

EXHIBITOR PROSPECTUS, PRE-CONFERENCE HOSTING,  
AND SPONSORSHIP OPPORTUNITIES

# CALCON19

September 19-21, 2019

Embassy Suites in Loveland, Colorado

The Colorado Association of Libraries (CAL) invites you to sign up for the 2019 conference. CALCON19 will ignite the magic in 2019! The conference attracts roughly 600 library professionals from across Colorado for networking and professional development.

**New this year:** Host a Pre-Conference Workshop focused on teaching and learning in libraries! Table advertisements also available at lunches.

Contact CAL to register at 303.463.6400.



## PRE-CONFERENCE HOST OPPORTUNITY:

Host a 3 hour workshop, focused on teaching and learning in libraries on  
Thursday, September 19, 2019 9:00 am to 12:00pm

### Benefits of Hosting a Pre-conference Workshop:

- Exclusive opportunity to speak to attendees in your sponsored workshop for 15 minutes
- Host Company signage in pre-conference room
- Ability to select/partner with speaker/presenter to craft workshop content (must not be a sales pitch, but your product/service can be part of the presentation)
- Advertising at the Networking Lunch in the form of an ad on the rotating slide deck
- A table at the luncheon bearing your company logo and any swag/materials you want to provide to the folks sitting with you
- Inclusion in the Exhibit Hall (see below for options)
- Two (2) conference attendee direct emails; One (1) a week prior to the conference (*advertise your workshop!*) One (1) a month after the conference (*great opportunity to seek feedback regarding how the learning has impacted the work*)

Silver Host	Gold Host
<b>\$1,700</b> <ul style="list-style-type: none"><li>• 8x10 Exhibit Hall Booth for Thursday and Friday</li><li>• Exhibitor Reception for two (2) attendees</li><li>• Host a table at the Networking Lunch on Thursday</li></ul>	<b>\$2,000</b> <ul style="list-style-type: none"><li>• 8x20 Exhibit Hall Booth for Thursday and Friday</li><li>• Exhibitor Reception for two (2) attendees</li><li>• Host a table at the Networking Lunch on Thursday</li></ul>

Sold out

### Consider Advertising at a table at the Networking Lunch on Thursday or the Awards Luncheon on Friday

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| <ul style="list-style-type: none"><li>• Sit with attendees at a table with your company logo during the meal</li><li>• Provide any promotional materials</li><li>• No formal presentations, take this time to network and get to know your customers</li></ul> | <ul style="list-style-type: none"><li>• One Table: \$250</li><li>• Two Tables: \$450</li><li>• Three Tables: \$600</li><li>• Four or more Tables: \$150 for each additional table</li></ul> |
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# Not Hosting a Pre-Conference?

## Here are other options for you to explore.

### 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
- Complimentary Wi-Fi & electricity
- Company listing on conference Sched
- 24 hour secured space
- Inclusion in Exhibit Hall Game
- Dedicated conference time for exhibit hall, including two receptions (reception timing is approximate, please consult Sched regularly)
- Opportunity to email one message to conference attendees

#### EXHIBIT HALL SCHEDULE

##### Thursday, September 19, 2019

Exhibit Setup: 9:00 a.m. – Noon

Hall Opens at 1:00 p.m.

Opening Reception: 4:45 - 5:30 pm

##### Friday, September 20, 2019

8:30 am - 5:30 pm

Breakfast Snack in Hall: 10:00 - 10:30 a.m.

Dessert Reception in Hall: 3:30 - 4:30 p.m.

Hall Closes at 5:30 p.m.

**NO EXHIBIT HALL ON SATURDAY SEPT 21**

Exhibit Hall:	CALCON19 Rate
<b>Booth Type:</b>	<b>Before July 15, 2019</b>
Standard 8 x 10 Exhibit Booth	\$600.00 (includes one exhibitor registration)
Standard 8 x 20 Exhibit Booth	\$900.00 (includes two exhibitor registrations)
<b>Exhibit Hall:</b>	
<b>Booth Type:</b>	<b>After July 15, 2019</b>
Standard 8 x 10 Exhibit Booth	\$750.00 (includes one exhibitor registration)
Standard 8 x 20 Exhibit Booth	\$1,050.00 (includes two exhibitor registrations)

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

#### Bag Insert/Flyer: \$200.00

Materials must be provided to CAL Headquarters by **September 1, 2019**.

#### Exhibit Hall Game

To participate in the Exhibit Hall Game, you must be **registered and paid by August 16, 2019**. There will be drawings for daily prizes, but you are also encouraged to host your own giveaway at your booth.

## SPONSORSHIPS:

**CALCON19 has lots of partnership opportunities for both general and designated sponsorships.**

### Diamond Sponsor

#### **\$6,000 EXCLUSIVE**

- Exclusive opportunity to speak to attendees during lunch on Friday September 20<sup>th</sup> for 15 Minutes (includes right of first refusal for CALCON20)
- 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
- 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

### Ruby Sponsor:

**\$3,500**

- Opportunity for Company representative to address attendees for 5 minutes prior or after the keynote address
- Company can provide ad for rotating slide deck displayed at all large group gatherings
- 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

### Emerald Sponsor:

**\$2,500**

- Company can provide ad for rotating slide deck displayed at all large group gatherings
- 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

### Game Night:

**\$2,000**

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

### Refreshments:

**\$1,250**

- Signage at food & beverage locations

**Additional sponsorship levels available. Please contact the CAL office at (303) 463-6400 or [cal@cal-webs.org](mailto:cal@cal-webs.org) to inquire.**

## 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

**To Register as a Pre-Conference Host,  
Exhibitor, or Sponsor contact the CAL Office  
at [cal@cal-webs.org](mailto:cal@cal-webs.org) or (303) 463-6400**

**[Visit the website to register online](#)**

### **Cancellation Policy:**

Cancellations must be made in writing and submitted to CAL at [cal@cal-webs.org](mailto:cal@cal-webs.org). Requests for refunds less \$100 administrative fee must be received by August 1, 2019. Refund requests received before August 1, 2019 will be mailed following the conclusion of the conference. Any questions please call the CAL office at 303.463.6400 or email [cal@cal-webs.org](mailto:cal@cal-webs.org).