



## Information for Exhibitors

### PLA'S 13th National Conference & Exhibition

Dedicated exclusively to public libraries, PLA's 13th National Conference, March 23-27, 2010 in Portland, Ore., is your next opportunity to reach the public library market with your products and services. If you miss this conference, you'll have to wait until 2012 before you have face-to-face access to the thousands of attendees who come together to learn about the latest in library products, services, and new technologies; to get ideas; to make choices; and to buy products. They will be looking for innovative solutions and cost-saving technologies. Your representatives need to be there, to meet these valuable clients who work in all areas of the library profession and make thousands of purchasing decisions each year.

#### **Do Business with Serious Buyers\***

99% of Attendees Visit the Exhibits

68% of Attendees Visit the Exhibits Three or More Times

In Addition, Past Conference Attendee Surveys Have Revealed:

42% of PLA attendees have operating budgets in excess of \$1 million

22% of PLA attendees have operating budgets in excess of \$5 million

\*Based on a survey of attendees at the 2008 National Conference & Exhibition

#### **Exhibit Package (10'x10' booth or larger)**

- (8) Conference Registrations (per 10'x10' booth)
- Opportunity to purchase pre and post-show attendee mailing lists
- Listing in the PLA Program Guide
- Company listing on the PLA Conference Web Page
- Early sign-up for PLA 2012!

#### **Table Top Displays**

- Small vendors, nonprofits, or new companies only are eligible for table space
- An organization may not display more than three conference years in a table top
- Once an exhibitor displays in a booth, they no longer qualify for a table top
- One table top per company, includes 6' draped table, two chairs, and two exhibit passes

## Exhibit Fees

\$22.00 per square foot  
\$200 charge for an open corner  
\$950 Table Top Exhibit Fee

## To Reserve a Booth

See the [online floor plan for booth availability](#). Download and complete the [Exhibit Space Application](#), and mail or fax it to the address/fax number on the application, or [follow the instructions on the Exhibitor website to reserve a booth online](#). The payment schedule can also be found on the application. Note: All booths must be carpeted.

## Important Exhibit Documents

### [Exhibitor Application](#)

Registration, housing, exhibitor service kit and other pertinent information will be posted on this site as they become available.

## Exhibit Questions?

Contact: Carly Divito or Mike Stevens, Exhibit Manager  
Corcoran Expositions  
Phone: 312-541-0567  
Fax: 312-541-0573  
[carly@corcexpo.com](mailto:carly@corcexpo.com) or [mike@corcexpo.com](mailto:mike@corcexpo.com)

## Exhibit Hours

Wednesday, March 24	4:00 P.M. - 6:30 P.M.
Thursday, March 25	9:30 A.M. - 5:00 P.M.
Friday, March 26	9:30 A.M. - 4:00 P.M.

## Official Set-up Times

Tuesday, March 23	8:30AM - 4:30P.M.
Wednesday, March 24	8:00A.M. - 12 Noon (final touch-ups- only)

## Tear Down

Friday, March 26	4:00P.M. - 9:00P.M.
Saturday, March 27	8:00AM - 12 Noon.

Island booths - to make special arrangements for early move-in, please contact Carly Divito or Mike Stevens at Corcoran Expositions, 312-541-0567.