38th Annual Art Libraries Society of North America (ARLIS/NA) Conference

Revolution and Innovation: At the Hub of Discovery

April 23 – 26, 2010, Boston

Sponsor and Exhibitor Information
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PRESIDENT’S MESSAGE

Hello, Boston.
On behalf of the ARLIS/NA executive board and the conference planning team I invite you to participate in what promises to be one of our best events ever. A fresh approach to developing the program has yielded a fascinating mélange of topics, being presented to you by faces both familiar and brand new. Our schedule, while more attenuated than it has been in past years (in response to member requests for a shorter time-frame) is jam packed with events and tours designed to highlight the riches of the greater Boston area. Even long-time area residents will learn something new about the region and its arts.

The conference is being staged at the sparkling new Seaport Hotel, mere steps from the wonderful, and equally as new, Institute of Contemporary Art, and a reasonable walk to historic South Station, and the artists’ enclave known as Fort Point Channel. Public transportation connecting you to all of Boston and nearby Cambridge is available less than a block from the hotel.

Our sessions, convocation, exhibits and of course, parties, will take place in the Boston World Trade Center, connected by a pedestrian ramp to the hotel. The WTC offers pleasant and roomy accommodations, and a magnificent auditorium in which we will hold our annual “ARLIS Academy Awards”, aka, Convocation, on Friday night, April 23rd. Our exhibitors will be housed in a large and flexible hall, front and center. And the schedule, as always, will offer plenty of “no conflict” time to take advantage of having so many important folks in one place.

Our three days of sessions are centered around the five themes in which you, our members, indicated the most interest: The Future of Art and Visual Resources Librarianship; Collection Development; Emerging Technologies; Reference and Instruction; and Visual Resources. And in response to your call for more, but shorter, assemblies, the program offers a mix of both one-hour and ninety minute sessions.
Tours will take you as far as Providence, R.I., Salem and Williamstown, or as close by as the North End for an eating tour, and the South End for a tour of local artists’ galleries. In between will be tours of historic landmarks such as Mt. Auburn Cemetery, Olmsted’s parks and the Gropius House in Lincoln.

And as always, take time to reconnect with old friends, and to make new connections. We welcome you to Boston and to the best that ARLIS/NA has to offer!

Amy Lucker
President, ARLIS/NA
Greetings from the Exhibits Coordinator

Greetings!
Please accept our most cordial invitation to become an Exhibitor or Sponsor at the 38th Art Libraries Society Annual Conference in Boston. The ARLIS/NA Annual Conference is the highlight event for our organization of over 1000 art information professionals. We will attract participants from all of North America, South America and Europe. The Boston conference is shaping into an extraordinary event with new programming, more social events and expanded conflict-free periods in the Exhibits Hall.

The conference is being held at the Boston Seaport Hotel and World Trade Center, the newest and best hotel in the city. It is located on the recently developed waterfront with easy access to the Institute of Contemporary Art, Downtown, the Rose Kennedy Greenway, the historic North End and public transportation to anywhere in the region. Boston has strong attraction as one of our most distinctive cities and we will do our best to be sure no one is disappointed.

The exhibits hall, which is open Saturday April 24th and Sunday April 25th, will be the hub of the conference. With three and half hours of “no conflict” time and four coffee breaks in the hall, attendees will have plenty of opportunity to spend with exhibitors. In addition we’re inviting Exhibitors to join the ARLIS/NA Board in welcoming our first time attendees at a meeting on Friday afternoon. And as always you are invited to participate in as many of our enlightening and educational sessions and entertaining parties, as you can.

If you will not be able to join us at the Seaport Hotel and World Trade Center, please consider becoming a sponsor. By doing so, you win the appreciation of hundreds of conference attendees, as well as the opportunity to advertise to an audience of over one thousand. We’d be happy to talk to you about customizing sponsorships to suit your interests and budget.

We thank you for making this a successful conference!

Sincerely,

Richard McElroy
Exhibits Coordinator
Massachusetts College of Art and Design
617.879.7112
rmcelroy@massart.edu

View of Downtown Boston from the Common
http://www.flickr.com/photos/sadrzy/CC BY-NC 2.0
The Seaport Hotel and Seaport World Trade Center, Boston’s most accommodating host, is conveniently located in the heart of downtown Boston and just three miles from Logan International Airport. The best of Boston is steps from your door with the Seaport Hotel as your hub.

From Travelocity.com:

The Seaport Hotel's fresh and inviting surroundings reflect its rejuvenating location on Boston's historic waterfront. Stunning views, convenient location and gracious staff set this Four-Diamond hotel apart. Once inside, Seaport delights with unparalleled service, innovative amenities including a unique service-inclusive policy and technology that is always a step ahead.

All Seaport Boston Guest Rooms offer complimentary hotel wireless internet access, flat-screen televisions, Bose Wave Radios, large work desks, marble bathrooms and a selection of down, hypoallergenic and memory foam pillows from our Pillow Library. Book early for a room with a waterfront view.

Other Hotel Amenities include:

- Complimentary use of Wave Health & Fitness center
- Complimentary wireless internet access throughout the property
- 24-hour self-service business center
- In-room recycling and conservation efforts
- Zipcar in the Seaport Garage
- Complimentary bicycles and helmets

For more information about the hotel, visit the hotel website: http://www.seaportboston.com/
RESERVATION INFORMATION

Conference room rates are $209 for singles and doubles. To secure this room rate, make your reservations by contacting the hotel directly at 1-877-SEAPORT, and request the Art Libraries Society of North America's group rate. This rate is valid until March 21, 2010, at 5:00 pm.

TRAVEL TO THE HOTEL

By Air: Getting to the Seaport from Boston Logan Airport

The MBTA Silver Line Waterfront (SL1) provides service from Logan International Airport to the World Trade Center (WTC) station stop every 10 minutes during the weekday and every 15 minutes during the weekend. The Silver Line station is located adjacent to the hotel. Visit the MBTA website for maps: http://www.mbta.com.

Cost of a Tpass: $2.00 per ride; Use of a CharlieCard cost: $1.70

Taxis are available at Logan terminals 24 hours a day. Areas within a 20-mile radius of downtown Boston are charged a metered rate. All fares are based upon the occupancy of one to four passengers per taxi. Credit card taxis are available upon request at Logan Airport.

Meter Rates

<table>
<thead>
<tr>
<th>Amount</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starting meter</td>
<td>$2.60</td>
</tr>
<tr>
<td>Airport Fee</td>
<td>$2.25</td>
</tr>
<tr>
<td>Each additional mile</td>
<td>$.40</td>
</tr>
</tbody>
</table>

Water Taxi is the scenic way to travel and a great way to avoid traffic. Hop on the water taxi shuttle at your terminal and enjoy the ride. The stop for pick up and drop off is at the Seaport World Trade Center, directly across the street from the Seaport hotel. See City Water Taxi & Rowes Wharf Water Taxi:

http://www.citywatertaxi.com/
http://www.roweswharfwatertaxi.com/index.html
Cost: $10.00 one way; $17.00 round trip

By Bus or Train
Boston’s South Station serves Greyhound, Amtrak, and other commuter rail lines. The Seaport Hotel is just one stop from South Station via the MBTA Silver Line. See above for details about the Silver Line.

For additional bus, train, shuttle, and taxi information, visit the Massport website at http://www.massport.com/logan/getti_typeo.html.

By Car: Driving Directions
FROM Points West via I-90: Follow the Massachusetts Turnpike/Interstate 90 East to Exit 25 – South Boston. At the top of the ramp, bear left towards Seaport Boulevard. At the first set of lights, proceed straight onto East Service Road. At the next set of lights, take a right onto Seaport Boulevard. The Seaport Boulevard entrance to the Seaport Garage is located ahead on the right.

FROM Points South via I-93: Heading northbound on I-93 towards Boston, take Exit 20, which will be immediately after Exit 18. Follow the signs to “I-90 East.” Take the first tunnel exit to "South Boston.” At the first set of lights at the top of the ramp, proceed straight onto East Service Road. At the next set of lights, take a right onto Seaport Boulevard. The Seaport Boulevard entrance to the Seaport Garage will be ahead on the right.

FROM Points North via I-93: Heading southbound on Interstate 93 Boston, take Exit 23, Purchase Street and move into the left lane. At the top of the ramp, take a left turn onto the Evelyn Moakley Bridge/Seaport Boulevard. Follow Seaport Boulevard for approximately .8 miles, the Seaport Boulevard entrance to the Seaport Garage will be on the right, after the Seaport Boulevard/B Street intersection.

FROM Logan International Airport and Route 1A South: Follow the signs towards I-90 West - Ted Williams Tunnel. Take the Ted Williams Tunnel to Exit 25. At the top of the ramp proceed straight onto B Street. Follow B Street to the end and take a right onto Seaport Boulevard. The Seaport Boulevard entrance to the Seaport Garage will be on your right.

Parking
Hotel parking is $31/day or $9/hour.

Rental Car Info
Boston Logan has eight rental car companies operating at the airport.

Alamo -- (800) 327-9633
Avis -- (800) 831-2847
Budget -- (800) 527-0700
Dollar -- (800) 800-4000
Enterprise -- (800) 325-8007
Hertz -- (800) 654-3131
National -- (800) 227-7368
Thrifty -- (800) 367-2277
About Boston

Boston is a hotbed of cultural activity! In addition to being the conference theme, revolution and innovation summarize the character of Boston. Here you will find numerous architecture firms, galleries, and artists' studios. With over 50 colleges and universities in the greater metro area, Boston is a hub for higher education. As well as illustrious Harvard and MIT, there are 4 colleges of art and 3 music conservatories. You will also find the nation’s leaders of biotechnology, medicine, engineering and finance. Among our legendary art museums are the newly housed Institute of Contemporary Art, the Museum of Fine Arts, Boston, the Isabella Stewart Gardner Museum, and the List Center for Visual Art to name a few. For music and dance you’ll find the Boston Symphony Orchestra, the Boston Ballet, and the Boston Lyric Opera as well as hundreds of other performing arts groups in the city. Other fun attractions include the JFK Library, the New England Aquarium, the Freedom Trail, the Museum of Science, and Newbury Street shopping.

Boston is a city of contradictions where its rich past co-mingles with its vibrant present. From historic Beacon Hill to the hipster South End, Boston’s varied neighborhoods will delight you with their architecture, shops, and restaurants. Whether you prefer to bike along the Charles River or explore the delicacies of the Italian North End, we highly recommend you extend your visit so that you can really enjoy this remarkable city.

Getting Around Boston

Boston is a walking city, and distances are not great between points. There are also plenty of other transportation options.

The T

The MBTA Silver Line’s World Trade Center (WTC) Station is adjacent to the Seaport Hotel. This line offers direct connection to South Station, where you can pick up the Red and Orange MBTA lines and the Commuter Rail. Visit the MBTA site for maps: http://mbta.com/

Taxi

Taxis are readily available from the lobby of the hotel.
**Water Taxi**
This scenic way to travel is also a great way to avoid traffic. The stop for pick up and drop off is at the Seaport World Trade Center, directly across the street from the hotel.

City Water Taxi: [http://www.citywatertaxi.com/](http://www.citywatertaxi.com/)

**Transportation Amenities for Seaport Hotel guests:**
- Select Car Rental on site
- Zipcar in the Seaport Garage
- Complimentary bicycles and helmets

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**REGISTRATION INFORMATION FOR EXHIBITORS**

We are pleased to provide two complimentary conference registrations with your Exhibitor Registration. This will enable you to attend any of the free events and sessions offered. Please visit the conference website at [http://www.arlisna.org/boston2010](http://www.arlisna.org/boston2010), and see the “Registration” tab for an overview of conference special events, tours, workshops and sessions. Exhibitors who wish to participate in ticketed events, workshops or tours must register in advance and pay any related fees for these events. This year we are asking Exhibitors to register for the conference online. Look for a reminder to register early in the New Year.

Please return the Agreement Form at the end of the Prospectus to let us know you are participating in this year’s conference. Once you have returned the Agreement Form, we will send you a Space Reservation Form. If you have any questions about the process, please don’t hesitate to contact Richard McElroy, the Exhibits Coordinator at 617-879-7112 or rmcelroy@massart.edu.

Please e-mail or fax the Agreement to Nancy Short, Conference Manager, and she will confirm individual registrations within ten days of receipt.

Nancy Short  
ARLIS/NA HQ  
c/o Technical Enterprises, Inc.  
7044 S. 13th St  
Oak Creek, WI 53154  
Phone: 414.768.8000  
Fax: 414.768.8001  
n.short@arlisna.org
EXHIBITOR INFORMATION

EXHIBITOR HALL HOURS
SATURDAY, APRIL 24, 2010
6:30 – 10:00 am  Exhibits Setup
10:00 – 11:30 am  Exhibits Opening and Coffee Break (No Conflict)
11:30 – 1:00 pm  Exhibits Closed for Lunch
1:00 – 6:00 pm  Exhibits Open
2:30 – 3:00 pm  Coffee Break/ Poster Session (No Conflict)

SUNDAY, APRIL 25, 2010
9:30 am – 12:30 pm  Exhibits Open
11:00 – 11:30 am  Coffee Break/ Poster Session (No Conflict)
12:30 – 2:00 pm  Exhibits Closed for Lunch
2:00 – 4:30 pm  Exhibits Open
2:00 – 3:00 pm  No Conflict
4:00 – 4:30 pm  Coffee Break/ Poster Session (No Conflict)
4:30 – 6:30 pm  Exhibits Takedown

Also in the Exhibits Hall:
Internet Stations *(Minuteman E-mail)* open Saturday and Sunday during Exhibit Hall open hours; and Monday 8:00 am – 12:00 pm.
Web 2.0 Kiosk open Saturday and Sunday during Exhibit Hall open hours.

EXHIBIT SPACE COST

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>$850</td>
</tr>
<tr>
<td>Non-member</td>
<td>$1000</td>
</tr>
<tr>
<td>Book Artist</td>
<td>$750</td>
</tr>
<tr>
<td>Book Artist ½ space</td>
<td>$400</td>
</tr>
</tbody>
</table>

Includes:
- A 10' x 10' space with one 3' by 6' draped table, two chairs and a wastebasket.
- Includes two conference registrations. There is an additional charge of $200 for each additional representative.
- A company identification sign.
- A listing in the exhibitor directory in the final conference program.
- Access to a central posting board to advertise special products or service demonstrations.

Additional Exhibit Tables:
- 2nd table - $400
- 3rd table - $300
- 4th table - $200
- All subsequent tables - $100

These additional table rates do not include extra registrations for onsite personnel. These can be added for $200 each.

There is wireless access throughout the World Trade Center and Seaport Hotel. However for full functionality it is recommended a landline be rented.
SPONSORSHIP OPPORTUNITIES

SPECIAL EVENT SPONSORSHIPS
WELCOME PARTY & CONVOCATION RECEPTION
Harborview Ballroom – World Trade Center
**Friday, 7:30 – 9:30pm**
$6,500 (1 Gold Level Sponsor of $4,000 and 1 Silver Level Sponsor of $2,500)

MINUTEMAN EMAIL (Internet Stations)
Exhibit Hall – Seaport Hotel
**Saturday, 10:00 – 11:30am and 1:00 – 6:00pm;**
**Sunday, 9:30am – 12:00pm and 2:00 – 4:30pm**
$1,500 (Bronze Level Sponsor)

EXHIBITS COFFEEES
**Saturday, 10:00 – 11:00am, 2:30 – 3:00pm**
**Sunday, 11:00 – 11:30am, 4:00 – 4:30pm**
$3,000 each (or two Bronze Level Sponsor at $1,500)

WEB 2.0 TECH KIOSK
**Saturday, 10:00 – 11:30am and 1:00 – 6:00pm;**
**Sunday, 9:30am – 12:00pm and 2:00 – 4:30pm**
$1,000 each (Society Level Sponsor)
Cutting edge technologies demonstrated in an informal and hands-on way within the Exhibit Hall.

THE BOSTON (AR)TEA PARTY- "THE ARTISTS ARE COMING...THE ARTISTS ARE COMING..."
**Saturday, 9:00 – 11:00pm**
350+ attendees
$10,000
Our welcome party will bring the most exciting art in Boston to us at the conference center. Artists from the fields of performance, sound, video, and animation will exhibit their work to the surprise and delight of partygoers. Accompanied by cocktails and dessert.

GENERAL CONFERENCE SPONSORSHIPS
GENERAL CONFERENCE SPONSOR ($500)
**BENEFITS**
- Corporate logo featured on ARLIS/NA conference Website through the end of the conference on April 26, 2010.*
- Listing in Conference Program as a sponsor.
- Banner listing in Conference Registration area.

* Begins on the date that both the donation and electronic logo are received by the conference management company:
SESSION OR WORKSHOP OR HYBRID SESSION/TOUR SPONSOR ($500)
For more information about specific sessions and workshops, please visit the conference website at http://www.arlisna.org/boston2010

Note: the Hybrid tour/sessions are new this year. We’re breaking out of the hotel so that participants can experience the city, while taking tours and attending sessions at different locations in and around Boston.

All the General Conference Support benefits, plus:
- Sponsorship statement accompanies session or workshop in conference publications and Materials on session signage and in conference information on the web.
- Moderator’s introduction recognition statement: Sponsors are thanked by moderator at the beginning and end of the session.

TOUR SPONSOR ($750)
All the General Conference Support benefits, plus:
- Sponsorship statement accompanies tour information in conference publications and materials and in conference information on the web.
- Tour leader’s recognition statement: Sponsors are thanked by leader at the beginning and end of the tour.

For more information about specific tours, please visit the conference website at http://www.arlisna.org/boston2010 - see the "Program Schedule" tab

SOCIETY SPONSOR ($1,000)
All the General Conference Support benefits, plus:
- Individual introduction in preliminary remarks at Society Circle event.

For more information about specific Society Sponsorship opportunities, please see the Special Event Sponsorship opportunities earlier in this document.

SOCIETY AFFILIATE BRONZE SPONSOR ($1,500)
BENEFITS
Advertisements
- To appear in the Final Program at the conference (1/2 page ad).
- Logo of the Bronze Sponsor to appear on the ARLIS/NA conference Website, near the top of the main page under the title, “Society Affiliate Bronze Sponsor.” Sponsor’s logo may, at Sponsor’s choice, also act as a link to the Sponsor’s Website.
- Banner to appear on Advertisement for the annual conference with the sponsor’s logo appearing.

Conference Benefits
- Sponsor name will be prominently displayed on signage placed throughout conference areas.
- Option to have first right of refusal for sponsoring all subsequent Conferences.
• ARLIS/NA will provide the sponsor with an opportunity to introduce one speaker at the conference.
• Sponsor will have the opportunity to enclose a product brochure in conference kit bags given out to delegates.
• Sponsor will be invited to attend all educational and social activities at the conference.
• Sponsor will be recognized at the Opening and Closing Ceremonies of the conference.

SOCIETY AFFILIATE SILVER SPONSOR ($2,500)
All the Society Affiliate Bronze Sponsor benefits, plus:
Advertisements
• To appear in *Art Documentation*. Sponsor will appear within the ARLIS/NA conference ad space. Sponsor may choose to have their logo appear with the words “Society Affiliate Silver Sponsor.”
• Logo of the Silver Sponsor to appear on the ARLIS/NA conference Website, near the top of the main page under the title, “Society Affiliate Silver Sponsor.” Sponsor’s logo may, at Sponsor’s choice, also act as a link to the Sponsor’s Website.
Conference Benefits
• Sponsor will be invited to attend all educational and social activities at the conference (plus 2 representatives of the company). Sponsor may opt to trade advertising options for other Conference sponsorships (travel award, research award, session or tour sponsorships, etc.).

SICIETY AFFILIATE GOLD SPONSOR ($4,000+)
All the Society Affiliate Silver Sponsor benefits, plus:
Advertisements
• To appear in *Art Documentation*: Sponsor’s logo will appear within the ARLIS/NA conference ad space. Sponsor may choose to have their logo appear with the words “Society Affiliate Gold Sponsor.”
• To appear in the Final Program at the annual conference (full-page ad).
• Logo of the Gold Sponsor to appear on the ARLIS/NA conference Website, near the top of the main page under the title, “Society Affiliate Gold Sponsor.” Sponsor’s logo may, at the Sponsor’s choice, also act as a link to the Sponsor’s website.
• Banner to appear on any/all Advertisement for the Annual Conference during the year in which the conference occurs.
Conference Benefits
• Sponsor will be invited to introduce a speaker at the Convocation or Membership Lunch during the conference.
• Sponsor will be invited to attend all educational and social activities (including fund-raisers) at the conference (plus 3 representatives of the company).
• Sponsor will be offered one reserved table for 8 at the Membership Banquet/Luncheon.

Sponsor may opt to trade advertising options for other Conference sponsorships (travel award, research award, session or tour sponsorships, etc.)
EXHIBIT SPECIFICATIONS

TERMS OF CONTRACT

A. APPLICATION DEADLINE

Applications are considered on a first come, first served basis. Space is limited and it is highly recommended requests be submitted prior to February 26, 2010. Reservations must be received prior to March 19, 2010 in order to be included in the final conference program.

B. LOCATION ASSIGNMENTS

Booth assignments will be made in the order they are received at ARLIS/NA. To be complete, an Exhibit Space Reservation Form, together with required payment, must be received. Every effort will be made to place exhibitors in their preferred positions and to separate exhibitors from competitors, when requested. Exhibitors that have submitted their applications prior to February 27, 2010 will be advised of their booth location and will be forwarded an Exhibitor’s Service Kit no later than March 29, 2010.

C. SPACE RENTAL

When an Exhibitor plans to install a self-contained display, no part of the display shall project so as to obstruct the view of adjacent displays. Booth side dividers of a height in excess of 36” must not extend further than three feet from the back wall and may not exceed 10’ in height. Audiovisual equipment must not be played at a level that would interfere with adjacent exhibitors. Information on arrangements for internet connections and special requirements will be included with the Exhibitor’s Information Kit; payment for same will be the sole responsibility of the exhibitor. Exhibitors must provide their own electrical and computer equipment. Rental information will be included in the Exhibitor’s Information Kit.

On-site audio-visual services will be made available to all Exhibitors and fees for any equipment and/or service ordered will be the responsibility of the respective Exhibitor. Information on the preferred service provider and appropriate order forms will be included in the Exhibitor Kits.

D. USE OF SPACE

No Exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to the signer of the contract, nor shall he/she display articles not manufactured or normally sold by him/her. Requests for co-participation by any other corporation or its firms or representatives in space assigned to the original applicant must first be made in writing to ARLIS/NA. Exhibitors may not sublet booths or assign this lease in whole or part without the prior consent of ARLIS/NA.

E. SECURITY AND INSURANCE

The organizers will take responsible care to ensure security in the Exhibit Hall. The organizers will not be liable for damage or loss to exhibitor’s property, nor shall they be liable for any injury that may occur in the exhibit areas. The Exhibitor assumes entire responsibility and liability for losses, damages and claims arriving out of injury or damage to exhibitors’ displays, equipment and other property brought upon the premises of the hotel and shall indemnify and hold harmless the hotel agents and
employees from any and all such losses, damages and claims. Exhibitors are responsible for obtaining the insurance required to participate.

F. PAYMENT AND CANCELLATION

Full Payment is required for reservations. Cancellations, in writing, made prior to February 27, 2010 will receive a refund, less a US$100 processing fee. No refunds will be processed on cancellations received after March 1, 2010.

G. LIMITATION OF LIABILITY

The Exhibitor shall indemnify the organizers and/or the Seaport Hotel against all claims, demands, actions, expenses, damages, penalties or proceedings arising out of or in any way connected with the Exhibitor’s occupancy and use of the exhibitor premises or any part thereof. Exhibitors will be required to pay the cost of making good any damage to floors, wall structures and accessories.

H. PROTECTION OF EXHIBIT HALL FACILITY

Nothing shall be posted or tacked, nailed, screwed or otherwise attached to the columns, walls, ceilings, floors or other parts of the World Trade Center Exhibit Hall without permission from the proper building authority and ARLIS/NA.

I. INSTALLATION AND DISMANTLING

Packing, unpacking and assembly of exhibits will be done only in the designated areas and in conformity with the directions issued by the Conference Manager, the hotel or their assignees. A specific requirement as to the time for installation and dismantling of exhibits is supplied elsewhere in this document and shall be binding. All displays must be in place and set up by the time of the official opening of the Exhibit Hall and space not occupied or set up one hour prior to that time may be reassigned for other purposes.

Arrangements for assistance with installation and dismantling can be made with an additional Labor charge. Please contact the Conference Manager.

J. SHIPPING

An Exhibitor’s Service Kit will be forwarded to exhibitors once space has been allocated and payment has been received. Included within this Kit will be details on shipping, literature with rates for all labor, hotel services, electrical connections, and miscellaneous information on audio-visual specifications and rentals.

Questions regarding your confirmation or space allocation should be directed to Nancy Short at n.short@arlisna.org.

K. CUSTOMS

It is strongly recommended that Exhibitors not residing in the US use a customs broker to ensure that all materials reach their destination in a timely fashion.

L. STORAGE AT THE HOTEL

The Hotel has limited storage space and materials should not arrive prior to Wednesday, April 21, 2010. Delivery and storage fees may apply and will be applied to a guest room folio or credit card. Delivery specifics will be provided in the Exhibitor’s Information Kit.

M. LISTING OF EXHIBITORS IN FINAL CONFERENCE PROGRAM
Exhibitors will be listed in the final Conference Program, provided their reservation and payment is received prior to March 20, 2010. Exhibitors may also supply a brief product/service description (100 words or less) to be contained in an on-site Exhibitor Guide. The service description must be provided to Nancy Short at nshort@arlisna.org, no later than April 3, 2010.

Exhibitors who do not provide the description will be listed in the Final Program and on-site Exhibitor Guide by name only.

N. DISTRIBUTION OF PRINTED MATERIALS

Neither Exhibitors nor non-Exhibitors shall distribute to the Conference attendees printed matter, samples, souvenirs and the like, except from within the rented spaces. Special distribution of such matter elsewhere must have prior approval by ARLIS/NA.

Distribution of material within the Conference Delegate Bags is available for a fee of $300.00 for a 1-3 page insert. A fee structure for materials exceeding three pages can be obtained by contacting Nancy Short at nshort@arlisna.org.

O. RESTRICTIONS ON LOCATION OF EXHIBITORS AND SOLICITATION

Exhibitors are not permitted to conduct or solicit business in the Exhibit Hall unless they have purchased exhibit space. Exhibitors are not permitted to exhibit products and services to the full conference except in the Hall.

Exhibitors may privately demonstrate products to individuals in locations other than in the Exhibit Hall area.

P. DEFAULT OCCUPANCY

An exhibitor failing to equip contracted space is not relieved of the obligation of paying for such space at the full rental price. ARLIS/NA shall have the right to use, as it sees fit, any such booth unoccupied one hour prior to the Exhibition Hall Opening.

Q. AGREEMENT TO CONDITIONS

Each Exhibitor agrees for himself/herself and his/her employees to abide by these conditions, it being understood and agreed that the sole control of the Exhibition Hall rests with ARLIS/NA.

R. AMENDMENTS

ARLIS/NA shall have sole authority to interpret and enforce all rules and regulations contained herein and to make any amendments thereto, and to make such further rules and regulations as shall be necessary for the orderly conduct of the Exhibition. Questions regarding your confirmation or space allocation should be directed to:

Nancy Short
ARLIS/NA HQ
c/o Technical Enterprises, Inc.
Phone: 414.768.8000
Fax: 414.768.8001
nshort@arlisna.org
ADVERTISING INFORMATION

PROGRAM ADVERTISING
Full and Half-page advertisements in the 2010 printed Conference Program will be seen by each of the ca. 350 expected conference registrants. Plus Programs are brought back to attendees’ home libraries where they are shared with colleagues and used as a reference guide for months after the conference. Insertion orders and advertising materials must be received no later than March 12, 2010.

Size Dimensions*                      Member**  Non-Member
Full page (B&W) 7.5” wide by 10” high  $575     $725
Half page (B&W) 7.5” wide by 5” high   $400     $550
Inside Front or Inside Back Cover (Color) 8.5” wide by 11” high  $700     $850
Outside Back Cover (Color) 8.5” wide by 11” high  $900     $1,050
* Maximum printed area of ad not including bleed. Please submit file with 0.25” bleed on all edges.
** Ad does not bleed.
*** ARLIS/NA Business affiliates receive the member price. Prices in U.S. Dollars.
**** Outside back cover is reserved for the program guide sponsor. Space will only be available if there isn’t a sponsor.

SUBMISSION GUIDELINES FOR ELECTRONIC ADVERTISEMENT

GRAPHICS APPLICATIONS
1. Adobe Illustrator CS4 or lower (10 or lower)
2. Adobe Photoshop CS4 or lower (8 or lower)
3. Adobe Pdf Press Optimized File

FILE TYPES AND SAVE OPTIONS
TIFF (.tif) or JPEG (.jpg)
• Size: 100%
• Resolution: 300 dpi (high quality compression setting)
• Include bleeds (1/4” minimum) with crop marks/ registration

EPS (.eps)
• Adobe Illustrator files: CS4 or lower
• Embed all images @100%, 300 dpi
• Outline all fonts
• Include bleeds (1/4” minimum) with crop marks/ registration

PDF (.pdf)
• Print resolution images with no less than medium/high quality compression
• Outline all fonts
• Include bleeds (1/4” minimum) with crop marks/ registration

LOGOS
Please send two logo files in the following: one black and white and one CYMK (tote bag & lanyard sponsors will need to also submit one color logo as well).
• EPS files: Fonts should be outlined
• TIF files: Image must be 300 dpi and at least 3 inches wide

Please DO NOT send these file types as they will not print properly:
• GIF files: these files are for web page use only
• JPEG files: if taken off the web, jpegs are also not suitable for print

Questions or comments regarding Advertising should be directed to:
Don McMurray
Sponsorship/Advertising Director
ARLIS/NA
Phone: 414.908.4954 x-111
Fax: 414.768.8001
DMcMurray@ARLISNA.org

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Exhibitor/Sponsor Agreement

Name: ________________________________________________
Company: _____________________________________________
Address: ____________________________________________________________________________
City/State/Zip: ________________________________________________________________________
Phone: ________________________    E-mail: _____________________________________________

I want to be a Boston 2010 Conference Sponsor.
Put me down for the following package (check one)
[ ] Gold @ $4,000    [ ] Silver @ $2,500    [ ] Bronze @ $1,500    [ ] Society Sponsor @ $1,000
(I understand that advertising contracts will be sent to me upon receipt of this form.)

Conference Sponsorship for Special Event
Name of Event: ____________________________________     Amount $________________________

I'd like to advertise at the Boston 2010 Conference.
Put me down for the following:
[ ] Full Page B&W Ad-- $575 members/ $725 non-members:   Amount $____________________
[ ] Half Page B&W Ad-- $400 members/ $550 non-members:  Amount $____________________
[ ] Inside Front or Inside Back Cover (Color)--     Amount $____________________
   $700 members/ $850 non-members:
   $900 members/$1050 non-members:
[ ] Outside Back Cover (Color)—     Amount $____________________
   Conference Registration Kit Insertion @ $300
   Amount $____________________

I will be exhibiting at the Boston 2010 Conference.
Number of Tables in the Exhibition Hall:
   $850 for members     No. of Tables:__________  Amount $____________________
   $1000 for non-members    No. of Tables:__________ Amount $____________________
   $750 for book artists     No. of Tables:__________ Amount $____________________
   $400 for 1/2 table for book artists     Amount $____________________
Additional tables: $400 for second table, $300 for third, $200 for fourth, $100 for each subsequent table
Additional Booth Personnel   @ $200 ea:__________  Amount $____________________

PAYMENT INFORMATION
[ ] My check (payable to ARLIS/NA) will be mailed.
[ ] Send me an invoice.
[ ] Charge my credit card: [ ] Visa    [ ] Mastercard
   Card Number: _______________________________ Exp. Date: ________ Amt. $________________
Name on Card: ____________________________________________________
Billing Address: _____________________________________________________________________
Signature of Card Holder: X___________________________________________________________

RETURN FORM TO: Don McMurray, c/o ARLIS/NA, 7044 S. 13th St., Oak Creek, WI 53154 Fax: 414.768.8001
Questions? Contact Don McMurray at 414.908.4954 x-111 or DMcMurray@arlisna.org.