



Atlantic Provinces Library Association Conference
Delta Fredericton - May 25-28, 2006

Information
for
exhibitors

Dear APLA 2006 exhibitor:

[Updated May 17, 2006 – updated information in RED]

Thank you for confirming your attendance at the APLA 2006 Annual Conference. We invite you to visit our web site at <http://www.lib.unb.ca/APLA> for the most current information as we lead up to the conference. We are looking forward to an exciting and stimulating conference.

This package contains information that will help you to plan and prepare for the conference. Some details remain to be worked out, but we will distribute further updates by email.

If you have any questions please contact the following members of the Exhibits/Sponsorship Committee:

David Colborne

Canada Institute for Scientific and
Technical Information
46 Dineen Drive
Fredericton, New Brunswick,
E3B 9W4
Tel: (506) 452-4138
Fax: (506) 452-3112
Email: david.colborne@nrc-cnrc.gc.ca

James MacIntosh

Canada Institute for Scientific and
Technical Information
46 Dineen Drive
Fredericton, New Brunswick,
E3B 9W4
Tel: 506 444-0533
Fax: 506 452-3112
James.MacIntosh@nrc-cnrc.gc.ca

Introduction

The following document contains logistical information, conference schedule details, shipping coordinates, etc. but we draw your particular attention to the following areas that may require action on your part:

- 1. Verifying your information in our draft *Exhibitors Directory*;**
- 2. Verifying that your URL and logo on our conference web site are the ones that you prefer;**
- 3. Considering contributing to door prizes and/or delegate registration kits (if you have not already done so);**
- 4. Confirming the names of the member(s) of your exhibiting team.**

Conference web site

As noted above our APLA 2006 web site is accessible at <http://www.lib.unb.ca/APLA>. Please confirm that your logo and URL are correct on our Exhibitors/Sponsors pages, and if you are a sponsor who has indicated interest in sponsoring a particular event, please confirm that we have correctly associated your sponsorship with that event. Send any comments or corrections to David Colborne.

Exhibitors Directory

We have created a draft *Exhibitors Directory* that will be included in the delegates' conference program. For a copy, please contact James MacIntosh. Please review and if any information is missing or incorrect for your company or organization, please email corrections to James MacIntosh by April 23.

Conference Registration

Please submit the names of those individuals exhibiting at your booth to James MacIntosh. If any members of your exhibiting team intend to attend substantial portions of the conference program or workshop sessions at the conference, registration is required. If you plan to just attend a program session or two, registration is not required. You are welcome to attend the banquet and dance or other social events, but registration and payment is required for most of these as well. All registration can be done via the conference registration page at <http://www.lib.unb.ca/APLA/register.php>.

Arrival at the conference

When you arrive, please visit the Registration Desk to receive your information folder. This will include the final program, your name tag(s), your booth number, and tickets to any events for which you registered. One of the Exhibits/Sponsorship Committee members will be available at all times throughout the conference to assist you.

Promotional materials for delegate registration packages

Exhibitors and sponsors have first priority for insertion of promotional materials and supplies in the delegate registration packages. If you have not already done so, please send these materials and supplies to:

Karen Kilfillen
Library Administration Officer
Harriet Irving Library
University of New Brunswick
PO Box 7500
Fredericton, NB
E3B 5H5

Since we expect 300 delegates, this number of items would be best, and we can return any unused items to your exhibit booth. Items that are of particular interest to delegates could include paper pads, pens, highlighters, post-it notes, other office supplies, discount vouchers, etc. *If you want to make an impression, the more interesting, fun, or useful, the better!*

Sponsorship opportunities

Sponsorship opportunities are still available if you wish to make a contribution that would be associated with a refreshment break, a lunch, or a social event. Please contact David Colborne if this is of interest to you.

Door prizes

Door prizes will be presented periodically at breaks and events during the conference. If you have not already contributed a door prize, please consider doing so. They can be sent to:

Karen Kilfillen
Library Administration Officer
Harriet Irving Library
University of New Brunswick
PO Box 7500
Fredericton, NB
E3B 5H5

Exhibiting details

Location

Address:

Delta Fredericton
225 Woodstock Road
Fredericton, New Brunswick
E3B 2H8

The exhibit area is in Ballrooms A, B, C with lunch and refreshment breaks being served in the same room. Information about staying at the Delta Fredericton is included further below.

Shipping/Receiving

Exhibitors' materials may be shipped directly to the Delta Fredericton using the above address. When shipping be sure to mark on the outside of your materials that the shipment relates to the "APLA Libraries Conference" and to indicate to "Please deliver to the back door". The earliest date that the Delta would like to receive these exhibit materials is May 23.

We have also enlisted the services of our show dresser, Lloyd's of Moncton, to assist with shipping logistics. Exhibitors may choose to ship any time directly to Lloyd's (located in Moncton) and they will bring exhibit materials to the conference in Fredericton when they come to set up the exhibit area infrastructure on the evening of Thursday May 25. Lloyd's is also available to take any of your exhibit materials with them after the conference and arrange for shipment back to your offices. This 2nd service should be of special interest since the storage area at the Delta is limited in the days immediately after our conference. To obtain more details about cost & coordinates or to arrange for any of these services from Lloyd's, please contact them directly at 1-506-857-8554.

Assembling exhibits

Booths and wiring will be set up by the show dressers from 6:00 pm to 10:00 pm on Thursday May 25. Exhibitors can subsequently start assembling their displays from 10:00 pm until 11:00 pm on Thursday or may do so from 7:00 am to 9:30 am on Friday May 26. Members of the Exhibits/Sponsorship Committee will be present to direct you to your booth and answer questions during these hours.

Exhibits – hours of operation

Friday May 26 – 10:15 am to 5:00 pm
Saturday May 27 – 9:00 am to 3:00 pm

The Grand Opening goes from 10:15 am to 11:00 am on Friday May 26. It is accompanied by a refreshment break and occurs immediately after the Keynote Address by Stephen Lewis.

Ensuring traffic in the exhibit area

All refreshments and lunches will be served in the exhibit area. There will be some seating available throughout the exhibit area. In addition there will be an Internet café in the exhibit area, as well as the “APLA Store”.

Closing/dismantling of the exhibits

Exhibits will close promptly on Saturday, May 27 at 3:00 pm. Since room set up for the banquet and dance starts immediately, we kindly request that all exhibitors work as quickly as possible to dismantle their display areas.

Booths

Each exhibitor will be assigned a booth number(s) on or before May 22. Location of the booths is not negotiable. Each booth is 10' x 7', is equipped with a **2.0'** x 6' table, **two chairs** and is wired with power and Internet access as per your previous specifications. Additional draped tables are available at a cost of \$20/table. Wireless Internet access is available free of charge. If you have any changes to request for your booth, please do so as soon as possible via David Colborne.

Accommodations for exhibitors

Exhibitors choosing to stay at the Delta Fredericton should indicate to the hotel staff that they are with the APLA conference and by doing so will get the APLA conference rate. The special rate for the APLA 2006 Conference at the Delta Fredericton is \$139.00 plus taxes (double or single). The Delta is also offering a premium rate at \$159.00 plus taxes (double or single). Please be advised that the deadline for hotel reservations is: April 23, 2006.

Several options are available for making your Delta reservations:

- Direct dial to the Delta Fredericton (506) 457-7000 or 1-888-462-8800 (8:30 am to 5:00 pm AST)
- Call the Delta Call Centre - 1-800-268-1133
- Email your reservation to df-reservations@chiphospitality.com

Exhibitors cancellation/refund policy

In case of a cancellation, an exhibitor is required to notify David Colborne on or before May 12, 2006 in order to obtain a refund. A \$25.00 administrative fee will be deducted from the total reimbursement. After May 12, no refunds will be issued.

Conclusion

If you need any further information, please contact David Colborne. Thank you again for your interest and your support. We look forward to meeting you at the conference.