October 17, 2019

Greetings:

We are very excited to announce our tenth joint conference of the Maryland Library Association and Delaware Library Association scheduled for May 6-9, 2020. This year, for the fourth time, we will be at the Hyatt Regency Chesapeake Bay in Cambridge, Maryland, as it seems to be a great fit for all. We plan to build on the success of the 2019 conference to provide additional opportunities for sponsorships and dedicated time with attendees. Please see the attached list of sponsorships available. We hope you will consider this opportunity for further exposure to conference participants.

When you register you can expect to receive:

- Prime Carpeted Exhibit Space (with available Electrical and Internet connections arranged through PSAV)
- Listing of your firm in the Conference Brochure that will be posted on the MLA website, and in the badge holder brochure
- Link from the MLA Conference page to your Company’s website
- A complimentary drink ticket for the Thursday cocktail hour
- One free box lunch delivered to your booth on Thursday
- Complimentary coffee service available in the vendor area Thursday and Friday mornings
- Signage recognizing any sponsorship to which you make a commitment

Register before December 27th, and receive:

- ¼ page ad in the Conference Brochure that is posted on the MLA website and included in the badge holder on-site brochure

During the conference, we dedicate over 2½ hours to no conflict exhibitor/attendee meeting time. We encourage attendees to visit the vendors by giving them a card at registration and asking that they visit with a minimum of 10 vendors. After you have stamped their card, (along with 9 other vendors) we collect the cards and hold a grand prize drawing from those cards on Friday.

We provide one free box lunch per booth (additional box lunches will be made available for a fee). By delivering lunch to you, we have eliminated the challenge of getting something to eat during lunchtime while attendees are visiting your booth. We will continue to offer a salad-a concern some of the vendors expressed over the years.

(OVER)
We will have an All Conference Reception with a cash bar on Wednesday evening at 6pm after the keynote address from 4:30-6:00. Come early, set up your booth and join us for this event. Thursday, there will be a cash bar in the lobby at 5:00pm for one hour prior to the banquet. For this event, you will be provided with a free drink coupon. We will continue our tradition of having a Pub Quiz on Thursday evening, as well as a karaoke event. Come and join the fun by bringing your own team or plan to join a team and compete against the librarians in the Pub Quiz! Practice your singing and be a star on the karaoke stage.

We are changing our approach to Friday. In the past, we’ve not had much traffic in the vendor area for much of the morning and after the last drawing of donated prizes, the attendance has fallen off. This year, we are having a petting zoo on Friday morning to increase the traffic to the vendors. Also, we learned our lesson—we won’t be drawing red tickets ad nauseam until a winner is located. We still need your donations—but we will be using interactive AR to engage the attendees.

Would you like an opportunity to showcase a new product or exhibit some new details about your company? We will offer 30 minute vendor presentation times on Thursday morning and this opportunity will be on a first come, first serve sign up, as space is limited. Would you like to contact the attendees in advance of the Conference? Contact me and I’ll send you their email addresses around the end of April.

We recognize that everyone does not need the same size booth. We offer the standard booth space (8’x10’) as well as tables, in a dedicated space in the exhibit hall at a lower fee. Some firms do not need a large space but we still think your product is important to the library community. We ask you to look at the registration material enclosed and determine what best meets your needs. Space is limited and assigned on a first come – first served basis. We encourage you to send in your registration as soon as possible since booth locations are selected in the order that registrations are received and submission by December 27th will guarantee that your ad will be included in the on-line conference brochure.

If you are unable to attend, you can still make your presence known: we are offering both attendees and non-attendees the opportunity to send us a flyer to be inserted in all the tote bags at registration. We will print your name and URL on our website along with the other vendors.

If you have any questions, please contact me. We hope to see you in May for another fantastic MLA/DLA Conference. We thank you for your support of the Maryland and Delaware Library Associations.

Sincerely,

Kate Monagan
MLA Vendor Chair
Maryland Library Association & Delaware Library Association's
Conference May 6-8, 2020
Vendor Registration

Company
Name: _____________________________________________________________

Address: ___________________________________________________________

____________________________________________________________________

Phone: __________________ Company URL: ______________________________

Contact Person: _______________________________________________________

Contact Email: _______________________________________________________

Representative(s) Attending Conference (Requested for nametag(s) – Please Print)*:
____________________________________________________________________

REGISTRATION (Make checks payable to Maryland Library Association)

<table>
<thead>
<tr>
<th>BOOTH</th>
<th>Non-MLA member</th>
<th>$800 until March 13, 2020, $850 after</th>
<th>Corporate MLA member</th>
<th>$700 until March 13, 2020, $750 after</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration includes:</td>
<td>&gt;10 x 10 exhibit space, carpeted and enclosed with Pipe &amp; Drape</td>
<td>&gt;1 Skirted table and 2 chairs</td>
<td>&gt;Company listing in brochure</td>
<td>&gt;¼ page ad: Please send camera ready copy (5&quot;w X 3.75&quot;h, jpg at 300dpi) to <a href="mailto:marie@reedgraphics.com">marie@reedgraphics.com</a> by 12/27/19. Any ads received between 12/28 &amp; 3/27 will be in the badge holder brochure only</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TABLE</th>
<th>(located in the back of the exhibit area)</th>
<th>$400 until March 13, 2020, $425 after</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration includes:</td>
<td>&gt;1 Skirted table, 2 chairs</td>
<td>&gt;Company listing in brochure</td>
</tr>
</tbody>
</table>

Optional: INCREASED AD SIZE:

| Full page (10.5"w X 8"h) | $125. |
| Half page (5"w X 8"h or 10.5"w X 3.75"h) | $100. |

TOTE BAG INSERTS: $300.

Sponsorship:

<table>
<thead>
<tr>
<th>Event:</th>
<th>Amt:</th>
</tr>
</thead>
<tbody>
<tr>
<td>(See attached MLA Vendor Sponsorship Opportunities)</td>
<td></td>
</tr>
</tbody>
</table>

Total Submitted: $ __________________________

*We will contact you in April requesting your box lunch order, and any name changes to your company rep.

OVER
The Hotel and PSAV will provide extras such as: additional tables, 110 volt outlets, Wireless Internet Access, storage and delivery of boxes, etc. See enclosed Exhibitor Service Order Form.

Sleeping Rooms: Please make overnight arrangements with the hotel with the enclosed Reservation Form or online with the link. Be sure to identify yourself as a Maryland Library Association attendee to obtain our group discount.

Please Return Exhibitor Service Order Form and Hotel Reservation Form directly to the Hyatt Hotel.

Return Vendor Form To:
MARYLAND LIBRARY ASSOCIATION
1401 HOLLINS STREET
Baltimore, MD 21223
Fax 410-947-5089
kmonagan@mdlib.org

Cancellation Policy: If you discover that you are unable to attend before 1/1/20, we will offer 100% registration refund. After this date, our brochure will be published online so we will offer a 50% refund on your registration fees.

- We will contact you, after you’ve registered and paid, for your booth selection which is determined by the order in which this form is received.
- Set up time is Wednesday, May 6th between 4 & 8 pm.
- Exhibit hours are Thursday, May 7th 8:00am-5:30pm and Friday, May 3rd 8:00am-12:00.
- The Friday breakdown time will be right after noon.

CREDIT CARD INFORMATION

Visa _______ Master Card _______ Discover _______ AMEX _______

Name on Card ____________________________________________

Company _______________________________________________

Credit Card Number ____________________________________

3 digits on reverse side: ___ ___ ___ Expiration Date __________

Signature ______________________________________________

Amount to be charged: $________________________
The MLA/DLA conference has a block of rooms at a group discount at the Hyatt. The hotel is updating the reservation system and won’t have a link available until November. If you would like to make your reservation sooner, please call the hotel and ask for MLA/DLA conference rate.

The conference discount rates are:

Single/Double Occupancy: $185.00
Triple Occupancy: $210.00
Quadruple Occupancy: $235.00

The upgraded room rates are based upon availability and are as follows:

Waterview: $50.00 Additional
Waterview Balcony: $60.00 Additional
Regency Club: $80.00 Additional
Petite Family Suite: $120.00 Additional
1-Bedroom Chesapeake Suite $200.00 additional
2-Bedroom Chesapeake Suite: $400.00 additional

All rooms will include a 13.5% tax and the rates are available until 4/2/19.

A reduced Resort fee of $15.00 will be charged per room per day. The Resort fee will include self-parking privileges (Valet Parking is available for an additional $10), in-room high speed wifi internet, 2 bottles of water per day, access to 24 hour fitness center, intra-resort shuttle, daily newspaper upon request at check-in, local and 800 calls, in room coffee and tea, and in room safe.
Maryland Library & Delaware Library Association’s  
Joint Conference: May 6-8, 2020 
Available Sponsorships

PLATINUM: $3,000 or more
EVENT:  (1) Thursday Banquet ($17,000.)
(2) Thursday Author Award Luncheon ($17,000.)
(3) AV Equipment Rental ($15,000.)
(4) Friday Luncheon ($12,000.)
(5) Conference Tote Bags ($10,000.)
(6) Wednesday All Conference Reception ($9,000.)
(7) MLA Friday Breakfast ($7,000.)
(8) Wednesday PM Speaker ($7,000.)
(9) Thursday Banquet Speaker ($5,000.)
(10) Thursday Ice Cream Break ($4,000.)
(11) Friday AM Speaker ($3,000.) DLA
(12) Thursday AM Coffee & Pastry-Exhibits Opening in Vendor Area ($4,000.)

BENEFITS: 1 year Corporate or Institutional Membership in MLA, Full page ad in online and Badge Holder Conference Brochure, Recognition sign at sponsored event.

GOLD: $2,000 or more
EVENT:  (1) Wednesday Continental Breakfast ($3,000
(2) ) Graphic Artist Design (2,500.)
(3) Lanyard & Badge Holder Combination ($2,000.)
(4) Author Award ($2,000.)

BENEFITS: Half Page ad in on line and Badge Holder Conference Brochure, Recognition sign at sponsored event.

SILVER: $1,000 or more
EVENT:  (1) Pub Quiz ($1,400.)
(2) Thursday Cocktail Hour ($1,500.)
(3) On Site Conference Program ($1,000-) DE DDL

BENEFITS: Half Page ad in on line and Badge Holder Conference Brochure, Recognition sign at sponsored event.

BRONZE: $200 or more
EVENT:  (1) Friday Vendor Coffee Service ($800.)
(2) Pens ($700.)
(3) Flowers ($500.)
(4) Ribbons ($250.)
(5) Sched -mobile app ($250-) Frederick Co. P.L.
(6) WIX subscription (online conference website) ($200.)

BENEFIT: Recognition sign at sponsored event.

Co-sponsorships are available. Contact MLA office.
Ph: 410 947-5090  Fax: 410 947-5089  mla@mdlib.org
## Equipment Rentals

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Qty</th>
<th>DAILY RATE</th>
<th>Days Used</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>DVD Player</td>
<td></td>
<td>$85.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>70&quot; TV on rolling stand</td>
<td></td>
<td>$700.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Laptop</td>
<td></td>
<td>$235.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24&quot; Monitor on table stand</td>
<td></td>
<td>$200.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Ordering Instructions
- The total charge per item is determined by multiplying the quantity by the daily rate by the number of days to be used.
- Please include applicable Sales Tax on equipment rental. **TAX EXEMPT STATUS**: If you are exempt from payment of sales tax, we require you to forward an exemption certificate for the state in which the services are to be provided.
- To guarantee equipment availability, this order should reach us 14 days prior to delivery.

## High Speed Internet

Complimentary internet at 1Mbps/device is available everywhere.
*Consult with PSAV for special internet needs.

Note: Daily Rate is subject to change reliant upon software/hardware needs.

## Electrical Services Requests

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Qty</th>
<th>DAILY RATE</th>
<th>Days Used</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>120v/20 amp circuit with Electrical Cord and Power Strip</td>
<td></td>
<td>$120.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(ideal for larger medical devices, coffee makers, food equipment, and extensive booth lighting.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>120v/5 amp circuit with Extension Cord and Power strip</td>
<td></td>
<td>$50.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(ideal for laptops, phones, and small electrical devices.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Total

- **EQUIPMENT TOTAL**
- **6% SALES TAX**
- **LABOR $100/hr (1 hour minimum excluding wireless internet)**
  
  (Labor is non-taxable and is required for power drops.)
- **TOTAL DUE**

### Delivery Information

- On-Site Contact:
- Booth #: Room:
- Delivery Date: Time:
- Show Start Date: Time:

### Customer Information

- Show/Convention Name:
- Firm Name:
- Address:
- City: State: Zip:
- Ordered By:
- Telephone #: Email:
- Fax #: Special Instructions:

### Payment Information

For security reasons, please call in all payment requests to PSAV at the Hyatt Regency Chesapeake Bay. All payments must be made in advance.

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**PSAV**

at the Hyatt Regency Chesapeake Bay

Contact your PSAV representative

Mathew Day
mday@psav.com
100 Heron Blvd
Cambridge, Maryland 21613
410-901-6426 (PHONE)
410-901-6555 (FAX)