



SLA

Connecting Information
Professionals

SLA 2024 ANNUAL CONFERENCE & EXPO



JULY 14-16, 2024 // UNIVERSITY OF RHODE ISLAND

Collaboration for Innovation

**CALL FOR EXHIBITORS
& SPONSORS**

A Message from the President

I am President 2023 of the Special Libraries Association (SLA), and it is my pleasure to invite you to exhibit at and sponsor the SLA 2024 Annual Conference at the University of Rhode Island in Kingston, RI. At this conference, we will be celebrating 115 years of SLA and we are planning an extraordinary event that draws special librarians, information, data research and knowledge professionals from the academic, corporate, government, scientific and non-profit sectors. SLA's Conference is a unique opportunity for specialist information professionals to develop essential skills, networking with other professionals, explore developments and trends in knowledge and information management, as well as access to our SLA exhibition hall to seek out the foremost product and service providers within the information industry.

Sponsors enrich and heighten the conference experience, making many of our conference offerings an opportunity that can't be missed – all the while adding exposure and value for your brand, products, and services. 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 in their own organizations. This is also an opportunity for you to meet with some of your current clients face-to-face, and add value to their current account management.

Our dedicated SLA staff team, Annual Conference Subcommittee and local community has put a lot of thought and planning into creating a value-filled and fulfilling experience for SLA Members, other conference attendees and our industry partners. Our SLA staff, the Board of Directors, communities and our members look forward to welcoming and seeing you in Rhode Island. We thank you for everything you do for SLA, our members, communities and our conference. Come celebrate 115 years of SLA with us in 2024!

Sincerely,



Seema Rampersad

SLA PRESIDENT | 2023

Why Exhibit?

Benefits of Exhibiting at SLA 2024 Annual Meeting

BRAND EXPOSURE

Connect with hundreds of scholarly and academic publishing leaders before, during and after the meeting

SPONSORSHIPS

Unique opportunities to increase your exposure pre and post event

NETWORK

Face-to-face networking throughout three-day program to meet with attendees

COMMUNITIES

Reach over 70 different industry-specific communities to target and network

BOOTH INCLUDES:

- 8 x 8 tabletop exhibit
- One 6' draped table
- Two chairs & waste basket
- One FULL meeting registration
- Additional booth representative registration fees are **\$250 per person**

STANDARD BOOTH FEES:

- Early Bird..... \$2,000
Must be paid by April 30, 2024
- After April 30, 2024..... \$2,500
Must be paid by July 1, 2024

Exhibitor Hours

Saturday | Set Up..... July 13, 2024
12:00 pm – 4:00 pm

Sunday..... July 14, 2024
8:00 am – 5:00 pm

Monday..... July 15, 2024
8:00 am – 5:00 pm

Tuesday..... July 16, 2024
8:00 am – 1:00 pm

Tuesday | Tear Down..... July 16, 2024
1:00 pm – 5:00 pm



SLA Annual Meeting Sponsors Get All the Rewards!

NETWORKING OPPORTUNITIES:

As a sponsor you have numerous opportunities to engage our attendees.

ACCESS:

Highlight your company, products and/or services, and be the exclusive sponsor of a hospitality event like the Welcome Reception, breakfasts, lunches, breaks, and more!

EXPOSURE:

Sponsor logos are placed on signage throughout the event and SLA recognizes sponsors in various channels before and during the event.

PLATINUM

CHOICE OF: Keynote Session, Welcome Reception, Dance Party, Lunch & Learn

- Two full registration passes and one expo-only registration pass
*Additional expo-only registration | \$250
- Sponsored session with 45-second promotional video
- Sponsor recognition on the SLA conference website, onsite signage and program
- Digital ad for two months on SLA conference website
- Email blast to attendees
- Full-page ad in program
- Pre- and post-meeting attendee list

KEYNOTE SESSION SPONSOR | 3 AVAILABLE \$8,500

See your name in lights at one of the (3) three General Sessions. Signage alongside the stage during the sessions. Company opportunity to provide brief opening remarks before the session. First come, first serve.

WELCOME RECEPTION SPONSOR | EXCLUSIVE \$8,500

Be a part of the premier social event at the meeting. Put your brand in the spotlight at this prestigious networking event taking place opening night in the Exhibitor Marketplace. This exclusive opportunity includes branded cocktail napkins and branding at each bar throughout the event.

SLA 115TH ANNIVERSARY DANCE PARTY | EXCLUSIVE \$8,500

Let's celebrate SLA and dance the night away. Sponsorship includes: signage at the party, branded napkins, and the opportunity to provide a branded giveaway for the attendees.

LUNCH & LEARN | 2 AVAILABLE \$8,500

Great speaking opportunity at one of the two lunches at the conference. Put your company in the spotlight as you present to attendees during lunch in the cafeteria. This captured audience will allow for a great 10-minute presentation and interactive Q&A. Signage in the cafeteria, branded napkins and media table.

SLA 2024

Sponsorship Opportunities

GOLD

CHOICE OF: Coffee Break, Conference Bags, Lanyards, Notepads

- One full registration pass and one expo-only registration pass
*Additional expo-only registration | \$250
- Sponsored session with 45-second promo video
- Sponsored recognition on the SLA conference website, onsite signage and program
- Digital ad for two months on SLA conference website
- Half-page ad in program
- Pre- and post-meeting attendee list

COFFEE/SNACK BREAK SPONSOR | 3 AVAILABLE \$5,000

Help refuel the meeting attendees over the 3-day program. Sponsor a daily coffee/snack break and receive prominent signage at the break station and branded logo napkins.

LANYARDS SPONSOR | EXCLUSIVE \$5,000

Show your meeting support and provide branded lanyards to every attendee. This exclusive opportunity is always an eye catcher.

CONFERENCE BAGS SPONSOR | EXCLUSIVE \$5,000

Put your message in the hands of every attendee and guarantee to be seen. Branded bags are handed out at registration to every attendee. Conference bags provided by sponsor.

NOTEPAD SPONSOR | EXCLUSIVE \$5,000

Every conference attendee looks forward to a new pad to take notes at the meeting. Each attendee will receive a branded notepad at registration check-in. Notepads provided by sponsor.



COMMUNITY SPONSORSHIP

Support an SLA Community at the **Annual Meeting**. Choose from a sponsorship package that works for your budget! Customized packages available upon request.

**Business Finance | Academic & Education | Knowledge Management | Leadership & Management
Physics, Astronomy & Math | Diversity, Inclusion & Equity | Information Technology | Legal | Data
Science/Technology | Taxonomy | Government Information | Biomedical & Life Sciences | Solo Librarians
Pharmaceutical & Health Technology | Archival & Preservation | Washington, DC—Regional
Embedded Librarians | Engineering | New York—Regional | New England—Regional | Military Libraries**

PER COMMUNITY SPONSORSHIPS	TIER 1 \$7,500	TIER 2 \$5,000	TIER 3 \$2,500	TIER 4 \$1,000
Logo recognition on all community signage	X	X	X	X
Name recognition on education signage	X	X	X	X
Logo recognition in the program, and other conference signage	X	X	X	X
Dedicated marketing email to members of the community Email to be sent post-conference. Sponsor provides the email content and SLA will send on your behalf.	X			
Opportunity to give 2-minute remarks during an education session or event (to be coordinated directly with unit leaders).	X	X		
Opportunity to provide an attendee giveaway.	X			
Banner advertising on community website in May, June, and July.	X	X		
Invitation to attend community events (to be coordinated with community leaders).	2 Reps	2 Reps	1 Rep	1 Rep

SLA 2024

Sponsorship Opportunities

SILVER

CHOICE OF: Breakout Session, Hydration Station, Industry Partner

- One full registration pass and one expo-only registration pass
*Additional expo-only registrations | \$250
- Recognition on the SLA conference website, onsite signage and program
- Pre- and post-meeting attendee list

INDUSTRY BREAKOUT SESSION SPONSOR | 10 AVAILABLE \$3,000

Industry Breakout sessions are an opportunity to position your organization as a thought leader. These sessions are free to any registered attendee. SLA promotes these sessions along with other Annual Meeting programming and they are labeled as Industry Breakout sessions. There are only a limited number of Industry Breakout sessions offered therefore these are on a first-come, first served basis.

HYDRATION STATION SPONSOR | EXCLUSIVE \$3,000

Keep attendees hydrated throughout the conference with branded water stations. Sponsor can provide water bottles or branded cups.

INDUSTRY PARTNER SPONSOR | UNLIMITED \$1,500

Looking for brand exposure without a huge investment? Show your support for SLA by becoming one of our Industry Partners or pair the sponsorship with your booth to expand your presence at this year's event.



CUSTOM SPONSORSHIPS:

Let's create something unique!

Contact us to discuss custom sponsorship opportunities such as:

- Luggage tag
- Check-in branded gift
- Survival kit
- Any other ideas you can think of!

ADD ONS:

For pre- OR post-registration list

DIGITAL AD | 1 MONTH.....\$500

BANNER SIGN \$1,000

RETARGETING AD\$2,800

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Please list your company name and website as you wish them to appear in official programs and on the SLA website.

Company Name: _____ Primary Contact: _____
Address: _____ Contact Title: _____
City, State, Zip, Country: _____ Contact Phone: _____
Website/URL: _____ Contact Email: _____

EARLY BIRD RATES ON OR BEFORE APRIL 30, 2024 | \$2,000

RATES AFTER APRIL 30, 2024 | \$2,500

_____ # of exhibit spaces ordered

Please locate us near...

1. _____
2. _____
3. _____

Do not locate us near...

1. _____
2. _____
3. _____

Sponsorship Opportunities

PLATINUM SPONSOR

- ☐ Lunch & Learn\$8,500
☐ Dance Party\$8,500
☐ Kenote/Plenary\$8,500
☐ Welcome Reception.....\$8,500

GOLD SPONSOR

- ☐ Snack/Dessert Break\$5,000
☐ Smoothie Bar.....\$5,000
☐ Lanyard.....\$5,000
☐ Conference Bag.....\$5,000
☐ Notebook or Padfolio\$5,000

SILVER SPONSOR

- ☐ Hydration Station.....\$3,000
☐ Industry Breakout Session....\$3,000
☐ Industry Partner\$1,500

COMMUNITY SPONSORSHIPS

- ☐ Tier 1.....\$7,500
☐ Tier 2.....\$5,000
☐ Tier 3.....\$2,500
☐ Tier 4\$1,000

Advertising Opportunities

- ☐ 15-DAY RETARGETING AD\$2,800
☐ CUSTOM METER BOARD\$1,000
☐ 1-MONTH BANNER AD\$500

In signing this application, I agree to conform to the Rules, Regulations, and Code of Conduct the Special Libraries Association has established, which are hereby made part of this application through the Exhibitor, Sponsor, & Advertising Contract.

Signature _____

PLEASE NOTE:

Invoices and receipts will be sent from Emmy Mielcarz, emielcarz@ahint.com

Fee Summary

Exhibit Booth(s): \$ _____
Sponsorship: \$ _____
Advertising: \$ _____
Total Enclosed: \$ _____
Total Amount Due: \$ _____

Payment Summary

Please return completed application, along with full payment to:

MAIL: Special Libraries Association
1120 Route 73, Suite 200
Mount Laurel, NJ 08054

EMAIL: ktotaro@sla.org

- ☐ Check enclosed made payable to SLA
☐ Secure payment link preferred

PLEASE CHARGE MY:

- ☐ Visa ☐ Master Card ☐ AMEX

Cardholder _____

Account # _____

Exp. Date: _____

Security Code: _____

Billing Address: _____

Signature _____

TOTAL \$ _____

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This exhibit contract includes one exhibitor pass for each paid booth. Badges for additional representatives may be purchased in advance or onsite at registration for \$250 per person. Meals and access to the conference are included in this price. Limit three additional reps per booth at a discounted rate. You will be sent a link to register your exhibit representatives online after booth assignments are complete.

APPLICATION DEADLINE: To reserve your exhibit space and/or sponsorship, please submit application and payment no later than **April 30, 2024**.

Special Libraries Association (“SLA”) strives to maintain a professional atmosphere for the attendees and the Exhibitors of SLA 2024 (herein referred to as “Conference”). To accomplish this, rules and regulations have been established to govern Exhibitors and the Exhibit Hall. By applying for exhibit space, the Exhibitor agrees that if its application is accepted it is bound by the Exhibitor Prospectus, the Exhibitor Service Manual, and the following Terms and Conditions, which together comprise the agreement between SLA and the Exhibitor (the “Agreement”).

EXHIBIT HALL DATES AND HOURS

Sunday	July 14, 2024 8:00 am – 5 pm
Monday	July 15, 2024 8:00 am – 5 pm
Tuesday	July 16, 2024 8:00 am – 1 pm

On the days the Exhibit Hall is open, exhibitors are allowed access into the hall 2 hours prior to hall opening. Exhibiting personnel may remain in the Exhibit Hall up to 1 hour after the hall closes unless prior authorization is received from the SLA.

INSTALLATION/MOVE-IN HOURS

Saturday July 13, 2024
12:00 pm – 4:00 pm

All booths and material must be set-up by 4:00 pm on Saturday, July 13, 2024. Any booths unoccupied by 5:00 pm on Saturday, July 13, 2024, are regarded as a no-show and the contract to exhibit is terminated unless the SLA has pre-authorized a late set-up. All freight is removed and returned to the loading dock at the exhibitor’s expense. **For safety and security, no one under the age of 18 is allowed in the Exhibit Hall during move-in or move-out.**

DISMANTLE/MOVE-OUT HOURS

Tuesday July 16, 2024
1:00 pm – 5:00 pm

Dismantling or tearing down exhibits prior to 1:00 pm is prohibited. Bills of lading and return shipping labels are available at the Freeman Service Center. **For safety and security, no one under the age of 18 is allowed in the Exhibit Hall during move-in or move-out.**

FULL PAYMENT

Exhibitor agrees to pay SLA in the amounts and by the deadlines set forth. Full payment is due no later than end of day **April 30, 2024**. If full payment is not received by the deadline(s), Exhibitor may forfeit the exhibiting opportunity, and space may be cancelled and/or reassigned without notification or refund of payments by the SLA. Companies paying their balance due after are assessed a late fee of 3% of the total cost of the booth. No company is allowed to exhibit unless full payment for booth has been received. Final booth payments should be made payable to Special Libraries Association. The payments under this Agreement shall constitute payment solely for the exhibit program (“Exhibit Program”) as described in the Conference Exhibitor Prospectus.

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CANCELLATION POLICY

Notice of cancellation and/or downsizing must be received by the SLA in writing. A refund, less a cancellation fee of 20% of the price for the canceled or downsized space, is available until **May 1, 2024**. After **May 1, 2024** there are no refunds. Funds cannot be applied to other opportunities. If a company with a minimum of 400 sq. ft. of exhibit space cancels its booth space after the final payment due date of **May 1, 2024**, the SLA requires that the exhibit space remain intact and the canceling company “lounge” the space at its own expense by adding comfortable chairs and signage that will say, “This space is compliments of [company name].”

The SLA retains the right to relocate an exhibitor after downsizing. For downsizing, half of the priority points earned for the booth are forfeited.

The SLA can sell cancelled or downsized space to another exhibitor without any rebate or permission.

BOOTH ASSIGNMENTS

The SLA reserves the right to modify the floor plan to accommodate space sales and/or avoid conflict and to relocate exhibit booths as necessary after consultation with exhibitors who are affected by the modification. Every effort to consider location of competitors and accommodate special requests will be made; however, the SLA cannot guarantee booth location.

The subletting or assignment of the whole or any part of the space by an exhibitor is prohibited. Exhibitors may not permit any other party to exhibit in their space any goods other than those manufactured or handled by the contracted exhibitors without written approval from the SLA.

ALCOHOL

Alcoholic beverages may be served in the Exhibit Hall and Meeting Suites only with prior approval from the SLA. Companies must order all alcohol through the in-house catering service at the University of Rhode Island.

AMERICANS WITH DISABILITIES ACT

The SLA and the University of Rhode Island comply with all ADA regulations throughout the Conference. All exhibitors must also comply with such with respect to their booth space. For more information, contact ktotaro@sla.org.

AV EQUIPMENT/SOUND/MUSIC

The use of sound systems is permitted provided they do not interfere with the ability of neighboring exhibitors to conduct business activities. Speakers and other sound devices should be positioned to direct sound into the booth rather than into the aisle. Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of the booth. Any exhibit may be closed if deemed by the SLA, in its sole discretion, to have an excessive noise level. Exhibitors are responsible for obtaining appropriate licenses for any copyrighted music use in conjunction with their exhibit. AV must be coordinated through the SLA Meeting Manager only.

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BOOTH ACTIVITIES / PROMOTIONAL ITEMS

Exhibitors may not solicit in the aisles or in any other location in, around or outside the convention center except their booth space. No invasive procedures are permitted. The use of live animals in an exhibit for any purpose is not allowed. Other attention-getting tactics in the form of entertainment, amusement or demonstrations of non-product items or services must be approved in writing by the SLA prior to the start of the meeting.

No accredited continuing education activity (i.e., for which CME or CEU certification is awarded) may be conducted in an exhibit booth. No promotion of a CME accredited SLA educational session is allowed from the exhibit booth. Scientific posters being presented at this year's SLA International Conference may not be displayed in commercial exhibit booths; however, a list of posters being presented at the conference is permitted. Industry Theaters and Non-CME Symposium may be promoted from the booth.

Theater-style presentations or Meet the Expert Sessions are welcome in exhibit booths during Exhibit Hall hours.

An exhibitor give-away should be educational or modest in value and cannot exceed \$100 in value. A promotional give-away request form must be submitted via email to Kristen Totaro at ktotaro@sla.org by **May 3, 2024** and approved in writing by the SLA. Prizes, contests, and/or lotteries are permitted; however, such activities must be approved by the SLA prior to the conference. Exhibitors are solely responsible for compliance with any federal and state laws and regulations regarding prizes, contests, and lotteries. Winners cannot be announced over the convention center's broadcast system. Exhibitors are solely responsible for notifying any winners. Alcohol is not permitted as a prize. Gambling devices of any description are not allowed in the Exhibit Hall.

The distribution of surveys or questionnaires is not permitted outside the exhibit booth. Exhibitors should contact Kristen Totaro at ktotaro@sla.org for information about distribution of materials to hotel rooms.

CANVASSING OR DISTRIBUTING ADVERTISING MATERIAL OUTSIDE AN EXHIBITOR'S BOOTH IS NOT PERMITTED

Exhibitors shall not, without the written consent of the SLA, distribute or permit to be distributed, any advertising matter, literature, souvenir items or promotional material in or about the exhibit areas or convention center, except from its own allotted exhibit space. Exhibitor shall not post or exhibit any signs, advertisements, show bills, lithograph posters, cards, or stickers of any description on any part of the premises of the convention center or SLA hotels, except within the exhibitor's exhibit space. Mobile advertisements along the roads immediately surrounding the perimeter of the convention center and SLA hotels are prohibited during conference hours regardless of permits. The use of strolling entertainment or moving advertisements (robots, persons carrying or wearing signs, scooters, etc.) outside an exhibitor's space is not permitted. Solicitation of business, except by contracted exhibitors is prohibited. Photography or video recording of other exhibitor's booths, products and/or literature is prohibited.

DEMONSTRATIONS

All demonstrations must be confined to the space allowed to each exhibitor. Activities which, in the SLA's opinion, interfere with normal traffic flow or infringe on other exhibits are prohibited. The use of other than closed-sound systems is permitted only with the prior written approval of the SLA. An exhibit may be closed if deemed not to meet these requirements and infractions cannot be resolved onsite. No refunds are issued for the contracted space.

DIRECT SALES

Sales of, and order placement for merchandise or services are welcomed in the Exhibit Hall providing all transactions are conducted in a professional manner. The SLA reserves the right to restrict sales activities that it deems inappropriate or unprofessional. It is the responsibility of the exhibitor to have all licenses, permits, and/or registrations required by the conference venue, city, municipality, and/or state. The exhibitor is responsible for compliance with all applicable tax laws.

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EXPOSED OR UNFINISHED BOOTHS

Exposed/unfinished sides of table tops must be draped. In the event the exhibitor is not present, the decorator, with the approval of the SLA will provide the necessary draping.

FIRE REGULATIONS

Exhibitors must comply with Fire Marshall Rules and Regulations as detailed in the Exhibitor Service Manual (updated edition will be published **April 2024**). Combustible materials such as brochures, literature, give-away items, etc., within exhibit booths are limited to a one-day supply. **NOTHING** may be stored behind booths. All packing containers, wrapping materials, carrying cases, etc., must be stored off the exhibit floor. The SLA endeavors to create a trade show floor that is both visually appealing and safe. Enforcement of Fire Marshall Rules and Regulations may require the erection of pipe and drape at the expense of the Exhibitor.

FUNDRAISING ON THE SLA EXHIBIT FLOOR

The only fundraising activity permitted to be conducted on the SLA Exhibit Floor is that benefiting the SLA Research Program or the SLA Health Equity and Diversity Fund. Exhibitors wishing to participate in these fundraising efforts are required to execute an applicable Memorandum of Understanding governing such prior to the start of the conference. The proposed fundraising method, and all associated advertising and signage must be submitted to Kristen Totaro at ktotaro@sla.org for approval in advance. Use of the SLA registered trademarks is governed by the applicable Memorandum of Understanding.

HANGING SIGNS OR BANNERS

Hanging signs or banners are only permitted for island exhibits over 400sq. ft. Exhibit booth signs, banners, booth ceilings or canopies, lighting grids or other exhibit-related equipment should be freestanding and floor-supported where possible. Attachment to the Exhibit Hall ceiling beams or trusses is permitted only through Freeman Services. Hanging signs or banners may not exceed the perimeter of the assigned space. All exhibiting companies, regardless of size, can purchase a premium aisle banner by contacting Kristen Totaro at ktotaro@sla.org.

The suspended height limit is 22ft. from the floor to the top of the banner. The banner may not exceed 8ft. in size from top to bottom. Sight line rules must be followed at all times.

PHOTOGRAPHY and VIDEOTAPING

The SLA regularly contracts its own photographers and videographers for documentation and promotion of its Conferences and reserves the right to photograph any exhibit booth, sign, program, or sponsorship opportunity at any time; Exhibitor hereby grants to the SLA a release and license for any such photographs to be used for SLA's business purposes. Photography or video recording by Exhibitors, including using camera enabled cell phones, is allowed only if approval is received in advance from the SLA. Photographing or videotaping another exhibitor's booth, graphics/display or staff without their permission is strictly prohibited. Exhibitors that wish to use a photographer other than the designated official show photographer and/or mobile camera crews must comply with the following procedures:

1. Exhibitors may request permission from the SLA to use a non-official photographer to photograph their booth. Requests must be submitted in writing no later than thirty (30) days prior to the opening of the Exhibit Hall.

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"PRIVATE" SOCIAL EVENTS OR MEETINGS

Companies wishing to conduct a meeting or a social event in any of the official SLA hotels must complete a Hotel Meeting Space Approval Application. For guidelines, instructions, applications, deadlines, and applicable fees, please e-mail Kristen Totaro at ktotaro@sla.org. Companies wishing to hold a meeting at the University of Rhode Island can do so with Meeting Suites, Meet-Up rooms or Expo Suites. For more details, contact Kristen Totaro at ktotaro@sla.org.

PRODUCT SAMPLES

Exhibitors wishing to distribute items other than product samples or educational material must submit a request in writing, along with a product prototype or pdf, to the SLA by **May 3, 2024**. Exhibitors must have written approval from the SLA to distribute items other than product samples, refreshments, or educational material. Requests for such must be submitted to Kristen Totaro, ktotaro@sla.org.

RECYCLING

The SLA works with the University of Rhode Island to develop a waste reduction and recycling program. We require that all exhibitors and attendees comply with our recycling regulations. More information on this program is listed in the Exhibitor Service Manual. Exhibitors are encouraged to work with general contractor on recycling custom carpet.

SANCTIONS FOR VIOLATIONS

A violation of this Agreement, including as outlined in the Exhibitor Prospectus, Exhibitor Service Manual, and these Terms and Conditions, may result in penalties or sanctions to the Exhibitor, including but not limited to loss of conference priority points, termination of this Agreement, or loss of exhibiting privileges, for future SLA Conferences, as determined by the SLA.

SECURITY

The SLA provides security guards on a 24-hour basis during set-up and dismantle times. Furnishing this service shall not be construed to be any assumption of liability with respect to the protection of exhibitor property, which shall, at all times, be the sole

responsibility of each exhibitor. The SLA, the convention center, or any of its officers, agents, or employees shall not be liable for any act or omission of such security guards. Information on requesting security guard services for your booth during set-up show hours and dismantle is provided in the Exhibitor Service Manual.

Children under 18 are not allowed in the Exhibit Hall during set-up and dismantle. Children under 12 and strollers are not allowed in the Exhibit Hall at any time.

STAFFING

Exhibitor Staffing

Exhibits must be staffed and operational at all times during show hours. Exhibitors vacating their booth before the closing of each day or prior to the final close of the show will incur a loss of priority points and may be denied exhibit space at future SLA conferences. Move-out may not begin before 1:00 pm on Tuesday, July 16, 2024.

Exhibitor Registration/Badges

All exhibitor personnel must be registered with Convention Data Services, the Conference official registration company. This includes booth representatives, agency personnel, Installation & Dismantle staff working during exhibit dates and times.

Four (4) exhibitor registrations per 6'x6' tabletop booth space are provided without charge. One (1) Exhibit Hall only badge is available for booths 10'x30' and larger to be used specifically for the Installation & Dismantle Supervisor. Additional exhibitor registrations are available for \$75.00 each.

Exhibitor badges are personal and are not to be given to anyone else. Exhibitors caught badge swapping will have their badge confiscated permanently. Supplemental badges or those altered or changed using a business card, ribbons or company logos are not permitted and may be confiscated. Exhibitor badges can be transferred only if the original badge is surrendered permanently at the exhibitor registration desk. Exhibitor badges are made out in the name of the company shown on the exhibit reservation and application form only.

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To register exhibit personnel, please utilize the Convention Data Services (CDS) link. The link is located on the Map Your Show Exhibitor Dashboard and in the Exhibitor Services Manual.

An exhibitor badge allows access into the Exhibit Hall, general sessions, and most educational sessions. To attend any sessions that have any additional fees or to be eligible for CME or MOC credit, an exhibitor must register as a full conference attendee.

Installation and Dismantle Staff (labor)

Installation and dismantle personnel who are employees of, or labor hired by, an Exhibitor Appointed Contractor and are not employees of the exhibiting company must obtain work passes from the SLA Security Team. Work passes are only valid during installation and dismantle hours. If Exhibitor Appointed Contractor personnel must enter the hall to service the booth during exhibit dates, they must be registered as part of your booth personnel. All Exhibitor Appointed Contractors (EAC) must submit a notification form and proof of insurance to the SLA prior to the conference or they are not permitted access to the exhibit floor.

SURVEYS

All surveys must be conducted within the confines of the booth space assigned. At no time should exhibit personnel leave the booth to encourage attendees in the aisles to complete a questionnaire.

TEMPORARY STAFF/MODELS

Temporary staff/models are considered company personnel and must be registered and wear a company exhibitor badge for entrance into the Exhibit Hall. These badges must be registered with the exhibitors' allotment of badges. Models under the age of 16 are prohibited unless advance arrangements have been approved in writing by the SLA.

Attire of models shall be consistent with the professional atmosphere of the SLA International Conference. Models are allowed to wear sports attire including sweat suits, shorts and t-shirts. Tight fitting or other inappropriate attire, which include leotards, t-backs and short-shorts, are not permitted on the exhibit floor.

CANCELLATION, POSTPONEMENT, OR REORGANIZATION OF CONFERENCE

The SLA may cancel the Conference for any reason in its sole discretion. If the Conference is canceled for any reason, then and thereupon this Agreement will be automatically terminated and the SLA will refund amounts paid under this Agreement to each Exhibitor, minus any fees for services already provided. The SLA may re-organize the Conference for any reason, including by postponing the event dates, changing the location, or changing the event to a virtual or hybrid format, and Exhibitor acknowledges and agrees that in such an event, this Agreement shall remain in full force and effect and all amounts paid by Exhibitor to the SLA shall be applied to the re-organized event.

CONFIDENTIALITY

The SLA and Exhibitor, on behalf of themselves and their respective agents and employees, agree not to use or disclose at any time, whether orally conveyed or in writing, any confidential information of the other party or its affiliated groups, unless expressly authorized in writing and/or required by law. If any confidential information must be produced pursuant to a court order or valid subpoena, the disclosing party must promptly notify the other party and reasonably cooperate with the other party's efforts to contest or limit the scope of such order. Notwithstanding the foregoing, confidential information shall not include any information that is already publicly available or was known or becomes known from a third party that has no obligation to keep such information confidential. Both parties acknowledge that the obligations undertaken in this Section will survive the termination or expiration of this Agreement.

CONFLICTS OF INTEREST

Exhibitor shall not have any business or legal conflict of interest with respect to the Conference and performance of this Agreement. Exhibitor agrees to obtain any necessary waivers in the event of a conflict.

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FORCE MAJEURE

The performance of the Agreement by either party shall be subject to force majeure, including acts of God, fire, flood, natural disaster, war or threat of war, acts of terrorism, civil disorder, unauthorized strikes, governmental order or regulation, or curtailment of transportation facilities where any such occurrence makes it illegal or impossible for either party to perform its obligations under the Agreement. The Agreement may be terminated, or performance may be excused, without penalty for any one or more of such reasons by written notice from one party to the other. In such an event, the SLA shall provide a prorated refund to Exhibitor.

INDEMNIFICATION AND INSURANCE

The Exhibitor agrees to defend, indemnify, and hold harmless the SLA, its officers, directors, agents and employees, from and against all claims, losses, damages, fees, expenses, judgments or liabilities (including without limitation, reasonable attorneys' fees and costs), arising in whole or in part from the negligence, intentional misconduct, or breach of this Agreement by Exhibitor or its officers, directors, agents or employees.

For the term of the Agreement, Exhibitor shall maintain comprehensive general liability insurance against claims for bodily injury or death and property loss or damage occurring in or upon or resulting from the premises leased by the SLA. Such insurance shall include contractual liability and product liability coverage, of \$1,000,000 per occurrence with a \$2,000,000 aggregate. The SLA and University of Rhode Island shall be added as additional insureds to such insurance. Exhibitor shall confirm to the SLA such insurance cannot be cancelled or changed prior to Conference. Exhibitor agrees to provide the SLA a suitable certificate verifying that the required insurance is and will remain in force for the duration of the Exhibition.

INTELLECTUAL PROPERTY

The SLA and the Exhibitor shall each retain all right, title, and interest in and to their respective intellectual property, including such party's logos, trademarks, trade names, and copyrighted information (collectively, "Intellectual Property"). Each party may use the other party's Intellectual Property only as specifically provided for in this

Agreement or as otherwise authorized in writing by the other party. SLA trademarks include but are not limited to "SLA," "the Conference," and "SLA 2024." SLA hereby grants to Exhibitor a limited, non-exclusive license to use the words "SLA 2024" when referencing an exhibit booth in marketing materials for the conference. SLA further grants to Exhibitor a limited, nonexclusive license to use the SLA Research Program's registered trademarks when used in support of an SLA fundraising activity, either in the exhibit booth or approved industry program (see "Fundraising in the Exhibit Program" for more information). Exhibitor hereby grants to the SLA a limited, non-exclusive license to use Exhibitor's Intellectual Property, including names, trademarks, and copyrights, in connection with promotion of the Exhibit Program. All content presented at the Conference, including but not limited to papers, presentations, speeches, and posters, is subject to copyright ownership and may not be used, in whole or in part, by any participants, including, but not limited to, exhibitors, sponsors, and attendees, such as to create CME or otherwise, without the written consent of the owner of such copyrights.

LIMITATION OF LIABILITY

The SLA will bear no liability for personal injuries, whether suffered by Exhibitor, its employees, its contractors, agents, or business invitees. The SLA will also assume no liability for loss or damage to the property of Exhibitor, its employees, its contractors, agents, or business invitees, regardless of the cause, unless such injury or damage results from, or is caused directly and exclusively by, the negligence or wrongful acts of the SLA.

In no event shall the SLA be liable to Exhibitor, whether in contract, tort, or otherwise, for any amount in excess of any amounts paid by Exhibitor under the Agreement. Further, in no event shall the SLA be liable for any indirect, consequential, exemplary, punitive, or special damages or awards, including but not limited to lost profits.

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OBSERVANCE OF APPLICABLE LAWS AND REGULATIONS

Exhibitor shall comply with and do all things necessary for the Exhibitor and the SLA each to comply with all laws and regulations applicable to any activities carried out with respect to the Conference. Exhibitor agrees that it will engage in such activities as are in keeping with good ethics, are customary and proper under the circumstances and give no appearance of impropriety.

RELATIONSHIP OF THE PARTIES

The SLA and Exhibitor agree that this Agreement is not intended to create any partnership, agency, joint venture, or employer/employee relationship of any kind; both parties agree not to contract any obligations in the name of the other or to use each other's credit in conducting any activities under this Agreement. The parties agree that exhibiting as part of the Conference does not constitute SLA's official endorsement, guarantee, acceptance, or approval of Exhibitor, its services, products, programs, or activities.

SETTLEMENT OF DISPUTES

All disputes, issues, claims or controversies arising shall be resolved by an arbitrator whose decision shall be final and binding on the parties. Arbitration shall be administered in accordance with the then current Model Arbitration Procedures of the American Arbitration Association (AAA). In the event the parties are unable to agree on an arbitrator, the AAA shall designate an arbitrator. The arbitrator's fees and expenses shall be shared equally by the parties.

TERM AND TERMINATION

This Agreement is effective as of the date of last signature and will continue until the conclusion of the post promotion of the Exhibits. The SLA may earlier terminate the Agreement at any time, for any or no reason, in its sole discretion. Upon any early termination by the SLA, the SLA shall provide a prorated refund to Exhibitor. Notwithstanding the foregoing, in the event of termination for material breach by Exhibitor, payments made by Exhibitor

will not be refunded, and any balance will become immediately due and payable. Except as otherwise provided under this Agreement, in the event of termination by Exhibitor, refunds will be governed by the section "Cancellation Policy." Upon any termination of this Agreement, all rights, and privileges for use of the other party's Intellectual Property shall expire and each party shall discontinue the use of the other party's Intellectual Property.

MISCELLANEOUS

This Agreement supersedes all prior writings or oral agreements and constitutes the entire agreement between the parties on the subject hereof; it may be amended only by a writing clearly setting forth the amendments and signed by both parties. This Agreement is binding on the parties, their successors, and assigns, provided that the Exhibitor may not assign this Agreement without the prior written consent of the SLA. Any such assignment or transfer without prior approval of the SLA will be null, void and without effect. Either party's waiver of or failure to exercise any right provided for in this Agreement shall not be deemed a waiver of any further or future right under this Agreement. All notices required or permitted hereunder shall be in writing, addressed to the parties as provided by the parties. This Agreement shall be governed by and interpreted in accordance with the laws of the State of New York.

INTERPRETATION AND APPLICATION OF RULES AND REGULATIONS

All matters and questions not specifically covered herein, as well as booth assignments, are subject to the decision of Leslie Steele, Executive Director and Kristen Totaro, Industry Relations, Special Libraries Association. The SLA is a member of the Professional Convention Management Association (PCMA), the International Association for Expositions and Events (IAEE), the HealthCare Convention & Exhibitors Association (HCEA) and the American Society for Association Executives (ASAE).