Greetings!

Please accept our most cordial invitation to become an Exhibitor or Sponsor at the 40th Annual Conference of the Art Libraries Society of North America (ARLIS/NA) in Toronto, Canada. The conference is the preeminent event for our organization of art and visual information professionals. We will attract participants from all over North and South America, Europe, Asia, Africa, and Oceania.

The conference is being held at the Sheraton Centre Hotel in the heart of downtown Toronto, just across the street from the Toronto City Hall and short blocks away from the Eaton Centre and the Art Gallery of Ontario.

The exhibits hall, open Saturday, March 31, 2012 and Sunday, April 1, 2012 will be the hub of the conference. With hours of “no conflict” time on both Saturday and Sunday morning and coffee breaks in the hall, attendees will be able to spend significant time with exhibitors. We also plan to have scheduled lunch breaks when the exhibit hall will be closed, so that you may join your colleagues and/or conference attendees for lunch. In addition, we hope to have exhibit hall ambassadors to assist and provide breaks. You are most welcome to register for workshops and ticketed events including tours. As always, you are invited to participate freely in our educational panel presentations and plenary sessions. And don’t forget our great parties!!! This year’s social highlights are the Welcome Party/Birthday Celebration to mark our 40th Anniversary on Friday night and the Post-Convocation Reception at the Art Gallery of Ontario, in its stunning new Frank Gehry building. With opening and closing receptions planned for the Exhibit Hall, there will be plentiful opportunities for you to network with conference attendees.

ARLIS/NA has secured a customs broker to assist with transporting materials across the border to/from Toronto and at the hotel. They are Mendelssohn Event Logistics.

Our hope is that you will join us in Toronto in March/April 2012 and take advantage of the opportunities, provided by ARLIS/NA, to help you promote and conduct your business. We are eager to welcome you to Toronto and ARLIS/NA’s 40th annual conference.

If you are not able to join us at the Sheraton Centre but are interested in capturing attention, consider advertising or sponsoring. You can place an ad in the Conference Program or have promotional materials inserted in the Conference Bags. You can provide general conference support, or sponsor a plenary speaker, session, workshop, tour or special event. There are many ways you can promote your brand and win appreciation of conference attendees. Contact us for more details.

Thank you for helping to make this a successful conference!

Sincerely,
Exhibit Coordinators
Kari Horowicz  Larry Pfaff
Rochester Institute of Technology  Art Gallery of Ontario
585-475-7871 E-mail: kehwml@rit.edu  416-979-6660 ext. 341 E-mail: larry_pfaff@ago.net

For full conference information including registration, hotel and programs, please go to http://www.arlisna.org/toronto2012/
2012 EXHIBIT HALL HOURS

SET-UP:
Friday, March 30th 9:30am – 7:30pm
Saturday, March 31st 8:00am – 9:30am

OPEN HOURS:
Saturday, March 31st
9:30am – 1:30pm; 2:30pm – 5:15pm

Sunday, April 1st
9:00am – 12:30pm; 2:30pm – 6:30pm
(2-hour break – membership lunch/meeting)

2012 EXHIBIT SPACE RATES

FULL TABLE..............$850 USD

Includes:
- One 6' draped table, two chairs, and a wastebasket
- Two conference registrations
- ARLIS/NA one-year membership
- A listing in the printed conference program (if received by 1/27/2012)

HALF TABLE......................$450 USD

Includes:
- Half of a 6' draped table, one chair, and a wastebasket
- One conference registration
- A listing in the printed conference program (if received by 1/27/2012)

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

Please note that additional tables do not include additional personnel

Additional Exhibitor Personnel
There is an additional charge of $200 USD for each additional representative

Internet (Wired or Wireless) Access
$350 CAD for day one and $50 CAD each additional day – internet order forms will be provided as part of the exhibitor kit or can be obtained from Don McMurray at: dmcmurray@arlisna.org

Electrical Access
$120 CAD per drop per day – electric order forms will be provided as part of the exhibitor kit or can be obtained from Don McMurray at: dmcmurray@arlisna.org

Conference Bag Inserts
Distribution of material within the Conference Bags is available for a fee of $300 USD for a 1-3 page insert. A fee structure for materials exceeding three pages can be obtained by contacting Don McMurray at: dmcmurray@arlisna.org.

For full conference information including registration, hotel and programs, please go to http://www.arlisna.org/toronto2012/
2012 EXHIBIT SPECIFICATIONS

DEADLINES
Exhibit Forms are considered on a first-come, first-serve basis. Space is limited and it is highly recommended forms be submitted prior to February 29, 2012. Exhibit Forms and payment must be received prior to January 27, 2012 in order to be included in the printed conference program.

LOCATION ASSIGNMENTS
Assignments will be made in the order they are received. To be complete, an Exhibit Form, together with required payment, must be received. Every effort will be made to separate exhibitors from competitors, when requested. Exhibitors who have submitted their form and payment prior to February 29, 2012 will be advised of their table assignment in advance of the conference.

PAYMENT AND CANCELLATION
Full payment is required for reservations. Cancellations, in writing, made prior to February 29, 2012 will receive a refund, less a $100 processing fee. No refunds will be processed on cancellations received on or after March 1, 2012.

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 their exhibit spaces.

WORKSHOPS, TOURS OR OTHER TICKETED EVENTS
Exhibitors who wish to participate in ticketed events, workshops, or special tours must register in advance and pay any related fees for these events. Please visit the conference web site (http://www.arlisna.org/toronto2012/) for more information and to register for these events. Please see page 6 for Sponsorship opportunities that include complementary access to these events.

CUSTOMS CLEARANCE INFORMATION
The service of a customs brokerage firm is strongly recommended for all shipments originating outside of Canada. This will eliminate the possibility of materials being held at the border by Canada Customs due to improper or insufficient documentation resulting in these same materials arriving too late or not at all.

*Mendelssohn Event Logistics (Formerly Livingston Event Logistics)* has been appointed as the official customs broker for the 40th Annual ARLIS/NA Conference. Mendelssohn Event Logistics staff will be on-site from the first move-in day to the last move-out day and assist exhibitors with their entry/import and return/export of goods. Mendelssohn Event Logistics will post the required bonds and securities with Canada Customs; clear your materials through Canada Customs; prepare export documentation and bills of lading; and arrange customs clearance return for ground/air freight.

Prior to shipping, the Mendelssohn Order Form and Canada Customs Invoice should be completed and faxed to Mendelssohn Event Logistics. These forms will be provided as part of the exhibitor kit or can be obtained from Don McMurray at: dmcmurray@arlisna.org.

Exhibitors using their own broker will have to arrange their own bond or cash deposit with Canada Customs at the point of entry into Canada.

Customs Broker Contact: Mike Barnes, Event Coordinator
Email: mbarnes@mend.com

For full conference information including registration, hotel and programs, please go to http://www.arlisna.org/toronto2012/
2012 CONFERENCE SPONSORSHIP OPPORTUNITIES

GENERAL CONFERENCE SUPPORT (UP TO $499 USD)

- Logo on the conference Web site*
- Name listed in the conference program (if received by 1/27/2012)
- Banner listing in conference registration area

*Begins upon receipt of payment and logo

SESSION OR WORKSHOP SPONSOR ($500 USD)

All General Support benefits, plus:
- Sponsorship statement accompanies session or workshop information in conference publications (if received by 1/27/2012) and materials, on session signage and in conference information on the conference Web site.
- Moderator’s recognition statement: sponsors are thanked by moderator at the beginning and end of the session or workshop.
- ARLIS/NA one-year membership.

For more information about specific sessions and workshops, please visit the conference Web site at: http://www.arlisna.org/toronto2012/. Please see page 6 for Sponsorship opportunities that include complementary access to these events.

TOUR SPONSOR ($750 USD)

All General Support benefits, plus:
- Sponsorship statement accompanies tour information in conference publications (if received by 1/27/2012) and materials, on session signage and in conference information on the conference Web site.
- Tour Leader’s recognition statement: sponsors are thanked by leader at the beginning and end of the tour.
- ARLIS/NA one-year membership.

For more information about specific tours, please visit the conference Web site at: http://www.arlisna.org/toronto2012/. Please see page 6 for Sponsorship opportunities that include complementary access to these events.
2012 CONFERENCE SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

First-Time Attendees Reception
Sheraton Centre Toronto
Friday, March 30, 6:15–7:30pm
50+ attendees
$1,500 USD (includes Society Affiliate Bronze Sponsorship)

Opening Plenary: Diana Thorneycroft
Sheraton Centre Toronto
Friday, March 30, 7:45-8:30pm
$2,000 USD (includes Society Affiliate Bronze Sponsorship)

40th Anniversary Celebration/Welcome Party
Sheraton Centre Toronto
Friday, March 30, 8:30–10:00pm
400+ attendees
$15,000 USD (includes Society Affiliate Gold Sponsorship)

Exhibit Hall Opening/Coffee Break
Sheraton Centre Toronto
Saturday, March 31, 9:30-11:00am
400+ attendees
$5,000 USD (Includes Society Affiliate Gold Sponsorship)

Exhibit Hall Coffee Break
Sheraton Centre Toronto
Saturday, March 31, 2:30-3:00pm
$3,000 USD (Includes Society Affiliate Silver Sponsorship)

Convocation Speaker: Ian Chodikoff
Sheraton Centre Toronto
Saturday, March 31, 6:00-7:15pm
$2,000 USD (includes Society Affiliate Bronze Sponsorship)

Convocation Reception
Art Gallery of Ontario
Saturday, March 31, 7:30-10:00pm
450 attendees
$45,000 USD (includes Society Affiliate Gold Sponsorship)

Leadership Breakfast
Sheraton Centre Toronto
Sunday, April 1, 8:00-9:00am
80+ attendees
$3,000 (includes Society Affiliate Silver Sponsorship)

Exhibit Hall Coffee Break
Sheraton Centre Toronto
Sunday, April 1, 10:30-11:00am
$3,000 USD (includes Society Affiliate Silver Sponsorship)

Membership Luncheon/Meeting
Sheraton Centre Toronto
Sunday, April 1, 12:30-2:30pm
450+ attendees
$32,000 USD (includes Society Affiliate Gold Sponsorship)

Closing Plenary: Michael Brand
Sheraton Centre Toronto
Sunday, April 1, 4:00-5:00pm
$2,000 USD (includes Society Affiliate Bronze Sponsorship)

Exhibit Hall Closing Reception
Sheraton Centre Toronto
Sunday, April 1, 5:00-6:30pm
450+ attendees
$10,000 USD (includes Society Affiliate Gold Sponsorship)

Society Circle Reception
Location: TBD
Sunday, April 1, 7:30-10:00pm
80+ attendees
$3,000 USD (includes Society Affiliate Silver Sponsorship)

For full conference information including registration, hotel and programs, please go to http://www.arlisna.org/toronto2012/
**SPECIAL EVENT SPONSOR ($1,000 USD)**

All General Support benefits, plus:
- Full naming rights of the event: this will appear in conference publications (if received by 1/27/2012) and materials, on session signage and in conference information on the conference Web site
- Individual Introduction, in preliminary remarks, at event
- ARLIS/NA one-year membership

**SOCIETY AFFILIATE BRONZE SPONSOR ($1,500 USD)**

- 1/2 page ad (black & white) in the printed conference program (if received by 1/27/2012)
- Logo on the ARLIS/NA Web site main page (with optional link to company)*
- Logo on advertisements for the annual conference
- Sponsor’s name prominently displayed on signage placed throughout conference venue
- Option of first right of refusal for sponsoring all subsequent conferences
- Provided with an opportunity for the sponsor to introduce one speaker at the conference
- Opportunity to enclose a product brochure in conference bags
- Invited to attend (1 person) all educational and social activities at the conference
- Recognized at the opening and closing ceremonies of the conference
- ARLIS/NA one-year membership

**SOCIETY AFFILIATE SILVER SPONSOR ($2,500 USD)**

All Society Affiliate Bronze Sponsor benefits, plus:
- Logo (black & white) in *Art Documentation* conference sponsorship ad
- Invited to attend (up to 3 people total) all educational and social activities at the conference
- Sponsor may opt to trade advertising options for other conference sponsorships (travel award, research award, session or tour sponsorship, etc.)

**SOCIETY AFFILIATE GOLD SPONSOR ($4,000 USD)**

All Society Affiliate Silver Sponsor benefits, plus:
- Full-page ad (black & white) in the printed conference program (if received by 1/27/2012)
- Provided with an opportunity for the sponsor to introduce a speaker at the Convocation or Membership Lunch
- Invited to attend (up to 4 people total) all educational and social activities (including fundraisers) at the conference
- Offered one reserved table for 8 at the membership lunch
- Sponsor may opt to trade advertising options for other conference sponsorships (travel award, research award, session or tour sponsorship, etc.)

*Begin upon receipt of payment and logo*
**2012 PROGRAM ADVERTISING INFORMATION**

Advertisements in the 2012 printed conference program will be seen by each of the conference attendees. Programs are brought back to attendees’ home libraries where they are shared with colleagues and used as a reference guide for months after the event. Additionally, past conference programs are archived on the ARLIS/NA web site for continued promotion of your firm. Advertising Forms, advertising materials, and payment must be received no later than **January 27, 2012**.

**Exhibitors who also place an ad in the Conference Program will receive a 25% discount off their ad!!!**

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<tr>
<th>Size</th>
<th>Member $</th>
<th>Non-Member $</th>
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<tr>
<td>Inside Front or Inside Back Cover (Color)</td>
<td>$ 700 USD</td>
<td>$ 850 USD</td>
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<tr>
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<td>$ 725 USD</td>
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<td>Half page (B&amp;W) 7.5&quot; wide by 5&quot; high</td>
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<td>$ 550 USD</td>
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<td><strong>..........................................................</strong></td>
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<tr>
<td>Outside Back Cover (Color) 8.5&quot; wide by 11&quot; high</td>
<td>$ 900 USD</td>
<td>$ 1,050 USD</td>
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<tr>
<td>* Maximum printed area of ad not including bleed. Please submit file with 1/8&quot; bleed on all edges. Do not print text within ½&quot; of margins due to coil binding. ** Ad does not bleed</td>
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**SUBMISSION GUIDELINES FOR ELECTRONIC ADVERTISEMENT**

1. Adobe Illustrator CS4 or lower
2. Adobe Photoshop CS4 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 (1/8" minimum) with crop marks/registration

**EPS (.eps)**
- Adobe Illustrator files: CS4 or lower
- Embed all images at 100%, 300 dpi
- Outline all fonts
- Include bleeds (1/8" minimum) with crop marks/registration

**PDF (.pdf)**
- Print-resolution images with no less than medium/high quality compression
- Outline all fonts
- Include bleeds (1/8" minimum) with crop marks/registration

**LOGOS**

Please send two logo files: one black/white and one CMYK:
- 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

For full conference information including registration, hotel and programs, please go to [http://www.arlisna.org/toronto2012/](http://www.arlisna.org/toronto2012/)
Company Name: ____________________________________________
Contact Name: ____________________________________________
Address: __________________________________________________
City: ___________________ State/Prov: _______________________
Zip/Postal Code: _______________ Country: ______________________
Phone: ___________________ E-mail: ___________________________

**EXHIBITOR/ADVERTISER**

Exhibit Table $850 USD $ _______________
½ Exhibit Table $450 USD $ _______________
Additional Tables - # of Tables: ______ ($400 / $300 / $200 / $100 USD) $ _______________
Additional Personnel - # of People: _______ ($200 USD x # of people) $ _______________
Conference Bag Insert ($300 USD per insert) $ _______________
Program Advertising - Ad Size: _____________________________ See Page 7 $ _______________
Exhibitor + Advertiser Discount (25% off ad price) $ _______________

**Exhibit Personnel:**
1. _____________________________________ 2. _____________________________________

**Additional Exhibit Personnel:**
1. _____________________________________ 2. _____________________________________

**Exhibit Location** (*please list companies near to which you do not wish to be located)*:
____________________________________________________________________________________

**CONFERENCE SUPPORT/SPONSOR**

General Conference Support $ _______________
Session/Workshop: _____________________________ $500 USD $ _______________
Tour: ________________________________________ $750 USD $ _______________
Special Event: ________________________________ See Page 5 $ _______________

For full conference information including registration, hotel and programs, please go to http://www.arlisna.org/toronto2012/
### 2012 ARLIS/NA Exhibitor/Sponsor/Advertiser Agreement (page 2)

**SOCIETY SPONSOR**

<table>
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<th>Sponsor Type</th>
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<tr>
<td>Society Affiliate Bronze Sponsor</td>
<td>$1,500 USD $ ____________</td>
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<tr>
<td>Society Affiliate Silver Sponsor</td>
<td>$2,500 USD $ ____________</td>
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<tr>
<td>Society Affiliate Gold Sponsor</td>
<td>$4,000 USD $ ____________</td>
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**PAYMENT INFORMATION** (Exhibit location will not be confirmed until payment in full is received)

- [ ] My check (payable to ARLIS/NA) will be mailed.
- [ ] Send me an invoice.
- [ ] Charge my credit card:  
  - [ ] Visa  
  - [ ] MasterCard  
  - [ ] American Express

Card Number: __________________________  Expiration Date: __________________________

Security Code: __________________________  Amount $ ____________

Name on Card: __________________________  

Signature of Card Holder: X __________________________

*When Credit Card is processed a receipt will be e-mailed directly from Authorize.net*

**RETURN FORM TO:**

Don McMurray, c/o ARLIS/NA, 7044 South 13th Street, Oak Creek, WI 53154, USA
Fax: 414.768.8001 or DMcMurray@arlisna.org

**Questions? Contact**

Don McMurray at 414.908.4954 ext. 111 or DMcMurray@arlisna.org

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The personal information provided will not be used for any purposes other than those stated upon this form unless you provide your consent. Should you have any questions concerning your personal information please contact Christopher Roper at c.roper@arlisna.org. ARLIS/NA endeavors at all times to treat your personal information in accordance with all applicable laws.

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For full conference information including registration, hotel and programs, please go to [http://www.arlisna.org/toronto2012/](http://www.arlisna.org/toronto2012/)