

VENDOR PROSPECTUS AND SPONSORSHIP OPPORTUNITIES

CALCON18

September 13-15, 2018

Embassy Suites in Loveland, Colorado

The Colorado Association of Libraries (CAL) invites you to sign up early for the 2018 conference. CALCON18 will inspire the magic in 2018! The conference attracts roughly 600 library professionals from across Colorado for networking and professional development.

Our goal is to Inspire the Magic in our library community with library services that will help them progressively thrive for years to come. Contact Amanda Rewerts to register at 303.463.6400.



EXHIBITS

As an exhibitor at the Conference you will have the opportunity to meet, discuss solutions, and create powerful connections with those in the Colorado library community; you are an essential part of the future of library services in our communities! We heard your voices last year, and have modified the Exhibit Hall Schedule.

Exhibit Inclusions

- 8' high pipe and drape background
- Table, chairs, wastebasket
- Complementary Wi-Fi & electricity
- Company listing in conference program
- 24 hour secured space
- Nightly vacuuming and trash removal
- Inclusion in Exhibit Hall Game
- Conference time dedicated to exhibit hall visit
- Opportunity to email one message to conference attendees

EXHIBIT HALL SCHEDULE

Thursday, September 13, 2018

Exhibit Setup: 8:30 a.m. – Noon
Hall Opens at 12:30 p.m.
Opening Reception: 5:30 - 7:00 pm

Friday, September 14, 2018

8:30 am - 5:30 pm
Dessert Reception in Hall: 2:15 - 3:15 p.m.
Hall Closes at 5:30 p.m.

**NO EXHIBIT HALL ON SATURDAY,
September 15, 2018**

Exhibit Hall: Member		CALCON18 Rate
Booth Type:	Before July 15, 2018	
Standard 8 x 10 Exhibit Booth	\$600.00 (includes one conference registration)	
Standard 8 x 20 Exhibit Booth	\$900.00 (includes two conference registrations)	
Exhibit Hall: Non-Member		
Booth Type:	After July 15, 2018	
Standard 8 x 10 Exhibit Booth	\$750.00 (includes one conference registration)	
Standard 8 x 20 Exhibit Booth	\$1,050.00 (includes two conference registrations)	

Extra conference registration tickets can be purchased with vendor booth reservation for \$200.00 each.

Bag Insert/Flyer: \$200.00

Materials must be provided to CAL Headquarters by September 1, 2018.

Exhibit Hall Games

Exhibit Hall Library Card: all exhibitors are automatically included in this game. Attendees will receive a library card each day. Participants must get signatures from 10 booths then return their card for the daily drawing. (subject to change)

Cancellation Policy:

Cancellations must be made in writing and submitted to CAL staff at cal@calwebs.org. Requests for refunds less \$100 administrative fee must be received by August 1, 2018. Refund requests received before August 1, 2018 will be mailed following the conclusion of the conference. Any questions please call the CAL office at 303.463.6400 or email Amanda Rewerts at amanda@imigroup.org.

SPONSORSHIPS:

CALCON18 has lots of partnership opportunities for both general and designated sponsorships.

Lunch Presentation

\$10,000 EXCLUSIVE

- Exclusive opportunity to speak to attendees during lunch on Thursday, September 13th for 25 Minutes (includes right of first refusal for CALCON 2019)
- Sponsorship signage at luncheon buffet and stage welcome
- Conference registration for four (4), includes luncheons and vendor receptions
- Inclusion in the exhibitor hall showcase – 8'x20' Exhibit Booth and all Exhibit Inclusions listed
- Full page ad on printed schedule at a glance
- Two (2) conference attendee direct emails; one (1) a week prior to conference and one (1) a month after the conference
- Two (2) social media posts prior to conference

Keynote Address:

\$5,000 (Two Opportunities Available)

- Opportunity for Company representative to address attendees for 5 minutes prior to keynote
- Conference registration for two (2), includes luncheons and vendor receptions.
- Inclusion in the exhibitor hall showcase – 8'x20' Exhibit Booth and all Exhibit Inclusions listed
- Two (2) conference attendee direct emails; one (1) a week prior to conference and one (1) a month after the conference

Platinum Sponsor:

\$5,000 (Three Opportunities Available)

- Opportunity for Company representative to address attendees for 5 minutes during morning warm-up
- Conference registration for two (2), includes luncheons and vendor receptions
- Inclusion in the exhibitor hall showcase – 8'x20' Exhibit Booth and all Exhibit Inclusions listed
- Two (2) conference attendee direct emails; one (1) a week prior to conference and one (1) a month after the conference

ALL SPONSORS RECEIVE THE FOLLOWING:

- Logo with link on conference webpage and mobile website
- Logo recognition on all promotional materials
- Recognition and thanks by emcee
- Logo recognition on the conference mobile website
- Logo recognition on sponsorship board in the reception area
- Option to provide a gift for raffle at Vendor Reception Thursday evening and/or Friday afternoon. Will include introduction for drawing
- One literature insert for conference tote
- One (1) social media post prior to conference

ALL SPONSORS RECEIVE THE FOLLOWING:

- Logo with link on conference webpage and mobile website
- Logo recognition on all promotional materials
- Recognition and thanks by emcee
- Logo recognition on the conference mobile website
- Logo recognition on sponsorship board in the reception area
- Option to provide a gift for raffle at Vendor Reception Thursday evening and/or Friday afternoon. Will include introduction for drawing
- One literature insert for conference tote
- One (1) social media post prior to conference

Awards Luncheon:

\$3,000 (Three Available)

- Opportunity for Company representative to speak to Awards Luncheon attendees on Friday, September 14th for 5 minutes
- Sponsorship signage at luncheon and stage welcome
- Conference registration for one (1) includes luncheons and vendor receptions
- Inclusion in the exhibitor showcase – 8'x10' Exhibit Booth and all Exhibit Inclusions listed
- Two (2) conference attendee direct emails; one (1) a week prior to conference and one (1) a month after the conference

Gold Level:

\$2,000

- Inclusion in the exhibitor showcase – 8'x10' Exhibit Booth and all Exhibit Inclusions listed
- Conference registration for one (1) includes luncheons and vendor receptions.

Silver Level:

\$1,000

- Includes items listed above

Vendor Hall Reception:

\$2,500 (Four Available, two Thursday and two Friday)

- Opportunity for Company representative to address attendees for 3 minutes prior to reception
- Sponsorship signage at reception and welcome announcement
- Conference registration for one (1) includes luncheons and vendor receptions
- Inclusion in the exhibitor showcase – 8'x10' Exhibit Booth and all Exhibit Inclusions listed
- One (1) conference attendee direct email two weeks prior to conference
- The two receptions are scheduled during a time when there are no other events taking place

Game Night:

\$1,500 (Two Available, Thursday or Friday)

- Opportunity for company representative to host a game night and address attendees during the evening

Coffee Bar:

\$1,250 (Three Available)

- Signage at coffee locations

Additional sponsorship levels available. Please contact Tammy Sayles, at 719-531-6333 ext. 2335 or tsayles@ppld.org or Amanda Rewarts at (303) 463-6400 or Amanda@imigroup.org to inquire.

Exhibitor and Sponsorship Registration Forms

Exhibitor Registration Form

Primary Contact Name:

Company:

*List Company Name as preferred on ALL Signage

Address:

City, State, and Zip:

Phone:

Primary Contact E-Mail:

Exhibitor Options:

	Before July 15th	After July 15th
<input type="checkbox"/> 8 x 10 exhibit booth	\$600.00	\$750.00
<input type="checkbox"/> 8 x 20 exhibit booth	\$900.00	1,050.00

Payment Information:

Visa MasterCard AMEX Check*

Amount \$ _____

Credit Card # _____

Expiration Date (Month/Year) _____

CVC Code _____

*Checks can be Payable to:

CAL

12011 Tejon Street, Suite 700

Westminster, CO 80234

Sponsor Registration Form

Primary Contact Name:

Company:

*List Company Name as preferred on ALL Signage

Address:

City, State, and Zip:

Phone:

Primary Contact E-Mail:

Sponsor Options:

- | | |
|---|--|
| <input type="checkbox"/> Keynote Address \$10,000.00 | <input type="checkbox"/> Gold \$2,000.00 |
| <input type="checkbox"/> Platinum \$5,000.00 | <input type="checkbox"/> Game Night \$1,500.00 |
| <input type="checkbox"/> Awards Luncheon \$3,000.00 | <input type="checkbox"/> Coffee Bar \$1,250.00 |
| <input type="checkbox"/> Vendor Hall Reception \$2,500.00 | <input type="checkbox"/> Silver \$1,000.00 |
| <input type="checkbox"/> Other: _____ | |

Payment Information:

Visa MasterCard AMEX Check*

Amount \$ _____

Credit Card # _____

Expiration Date (Month/Year) _____

CVC Code _____

*Checks can be Payable to:

CAL,

12011 Tejon Street, Suite 700

Westminster, CO 80234