

# SCHOOL LIBRARIANS

...it's #whatwedo



MASL SPRING CONFERENCE



# 2018

april  
15-17

tan-tar-a resort  
osage beach, mo

# JOIN US AT THE MASL SPRING CONFERENCE

Be a part of the Missouri Association of School Librarians Annual Spring Conference in 2018 when school librarians from across the state come together!

Missouri's librarians are looking to you for Imagination, Creativity, Discovery, Adventure and Collaboration. This is a great opportunity for you to meet with those who buy or influence purchases throughout the year. Sign up today.

You will be glad you did.

## OPPORTUNITIES ARE AVAILABLE

Missouri's librarians are looking to you for fresh concepts that will help educate students. Conference attendees have come to rely on exhibitors to help solve challenges, demonstrate new products and cultivate priceless networking opportunities. Within selected sponsorship levels, exhibitors are able to advertise in the conference program, which is distributed to over 800 persons. Exhibiting spaces are limited. Don't let this important opportunity pass.

## LEVELS OF EXHIBITOR & SPONSORSHIPS

All prices contingent on contracts for exhibitor sponsorships and payment being received by December 31, 2017.

### Deluxe Exhibitor \$550

#### 5 available

- 10'x10' booth, with 6'x40" table with two chairs
- Area for small group presentations
- 3' pipe and drape sides and 8' pipe and drape back
- Signage and wastebasket
- Listing in conference program
- Listing of information regarding small group presentation in conference program
- Internet access

### Standard Exhibitor \$425

- 8'x10' booth, with 6'x40" table with two chairs
- 3' pipe and drape sides and 8' pipe and drape back
- Signage and wastebasket
- Listing in conference program
- Internet access

**Cost for a standard booth for non-profit organizations and authors is \$150 per booth.**

### Bronze Sponsor \$750

#### All standard level features, PLUS

- One 1/4-page ad in the conference program
- Recognition of company as a sponsor in all advertising of the conference
- Company name and booth number listed on large screens at each general session
- Ribbons for company representatives indicating sponsorship
- A list of conference participants with addresses and e-mail in electronic format

### Silver Sponsor \$1250

#### All bronze level features, PLUS

- Ad upgraded to a 1/2-page ad in the conference program
- Priority placement in the exhibit hall
- Provides branded items for inclusion in all registrant packets

### Gold Sponsor \$1750

#### All silver level features, PLUS

- Ad upgraded to a full page in the conference program
- Upgraded booth to include presentation area
- Complimentary second booth
- Any additional booths may be purchased for \$200 each
- Exclusive sponsorship for either a major speaker/author event or a meal/awards function

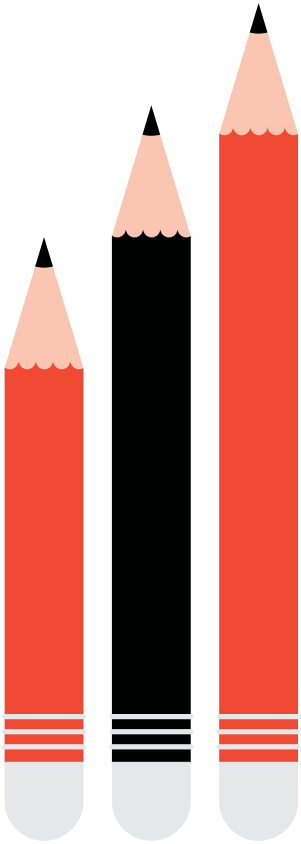
### Platinum Sponsor \$2750 - One sponsorship available

#### All gold level features except sponsorship item, PLUS

- Two complimentary booths (three total)
- Complimentary tickets to all conference events

- Featured on MASL website as platinum sponsor for 1 year (April 2018-April 2019).

**ADDITIONAL BOOTHS: \$400 EACH (\$200 FOR GOLD & PLATINUM SPONSORS ONLY)**



# A LA CARTE ITEMS

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## OPENING RECEPTION

The first day of the Spring Conference members are offered a time to gather for networking, visiting exhibitors, browsing the auction items, and shopping in the conference store. A cash bar is available to conference attendees during this reception. The reception is a perfect opportunity to showcase products and services to a captive audience.

**One sponsorship available \$750**

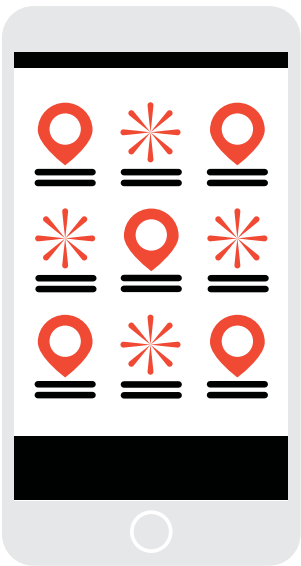
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## GENERAL SESSION

Five general session meal events are held during the conference. Attendance ranges from **500-800 people**. Organization name and logo will be displayed on large screens at the beginning and end of the address acknowledging the sponsorship.

- Monday Breakfast: **\$750**
- Monday Administrator's Luncheon: **\$1,250**
- Monday Reading Incentive Award Banquet: **\$2,500**
- Tuesday Brunch: **\$1,250**

**Five sponsorships available \$750-\$2500**



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## HOTEL KEY CARD

Advertising space is available on the hotel's room key card. This sponsorship is a premier marketing opportunity due to the frequency of conference attendees utilizing their key cards. Advertising space is limited to one company to increase exposure.

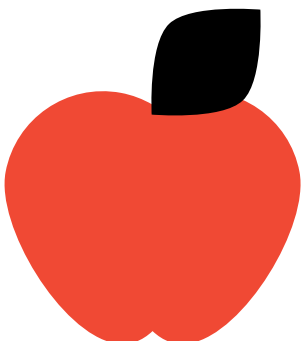
**One sponsorship available \$2500**

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## WATER STATIONS

Over 100 breakout sessions are held throughout the Spring Conference. Organizations have the opportunity to sponsor water stations in 12 conference rooms and receive sign recognition on each water station throughout the conference.

**Twelve sponsorships available \$1000**

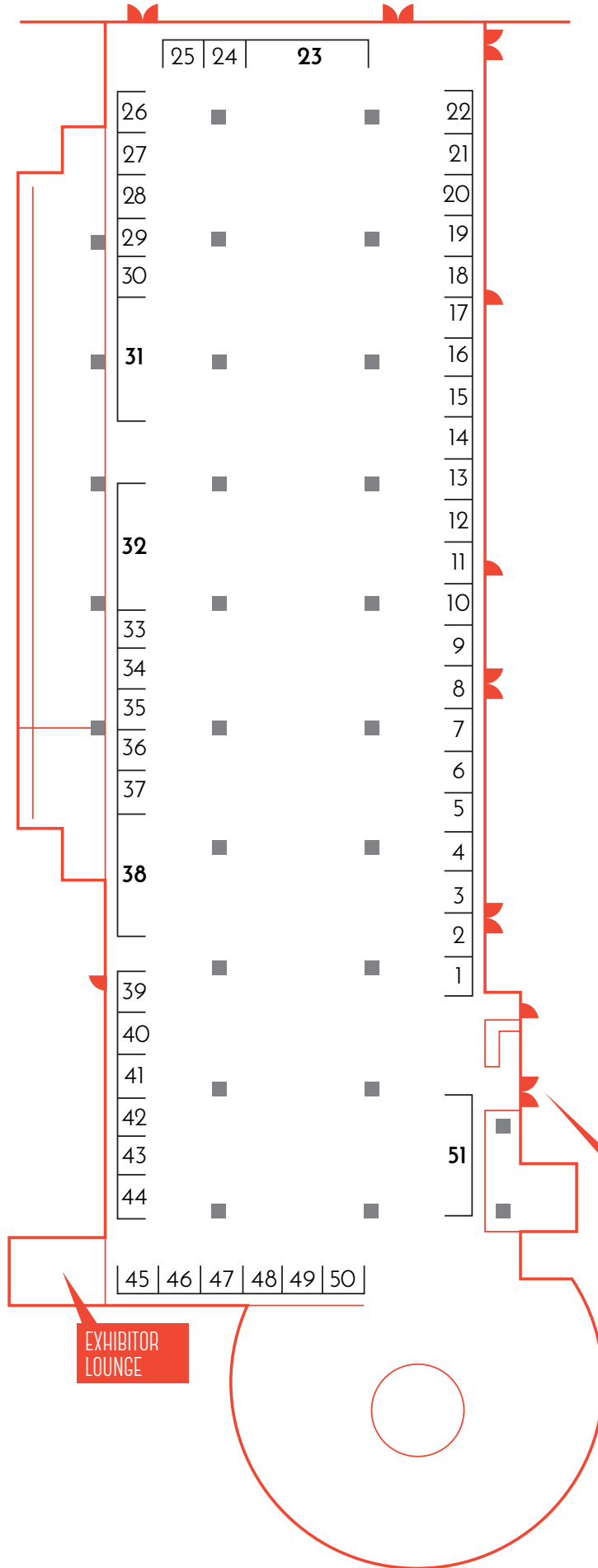


**BUILDING A  
FIFTH FLOOR**

**EXHIBITOR  
BOOTHS &  
NUMBERS**



**WINDGATE  
HALL**



**EXHIBITOR  
LOUNGE**

**ENTRANCE &  
REGISTRATION DESK**

# EXHIBIT SCHEDULE

The Exhibit Hall is located in Windgate Hall at the Tan-Tar-A Resort in Osage Beach.

**Exhibit Set-Up Schedule**

4 p.m. to 6 p.m. Saturday, April 14  
8 a.m. to 10:30 a.m. Sunday, April 15

**Exhibit Showcase Schedule**

11 to 5:00 p.m. Sunday, April 15  
5:00 to 6:30 p.m. Sunday, April 15  
8 to 12:00 p.m. Monday, April 16

The exhibits reception will be held on Sunday, April 15 from 5:00 - 6:30 p.m. Special events will be occurring within the exhibit hall to attract all attendees to visit during this special no conflict time.

**Exhibitor & Sponsorship Space Assignment**

Booths will be assigned according to level of sponsorship. Remaining booths will be assigned on a first-come basis. MASL will make every effort to offer exhibitors and sponsors their choice of exhibit space.

Please watch the MASL website at [www.maslonline.org](http://www.maslonline.org) for additional information coming soon on shipping and receiving materials and instructions for ordering additional supplies.



# HOTEL RESERVATIONS

Rooms for the conference have been blocked at the Tan-Tar-A Resort in Osage Beach. When making reservations, ask for the MASL Conference rate to receive discounted rates.

Reservations may be made by calling the Tan-Tar-A Resort at 573-348-3131.

So all conference activities can be coordinated, including hospitality functions, MASL has asked the hotel to not assign any public function rooms or suites during the conference to companies not exhibiting at the conference.

## ELECTRICITY & INTERNET ACCESS

Electricity and internet access is provided to all conference exhibitors at no additional charge.

## LIABILITY

MASL and the Tan-Tar-A Resort assume no responsibility, either individually or collectively, for damage or loss of any kind. Every precaution will be taken to safeguard the exhibitors' property, including providing security during non-exhibit times.

## ADVERTISING

Exhibitors and sponsors may choose to advertise in the conference program, increasing your exposure at the conference. Camera-ready art, preferably in an electronic format, must be received by the MASL office no later than December 31, 2017.

### Advertising Rates

- Business card size ad on inside: **\$40**
- 1/4 page ad on inside: **\$100**
- 1/2 page ad on inside: **\$150**
- Full page ad on inside: **\$200**
- Back cover ad on outside: **\$275**

## CONFERENCE CONDITIONS, CANCELLATION & PAYMENT TERMS

- Exhibit contracts cancelled in writing prior to January 26, 2018, will receive a 50% refund of deposit monies paid to MASL, less a \$25 cancellation fee.
- After January 26, 2018, no refunds will be given.
- The rights and privileges of an exhibitor or sponsor shall not be infringed upon by any other exhibitor or sponsor.
- MASL reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of any exhibit which, in the judgment of the Conference Committee, is detrimental to or detracts from the general order of the exhibits.
- Exhibitors should plan and arrange exhibits so as not to obstruct the view of neighboring booths.
- Additional information is available on the MASL website at [www.maslonline.org](http://www.maslonline.org).



# AGREEMENT & PAYMENT FORM

2018 MASL SPRING CONFERENCE CONTRACT FOR EXHIBITORS & SPONSORS • APRIL 15-17, 2018  
TAN-TAR-A RESORT, OSAGE BEACH, MISSOURI

## COMPANY INFORMATION

Company name:

\_\_\_\_\_

Contact name(s):

\_\_\_\_\_

Address, city, state & ZIP code:

\_\_\_\_\_

Phone:

\_\_\_\_\_

Fax:

\_\_\_\_\_

Email:

\_\_\_\_\_

Web address:

\_\_\_\_\_

Name(s) of representative(s) working booth:

1 \_\_\_\_\_

3 \_\_\_\_\_

2 \_\_\_\_\_

4 \_\_\_\_\_

PLEASE CHECK ALL CATEGORIES WHICH MOST CLOSELY DESCRIBE COMPANY'S PRODUCTS AND SERVICES:

Audio-visual software  Services:

Books and publications \_\_\_\_\_

Hardware

Furniture/supplies

Internet/technology \_\_\_\_\_

Please list any competitors next to whom your company does not wish to exhibit:

\_\_\_\_\_

While on-site at the conference, our representative(s) would like to receive text messages about important event developments.

Cell phone number:

\_\_\_\_\_

## LEVELS OF EXHIBITOR & SPONSORSHIPS

CHECK REQUESTED EXHIBITOR LEVEL:

Author exhibitor . . . . . \$150

Non-profit exhibitor . . . . . \$150

Standard exhibitor . . . . . \$425

*Registration must be received prior to December 31, 2017.*

Deluxe exhibitor . . . . . \$550

CHECK REQUESTED SPONSOR LEVEL:

Bronze sponsorship . . . . . \$750

Silver sponsorship . . . . . \$1250

Gold sponsorship . . . . . \$1750

Platinum sponsorship . . . . . \$2750

ADDITIONAL BOOTHS:

\_\_\_\_\_ Standard, Bronze

\_\_\_\_\_ & Silver . . . . . \$400 each

\_\_\_\_\_ Gold & Platinum . . . . . \$200 each

AFTER DECEMBER 31, 2017:

Standard exhibitor . . . . . \$525

## A LA CARTE SPONSORSHIP ITEMS

CHECK LEVEL & WRITE IN NUMBER OF ITEMS REQUESTED:

Opening Reception . . . . . \$750 x \_\_\_\_\_

Monday Breakfast . . . . . \$750 x \_\_\_\_\_

Monday Administrators' Luncheon . . . . . \$1250 x \_\_\_\_\_

Monday Readers' Awards Banquet . . . . . \$2500 x \_\_\_\_\_

Tuesday Brunch . . . . . \$1250 x \_\_\_\_\_

Hotel Key Cards . . . . . \$2500 x \_\_\_\_\_

Water Stations . . . . . \$1000 x \_\_\_\_\_

Users Groups Sessions . . . . . \$150 x \_\_\_\_\_

## CONFERENCE PROGRAM ADS

CHECK AD SIZE & WRITE IN NUMBER OF ITEMS REQUESTED:

Business card size ad on inside . . . . . \$40 x \_\_\_\_\_

Quarter page ad on inside . . . . . \$100 x \_\_\_\_\_

Half page ad on inside . . . . . \$150 x \_\_\_\_\_

Full page ad on inside . . . . . \$200 x \_\_\_\_\_

Back cover ad on outside . . . . . \$275 x \_\_\_\_\_

FAX OR MAIL ENTIRE  
FORM TO:



P.O. Box 2107  
Jefferson City, MO 65102

Phone: 573.893.4155

Fax: 573.635.2858

## FORM DEADLINE

Deadline for guaranteed inclusion  
in conference program is  
January 31, 2018.

## FOR OFFICE USE

Date:

\_\_\_\_\_

Booth(s) assigned:

\_\_\_\_\_

Payment received:

\_\_\_\_\_

## EXHIBIT BOOTH PREFERENCE

Booths will first be assigned  
based on level of sponsorship,  
then on a first-come basis. See  
enclosed exhibit map for details  
and booth layout.

1 \_\_\_\_\_ 3 \_\_\_\_\_

2 \_\_\_\_\_ 4 \_\_\_\_\_

## PAYMENT

CHECK ENCLOSED

Check Number Amount

\_\_\_\_\_

CREDIT CARD

MasterCard  Visa  Discover

Card Number

\_\_\_\_\_

Expiration Date Amount

\_\_\_\_\_

Name as it appears on card

\_\_\_\_\_

Signature

\_\_\_\_\_

## AUTHORIZATION

We agree to accept the 2018  
exhibit specifications outlined  
and to all conditions under which  
the exhibit area is leased.

Authorized By:

\_\_\_\_\_

Company:

\_\_\_\_\_

Date:

\_\_\_\_\_

\*SAID EXHIBIT SPECIFICATIONS AND CONDITIONS BECOME A PART OF THIS CONTRACT.