual Conference
Sponsorship Opportunities (cont’d)

2018 Annual Conference | June 9–13 | Baltimore, Maryland

Bronze Sponsor
Price: $5,000
Benefits include your choice of one exclusive sponsorship opportunity:

Beer & Wine Bar Sponsorship
Let’s face it, everything is better with an afternoon beverage! Sponsor the Beer & Wine Bar and provide members a drink. Sponsor receives 250 branded tickets to provide conference attendees.

Health & Wellness Sponsor
Join fellow conference attendees at these uber-popular and SOLD OUT sessions as they stay focused on their health and wellness while attending the conference. Sessions may include, yoga, water aerobics, nutrition, stress management and Pilates. Provide a branded item at these sessions as a fun take-a-way for attendees.

INFO-EXPO Grand Opening
Be the exclusive sponsor of the ribbon cutting and INFO-EXPO hall grand opening.

INFO-EXPO Aisle Signs
(3 Opportunities)
Make your company easy to find and your logo hard to miss—sponsor three aisle signs and your company logo will appear prominently as attendees walk the INFO-EXPO.

Pre-Conference
• One blurb in the SLA Connections e-Newsletter highlighting you as a Bronze Sponsor (12,500 subscribers)

Onsite
• Company logo in conference program guide listing you as a Bronze Sponsor
• High visibility signage, prominently placed throughout the event space showcasing you as a Bronze Sponsor
• Social media promotion with booth number

Exhibit Space
TABLE TOP: Member $1,050 Non-Member $1,550
10’ x 10’ IN-LINE: Member $3,050 Non-Member $3,550
10’ x 10’ CORNER: Member $3,350 Non-Member $3,850
10’ X 20’ IN-LINE: Member $5,900 Non-Member $6,800
20’ X 20’ ISLAND: Member $12,950 Non-Member $13,950
20’ X 30’ ISLAND: Member $18,675 Non-Member $19,675
Other Sizes: Call for pricing

INFO-EXPO
View the INFO-EXPO floor plan of the SLA 2018 Annual Conference to see the available spaces. EXPLORE THE SHOW FLOOR!

Questions about exhibiting?
Marlena Turner, Account Executive
mturner@sla.org • 703-647-4900

Suzie Smith, VP, Sales
ssmith@sla.org • 410-584-1987

“Attending the annual SLA conference is one of the best investments I can make for my professional development. Not only do I learn about the newest developments in our profession, I get to meet some of the brightest, most interesting people working in it!”
**Hot Topic Session Sponsor**  
Also includes Bronze sponsor benefits

<table>
<thead>
<tr>
<th>Session</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 Minute</td>
<td>$8,000</td>
</tr>
<tr>
<td>75 Minute</td>
<td>$8,500</td>
</tr>
<tr>
<td>90 Minute</td>
<td>$9,000</td>
</tr>
</tbody>
</table>

Position your company as a thought-leader and share your insights during SLA's uber popular Hot Topic sessions. These sessions are designed to facilitate intentional dialogue, bridge resource and development, and promote product development (not for the purpose of marketing and/or sales).

Hot Topic Sessions are in increments of 60, 75 or 90 minutes. Benefits include a private room, screen, projector, podium and microphone, and session signage recognizing your company as the session sponsor and presenter. Your event will be published on the SLA website, onsite program and conference mobile app. See the full schedule of times.

**Exhibitor Theater Session**

<table>
<thead>
<tr>
<th>Session</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 Minute</td>
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</tr>
<tr>
<td>30 Minute</td>
<td>$1,750</td>
</tr>
<tr>
<td>50 Minute</td>
<td>$2,200</td>
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</tbody>
</table>

Exhibitor Theater Presentations are 20, 30 or 50-minute formal sessions in the INFO-EXPO hall in which exhibitors can deliver substantive, case-oriented presentations that relate to their top products and services. The exhibitor theater space seats a maximum of 75 attendees and includes Internet access, LCD panel and screen, podium, microphone, and signage. The event is published in the online conference planner and onsite pocket guide. See the full schedule of times.

**SLA Unit Sponsorship Opportunities**

In an effort to enhance the experience, value, purpose, and impact of the SLA Annual Conference & INFO-EXPO, SLA is partnering with SLA Units (Chapters, Divisions and Caucuses) to produce a more collaborative, effective and consistent experience and outcome for the Annual Conference and its sponsors. SLA is committed to working in partnership with the Units and industry partners to ensure relationships are continued and maintained, if not strengthened. Please look for sponsorship opportunities by February 15th.

**Pocket Guide Advertising Opportunities**

Decision makers attend the SLA Annual Conference for only a few short days each year, but they refer to the Onsite Pocket Guide again and again. Place your brand in the hands of 2,500 special librarians and information professionals who will be in attendance at SLA 2018.

Print advertising is a great way to:
- Drive traffic to your booth and deliver your brand message year round
- Increase awareness of your company's products and services
- Reach decision makers of current and prospective customers
- Announce product launches, booth give-a-ways and show specials

**Premium Cover Advertisements**

- Inside Back Cover: Color $2,250.00
- Inside Front Cover: Color $2,700.00
- Back Cover: Color $3,200.00

**Internal Page Advertisements**

- Full Page: Color $2,000.00
- Half Page: Color $1,250.00

For a complete listing of advertising opportunities with SLA, visit: bit.ly/sla-advertise
Join us June 9-10, 2018 in Baltimore, Maryland, as the pharmaceutical and health technology field’s top information professionals come together at the Special Libraries Association Pharmaceutical and Health Technology Division Annual Meeting. This unique opportunity to network, learn, and share ideas with attendees is a great way to showcase the latest innovations and advancements that your company has to offer.

“Visiting all potential vendors in one place to learn new technologies and systems for improving user experience and productivity at my organization is the best use of my time.”
Emerald Sponsor
Price: $7,000
Benefits include your choice of one exclusive sponsorship opportunity (excluding Sunday Reception):

Happy Hour & Welcome Reception Sponsor
Sponsor the opening social event of the DPHT Conference. Your branding will be visible on the food stations and bars throughout the event.

Opening Keynote Speaker
The first business session of the DPHT conference is always packed. Enjoy a captive audience of industry executives and influencers seeing your brand as they gather to discuss the hottest topics in the industry.

Sunday Night Reception Sponsor
(Two Opportunities): Sponsor the party that DPHT attendees look forward to every year.

Onsite Program Sponsor
Secure the opportunity to place a full page full color ad on the back cover of the DPHT Conference onsite program and have your name in everyone’s hands as the Official Conference Program Sponsor.

Tote Bag Sponsor
Have your company name in the hands of all DPHT attendees by sponsoring the bags they carry to hold all of the information they receive on the show floor. Co-branded alongside with SLA, your logo and message will be walking through the entire expo.

Pre-Conference
- Logo recognition in pre-event e-mail marketing as an Emerald Sponsor.
- Company logo on the DPHT meeting website recognizing your company as an Emerald Sponsor.

Onsite
- Company name and description in the DPHT onsite program
- Verbal acknowledgement as an Emerald Sponsor of the opening session on Saturday and closing session on Sunday.
- One booth space (72” x 30” table with 2 chairs)
- Wireless Internet for two (2) computers
- Electricity/power strip located at booth space
- Six (6) full conference registrations for your company representatives to attend the DPHT conference. Registrations include the offsite event on Sunday night
- One full-page color ad in the conference program
- Opportunity to make remarks at your sponsored event (if applicable)

Post Conference
- Post-conference recognition in the DPHT CapLits e-Newsletter.

SLA provides librarians with a platform to reaffirm their currency in the forefront of all information management activities.
2018 Pharmaceutical & Health Technology (DPHT) Annual Meeting

Diamond Sponsor
Price: $5,000
Benefits include your choice of one exclusive sponsorship opportunity:

Breakfast Sponsor
Help jump-start the DPHT attendee’s morning with a healthy breakfast. Make this breakfast your own with branded food stations and a fun give-a-way.

Networking Lunch Sponsor
Have your company stand out from the others as the Networking Lunch sponsor.

Networking Break Sponsor
(Three Opportunities): Sponsor a networking break by providing a fun give-a-way for attendees. Brand the break and make it an extension of your booth.

Closing Keynote Sponsor
Keynote speakers are always a highlight, with a great deal of exposure for their sponsors.

Pre-Conference
• Text recognition in pre-event e-mail marketing as a Diamond Sponsor.
• Company logo on the DPHT meeting website recognizing your company as a Diamond Sponsor.

Onsite
• Company name and description in the DPHT onsite program
• Verbal acknowledgement as a Diamond Sponsor during the opening session on Saturday.
• One booth space (72” x 30” table with 2 chairs)
• Wireless Internet for two (2) computers
• Electricity/power strip located at booth space
• Four (4) full conference registrations for your company representatives to attend the DPHT conference. Registrations include the offsite event on Sunday night
• One (1) half-page color ad in the conference program.

Post Conference
• Post-conference recognition in the DPHT CapLits e-Newsletter.

SLA’s annual conference is a valuable opportunity for me to grow my professional capabilities, meet and learn from industry experts, and ultimately benefit my employer with the newfound perspectives and skills I put into practice back on the job.
Platinum Sponsor

Price: $3,500

Pre-Conference
• Text recognition in pre-event e-mail marketing as a Platinum Sponsor.
• Company logo on the DPHT meeting website recognizing your company as a Platinum Sponsor.

Onsite
• Company name and description in the DPHT onsite program
• Verbal acknowledgement as a Platinum Sponsor during the opening session on Saturday.
• One booth space (72” x 30” table with 2 chairs)
• Wireless Internet for two (2) computers
• Electricity/power strip located at booth space
• Two (2) full conference registrations for your company representatives to attend the DPHT conference. Registrations include the offsite event on Sunday night
• One (1) half-page color ad in the conference program.

Post Conference
• Post-conference recognition in the DPHT CapLits e-Newsletter.

Gold Sponsor

Price: $2,500

Pre-Conference
• Text recognition in pre-event e-mail marketing as a Gold Sponsor.

Onsite
• Company name and description in the DPHT onsite program
• Verbal acknowledgement as a Gold Sponsor during the opening session on Saturday.
• One booth space (72” x 30” table with 2 chairs)
• Wireless Internet for two (2) computers
• Electricity/power strip located at booth space
• One (1) full conference registration for your company representative to attend the DPHT conference. Registration includes the offsite event on Sunday night

Post Conference
• Post-conference recognition in the DPHT CapLits e-Newsletter.

There is no better opportunity to meet with your vendors, their competitors, colleagues from other organizations, and make invaluable global connections!
Exhibitor Rates (all booth sizes are 8’ x 10’):

- TABLE TOP: Member $1,050 Non-Member $1,550
- 10’ x 10’ IN-LINE: Member $3,050 Non-Member $3,550
- 10’ x 10’ CORNER: Member $3,350 Non-Member $3,850
- 10’ x 20’ IN-LINE: Member $5,900 Non-Member $6,800
- 20’ X 20’ ISLAND: Member $12,950 Non-Member $13,950
- 20’ X 30’ ISLAND: Member $18,675 Non-Member $19,675
- Other Sizes: Call for pricing

SLA Sponsorship Rates
- Diamond Sponsor $25,000 (Exclusive)
- Platinum Sponsor $25,000 (Exclusive)
- Gold Sponsor $15,000
- Silver Sponsor $10,000
- Bronze Sponsor $5,000
- A La Carte Sponsorship Item/Event

DPHT Sponsorship Rates
- Emerald - $7,000
- Diamond - $5,000
- Platinum - $3,500
- Gold - $2,500

Pocket Guide Advertising
*includes 10% exhibitor discount
- Full Page - $2,000
- Half Page - $1,250
- Inside Back Cover - $2,250

Total $ _________

Company Name __________________________
Company Address ________________________
City/State/Zip ____________________________
Phone/Fax ___________________ Web Address ___________________
Contact Person __________________ E-mail Address ___________________
Alternate Contact Person _____________ E-mail Address ___________________

Exhibitor’s Authorized Signature: __________________________ Date: __________________________

Print name & title: ________________________________________________________________

PAYMENT METHOD (Choose One)
- Check or ACH/Wire. Invoice us at the above address. Payment is due upon receipt of invoice.
- Credit Card. Email a secure online Credit Card Authorization form to this Email address:

  Upon invoicing per the Agreement billing terms, charge the Credit Card and Email us a receipt with the invoice.

PLEASE SIGN, DATE, AND FAX AGREEMENT TO 410-584-1998
OR EMAIL TO MTURNER@SLA.ORG OR SSMITH@SLA.ORG

By signing this applicant contract, I hereby acknowledge that I am authorized on behalf of the exhibitor to enter into this agreement.

I have read, understand, and agree to terms, conditions, and procedures detailed on Form A and Form B.
Exhibitor Rules & Regulations

These rules and regulations and those in the accompanying brochure become a part of the contract between Exhibitor and SLA before, during, and after the exhibit. Exhibitor agrees to abide by these regulations when accepting space assignments at the SLA Exhibition. All points not covered are subject to the decision of SLA.

Contract for Space

This signed application and the acceptance of this application by SLA constitute a contract for exhibit space and/or a sponsorship.

Relocation/Reassignment of Space

SLA reserves the right to relocate Exhibitor’s space due to modifications of the exhibit facility, fire marshals, or for any other reason in the best interest of the overall exhibit. If booth space is not occupied 2 hours before the exhibit hall opening, SLA reserves the right to use the unoccupied space as it sees fit. No refund of rental will be made.

Use of Space

No exhibits will be permitted that interfere with the use of other exhibits, block traffic to them, or in any way interfere with the free use of the aisle. Exhibitor must surrender space occupied by them in the same condition it was at the commencement of occupation. Exhibitor shall not assign, sublet or share the space allotted without the knowledge and written consent of SLA. Exhibitor must show only those goods and services manufactured or offered by them in the regular course of business. All exhibits, demonstrations, interviews, distribution of materials, or other promotional activities must be confined to the limits of the exhibit booth and must be relevant to the Exhibitor’s products. Sufficient space must be provided within the exhibit booth to contain persons watching demonstrations and other promotional activities. Exhibitor is responsible for keeping the aisle(s) near the booth free of congestion caused by demonstrations or other promotions. Exhibitor agrees to comply with the American with Disabilities Act, and Exhibitor hereby indemnifies and holds SLA, the network and the host facility harmless for any violation thereof. Exhibit booths must be staffed during exhibit hours and each exhibitor must wear an official exhibitor’s identification badge.

Exhibitor Admission

Each Exhibitor will be entitled to register four (4) booth representatives without charge for each 8’ x 10’ booth space rented. Complimentary registrations are intended for use by the Exhibitor’s employees only. Official SLA Conference badges must be displayed by all persons entering the Exhibit Hall.

Restrictions in Operation

1. SLA reserves the right to restrict or evict exhibits which, because of noise, method of operation, materials, or any other reason, become objectionable and also to prohibit or to evict any exhibit which in the opinion of SLA may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character which SLA determines is objectionable, contravenes existing SLA policies, is perceived by SLA to be slanderous, libelous or libelous toward another exhibitor or convention participant, or that interferes with the activities of neighboring exhibitors. In the event of such restriction or eviction, SLA is not liable for any refunds of rental or other exhibit expenses.

2. Exhibitor may not cause or create sound of any kind which annoys or disturbs adjacent exhibitors and their patrons. Musical instruments, radios, sound motion picture equipment, record players, VCR’s, televisions, or any noise-making machines shall be operated only at a noise level that will not interfere with other exhibitors or add unduly to general acoustic impression of the exhibits. All electrical and physical placement must conform to SLA requirements and booth set-up regulations. All such promotional devices must be approved by SLA prior to the exhibit opening and must be in harmony with any agreements entered into by SLA, the management of the exhibit facility, and applicable labor unions. Approval cannot be given for the use of sound equipment for live demonstrations in booths less than 8’ x 20’. The use of glaring lights or objectionable lighting effects is prohibited. Floodlights or spotlights may be installed only for the approval of SLA. Any products omitting offensive odors or fumes are not permitted in the Exhibit Hall.

3. Exhibitor will not display or bring into the exhibit any live animal, bird, fish, or other nonhuman creature without the permission of SLA.

Circulation & Solicitation

Distribution of circulars or promotional material may be made only within the space assigned to the Exhibitor presenting such material. Circulars or promotional material may not be distributed or left for attendees to pick up in the aisles, registration area, or anywhere else in the convention facility outside Exhibitor’s assigned space. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area or convention site. Any unauthorized materials will be confiscated from Take-One Tables, the registration area, or any area other area designated as official, and placed in the trash.

Liability & Insurance

Insurance and liability are the full and sole responsibility of Exhibitor. Exhibitor shall assume all responsibility for damage to the exhibit facility by reason of their exhibit and shall protect, indemnify, save and defend, and keep SLA, the exhibit facility and their respective trustees, directors, officers, agents and employees forever harmless from and against all loss (including without limitation, bodily injury and death), cost, damages, liability, expense, or charges which might ensue from any cause whatsoever arising out of Exhibitor’s participation in the exhibits, use of the exhibit premises or part thereof, or in convention activities, including, but not limited to, any costs incurred as a result of alleged violations of copyright arising out of the use of mechanically or electronically reproduced music. Exhibitor will comply strictly with the applicable terms and conditions contained in the agreement between SLA, its agents, and the exhibit facility regarding the exhibition premises.

Care of Building & Equipment

Exhibitor, its employees, representatives, or agents must not injure or deface the walls, floors, or ceiling of the building, the building itself, or the equipment of the booths. When such damage appears, Exhibitor is liable to the owner of the property so damaged. Nothing will be posted on, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture or other property of the exhibit facility.

Fire Protection

Exhibits may not have closed ceilings. All materials used in decoration must be flameproofed. All hangings must clear the floor. Electrical wiring must conform with all local and state government requirements and with National Electrical Code Safety Rules. Combustible materials or explosives are not permitted in the exhibit area. If inspection indicates that Exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, SLA reserves the right to cancel all or part of such an exhibit as may be irregular. Exhibitor must comply with all city fire regulations.

Construction & Arrangements

1. Exhibits must not project beyond the space allocated or obstruct the view of the exhibits of others. Displays must conform to all regulations listed in this contract and specifications provided in the Exhibitor Service Manual. Reasonable effort must be made to provide space within the confines of the booth for interviews, demonstrations, distribution of materials, etc. so that visitors do not obstruct the aisles.

2. Any part of the exhibit that does not lend itself to an attractive appearance, such as unfinished side or end panels, must be draped at Exhibitor’s expense. The exterior of any display cabinet or structure facing an adjacent exhibitor’s booth must be finished or suitably decorated at the expense of the exhibitor erecting or installing such a display and must not include corporate or product identity that would detract from the adjacent display. SLA reserves the right to correct an unsightly exhibit and have such finishing done, billing Exhibitor for charges incurred.

Giveaways, Drawings & Distribution of Gifts and/or Food Products

SLA holds the right to restrict or prohibit any contest, promotion, or giveaway that causes blocking or disturbance to other exhibits or patrons. It is the responsibility of Exhibitor to notify all winners of any drawing, contest, or giveaway.

Food and beverage products may be distributed in sample quantities by those exhibitors engaged in the processing of these products. Other exhibitors wishing to dispense sample foods and beverages must conform with the exhibit facility’s regulations and receive approval in advance from SLA.

Security

SLA and the exhibit facility will not be responsible for the safety of the property of Exhibitor from theft, damage by fire, accident, or other causes, but will use reasonable care to protect Exhibitor’s property from such loss. No responsibility is assumed for unpacked materials left in the exhibit area after the closing time of the exhibit. Exhibitor is solely responsible for its own exhibit material and should insure it against loss or damage. All property of an exhibitor is understood to remain in Exhibitor’s care, custody and control in transit to, within, and in transit from the exhibit area.

Due Diligence

SLA does not make any guarantee about the quality of the exhibiting companies or the products and services exhibited; nor does SLA endorse any exhibitor or products and services exhibited.

Interpretation & Amendment

SLA shall have full power to interpret or amend these rules. Exhibitor agrees to abide by any rules or regulations that may hereafter be adopted by SLA, which shall be as much a part hereof as though fully incorporated herein. Should any clause of this contract be found invalid and unenforceable by a court of law, the remainder of this contract shall not be affected, and all other provisions of this contract shall remain valid and enforceable. Exhibitor may not assign this contract to any other party without prior written approval from SLA.

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