Corporate Opportunities

One location to find AASL’s media kit, national conference opportunities, sponsorships and more!
Act now to build relationships with professionals at the heart of leading 21st century skill development in their schools, districts and states. With an increased focus on college and career readiness, inquiry learning, and research skills, the school librarian reaches far beyond the walls of the library, collaborating with teachers and administrators, facilitating remote and virtual resources for students, and drawing in parents and the community.

The American Association of School Librarians’ mission to advocate excellence, facilitate change and develop leaders is more critical than ever. AASL is the only national organization dedicated solely to school librarians and school library programs. Taking advantage of the many opportunities listed in this booklet not only offers a competitive edge for your company but also supports the vital work of AASL throughout the year.

The American Association of School Librarians (AASL) is a not-for-profit organization representing more than 7,000 school librarians, 46 state level affiliated organizations, 3 specialty sections (Educators of School Librarians, Independent Schools and Supervisors) and special interest groups.
The American Association of School Librarians offers many ways to promote yourself.

**ADVERTISING**
- Knowledge Quest — AASL’s Official Journal 5
- Hotlinks — AASL’s Official e-newsletter 7
- National Conference: 13
  - The Advocate — AASL’s daily on-site newspaper
  - Program Book

**SPONSORSHIPS**
- AASL’s Alliance Program 15
- National Conference 19
- Additional Sponsorships:
  - Vendor Webinars 24
  - Vendor Programs 25

**EXHIBITING**
- National Conference 27

**ADDITIONAL WAYS TO SUPPORT AASL**
- AASL Corporate Membership 31
- Friends of AASL 31
AASL Vendor Opportunities
The American Association of School Librarians offers many ways to promote yourself.

KNOWLEDGE QUEST

READERSHIP
Knowledge Quest is read by school librarians and educators in elementary and secondary schools. These professionals are responsible for the selection, acquisition, cataloging, maintenance, and circulation of books, periodicals, audiovisual materials and computer software and accompanying hardware. The readers of Knowledge Quest also provide reference service, reading guidance, instruction in information retrieval skills, and access to the Internet and other electronic resources. They collaboratively plan instructional units with teachers in elementary and secondary public and non-public schools. Most readers of Knowledge Quest are members of the American Association of School Librarians (AASL), a division of the American Library Association (ALA).

EDITORIAL FOCUS
Published five times a year by AASL, Knowledge Quest is devoted to offering substantive information to assist building-level school librarians, supervisors, library educators, and other decision makers concerned with the development of school library programs and services. Articles address the integration of theory and practice in school librarianship and new developments in education, learning theory, and relevant disciplines.

CONTACT INFO
Learn more about Knowledge Quest at www.ala.org/aasl/knowledgequest.
Turn the page to read about the editorial content in upcoming issues. Check our current advertising rates and fill out the order form on pages 11–12.

Learn about advertising opportunities in Knowledge Quest including the KQ ADVERTISING PROGRAM, the KQ PREVIEW E-MAIL and advertisement in KQ ONLINE and KQ WEBINARS.
SEPTEMBER/OCTOBER 2013

**Imagining the Future and Making Designs to Get There**

School library programs must focus on the future in order to remain at the top of their game. This issue will discuss how to plan for the future and why it’s important. It will outline methods and tools school librarians can use in their programs. Topics will include outlining your library’s mission statement, professional development planning, and planning for technology.

NOVEMBER/DECEMBER 2013

**Dewey or Don’t We**

ALA’s Midwinter Conference featured a spirited session on the issue of Dewey versus genre-fied classification. This issue of KQ will focus on the major issues and questions surrounding the Dewey system versus the genre-fied classification. It will feature panelists from the ALA Midwinter Conference and the Dewey Decimal Classification System.

JANUARY/FEBRUARY 2014

**Beyond the Core**

The Common Core State Standards are not meant to be the reach, but the base for library programs. This issue will discuss how to take the standards to the next level. It will focus on issues and functions not included in the Common Core, such as equity, access issues, intellectual freedom, service, digital citizenship, pleasure reading, and library values.

MARCH/APRIL 2014

**Library Spaces**

School library programs must take advantage and leverage all the various spaces at their disposal—both physical and virtual. This issue will focus on how school librarians can make the most of all the spaces available to them. It will feature articles on maker spaces, learning commons, joint-use spaces, embedded librarianship, virtual librarianship, and flipped libraries.

MAY/JUNE 2014

**Creativity and Innovation**

In order to stay ahead of the curve, school librarians must be creative and innovative in their approach to their programs. This issue will discuss what creativity is and how school librarians can take creativity to action in their programs. Topics will include how creativity fits in to school library programs, how creativity and innovation relate to our standards, and how to foster creativity.
AASL HOTLINKS

OVER 9,000 PROFESSIONALS RECEIVE AASL HOTLINKS NEWSLETTER EVERY MONTH!

AVERAGE 2013 OPEN RATE: 27.18% (8% higher than the industry average)
AVERAGE 2013 CLICK RATE: 6.93% (twice times the industry average)

AASL HOTLINKS, THE OFFICIAL MONTHLY E-MAIL NEWSLETTER of the American Association of School Librarians (AASL), a division of the American Library Association (ALA), delivers brief summaries with links to more in-depth content, previews of upcoming association activities and continuing education programs, news from AASL, valuable Web resources, highlights of new products and services, summaries of new articles from AASL’s print and online journals and more.

READERSHIP
AASL Hotlinks is read by librarians in elementary and secondary schools. These professionals are responsible for the selection, acquisition, cataloging, maintenance, and circulation of books, periodicals, audiovisual materials and computer software and accompanying hardware. The readers of AASL Hotlinks also provide reference service, reading guidance, instruction in information retrieval skills, and access to the Internet and other electronic resources. They collaboratively plan instructional units with teachers in elementary and secondary public and non-public schools. All readers of AASL Hotlinks are members of the association.

CIRCULATION
The newsletter is sent to AASL members with valid e-mail addresses on file in the ALA member database. Additional “pass along” distribution occurs through our members, who are encouraged to share each issue with colleagues and administrators in their school and district, and AASL’s state and regional affiliate organizations, which can redistribute the newsletter to their own members.

ISSUANCE
The first Monday of every month. All content for each issue, including ad copy, is due at least 5 business days in advance (usually between the 23rd and 26th of the month). Check with the editor for exact dates for a particular issue.

CONTACT INFO

ADVERTISING: To advertise in AASL Hotlinks, please complete the order form on pages 11–12 and fax to Doug Lewis at 404-806-7745. For more information, contact Doug Lewis at 770-333-1281 or dglewis@mindspring.com.

EDITOR: For all other questions about Hotlinks, contact Meg Featheringham at 312-280-1396, or by e-mail at mfeatheringham@ala.org.
2013–2014 RATE CARD
for KNOWLEDGE QUEST and AASL HOTLINKS

KQ ADVERTISING

CIRCULATION as of September 1, 2013
Members* 7,501
Subscribers 182
Non-paid 1,712
TOTAL 9,399
* American Association of School Librarians

CLOSING AND RELEASE DATES

RESERVATIONS DEADLINE ARTWORK DEADLINE RELEASE DATE

PAGE RATES

BLACK/WHITE 1x 3x 5x
FULL PAGE $830 $790 $745
2/3 PAGE $665 $630 $600
1/2 PAGE $500 $475 $450
1/3 PAGE $415 $395 $375
1/4 PAGE $330 $315 $300
1/6 PAGE $250 $240 $225

4-COLOR 1x 3x 5x
FULL PAGE $1,480 $1,440 $1,395
2/3 PAGE $1,315 $1,280 $1,250
1/2 PAGE $1,150 $1,125 $1,100
1/3 PAGE $1,065 $1,045 $1,025
1/4 PAGE $980 $965 $950
1/6 PAGE $900 $890 $875

Add 10% to quoted rates for specific placements.

PREMIUM POSITIONS 1x 3x 5x
COVER 2 $1,690 $1,640 $1,585
COVER 3 $1,645 $1,595 $1,545
COVER 4 $1,730 $1,675 $1,620
1–9 (A/C) $1,565 $1,520 $1,475
1–9 (B/W) $915 $870 $825

Note: cover positions include 4-color process.

MECHANICAL SPECIFICATIONS

SPACE WIDTH X DEPTH (IN INCHES)
Full page 7” x 9.25”
2/3 page 4.583” x 9.25”
1/2 page vertical 4.583” x 7”
1/2 page horizontal 7” x 4.5”
1/3 page vertical 2.167” x 9.25”
1/3 page horizontal 7” x 2.75”
1/4 page 4.583” x 4.5”
1/6 page vertical 2.167” x 4.5”

* Full page bleed ads are accepted: 8” x 10.5” plus .125” bleed in all margins.

AD SIZE/POSITION

HOTLINKS ADVERTISING

ISSUANCE: AASL Hotlinks publishes on the first Monday of every month. All content, including artwork and hyperlinks, is due at least 5 business days in advance.

AD RATES

POSITIONS 1x 6x 12x
PREMIUM:
400x60 banner $600
STANDARD:
234x60 banner $450 $400 $350
250x250 square $450 $400 $350
SIDE COLUMN
120x60 $300 $250 $200
120x90 $300 $250 $200

ARTWORK SPECS
Ads must be supplied in PDF format, at a resolution of 300 dpi, with all fonts embedded. If using Adobe InDesign, please export using the preset “PDFX4 2008” (or “PDFX1a 2001” if not available). Otherwise, export using the Press Quality preset or use a commercial printer’s Custom Job Settings.

• Use CMYK for color ads and Grayscale for one-color ads. If ads are submitted using RGB color space, unexpected color changes may occur.

• Make sure registration marks are ON (for full-page ads) and page positioning is centered.

• Set bleed on full-page ads to .125”

• If you want your fractional ad to have a rule around it, please supply one. Otherwise, one may not appear.

• When sending the ads via e-mail, make the subject line: journal, month/year (i.e. Knowledge Quest May/Jun 2013) and send the files to your corresponding ad rep.

PUBLICATION SPECS
Publication trim size: 8” x 10.5”
Untrimmed size: 8.25” x 10.75”
Three column format: 2.167” x 9”
Binding: Saddle-wire stitched

ARTWORK SPECS
Ads must be supplied in PDF format, at a resolution of 72 dpi. Make sure the file is saved in RGB mode and select saving quality “High (18)” if using Adobe Photoshop.
ADVERTISING OPPORTUNITIES

for KNOWLEDGE QUEST

The Knowledge Quest Advertising Program is designed to maximize the value and exposure of vendors and their products to personal members of the American Association of School Librarians (AASL).

Each level consists of multiple platform benefits through five related resources – Knowledge Quest (print journal), Knowledge Quest Online, Knowledge Quest Webinars, the Knowledge Quest Preview e-mail and the AASL monthly newsletter, Hotlinks. Below you will find our advertising packages at four levels. Any of the packages may be customized to meet your goals and budget, upon request!

CHAMPION OF KNOWLEDGE

PACKAUGE ($10,500)

• VALUE SAVINGS OF 20%!
• 5 full page, 4-color ads in Knowledge Quest. One ad per issue. A complete year’s worth of advertisements (valued at $6,975).
• 6 standard banner ads in 6 Hotlinks, the monthly newsletter from AASL. One ad per issue (valued at $2,400).
• 3 left column 175x175 ads at the Knowledge Quest MetaPress Website. One ad per issue (valued at $1,050).
• 3 listings in the new Knowledge Quest Preview E-mail. One 25-word listing and logo linked to your Web site per issue (valued at $750).
• 2 logo ads spotlighted in the KQ webinars. One ad per webinar (valued at $2,000).

KQ PREVIEW E-MAIL

Before each new Knowledge Quest is published we will send an e-mail preview of the issue to our over 9,000 members and subscribers. You can purchase a 25-word listing that includes your company logo (linked to your Web site).

RATES PER LISTING

<table>
<thead>
<tr>
<th>PREVIEW E-MAIL</th>
<th>1X</th>
<th>3X</th>
<th>5X</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$275</td>
<td>$250</td>
<td>$225</td>
</tr>
</tbody>
</table>

CLOSING AND RELEASE DATES

<table>
<thead>
<tr>
<th>RESERVATIONS DEADLINE</th>
<th>ARTWORK DEADLINE</th>
<th>DISTRIBUTION DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEPT/OCT 2013:</td>
<td></td>
<td>SEpt. 10, 2013</td>
</tr>
<tr>
<td>Aug. 27, 2013</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sept. 3, 2013</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov. 5, 2013</td>
<td></td>
<td>Nov. 12, 2013</td>
</tr>
<tr>
<td>OCT/NOV 2013:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct. 29, 2013</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov. 12, 2013</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JAN/FEB 2014:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mar. 4, 2014</td>
<td></td>
<td>Mar. 11, 2014</td>
</tr>
<tr>
<td>Mar. 6, 2014</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAY/JUN 2014:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr. 29, 2014</td>
<td></td>
<td>May 13, 2014</td>
</tr>
<tr>
<td>May 6, 2014</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

KQ WEBINAR ADVERTISEMENTS

Each issue Knowledge Quest hosts a webinar based on one of the features in the journal. You can purchase an ad for a Knowledge Quest webinar and you will receive:

• Formal recognition at the beginning and end of the event by the host.
• Placement of your company logo and Web site on the AASL introductory and ending e-slides.
• Placement of your logo with a hyperlink to your Web site on the e-mail feedback form sent to participants after the webinar.
• A package for a Full Color ad (supplied by your company) in the feature article that inspired the webinar (online version only). The article, along with the archived webinar, will be posted on the AASL professional development repository, eCOLLAB | Your eLearning Laboratory, which is available to all AASL members and subscribers.

COST: $1,000 per webinar

EMPEROR OF KNOWLEDGE

PACKAGE ($14,850)

• VALUE SAVINGS OF 25%!
• 5 full page, 4-color ads in Knowledge Quest. One ad per issue. A complete year’s worth of advertisements (valued at $6,975).
• 12 standard banner ads in 12 Hotlinks, the monthly newsletter from AASL. One ad per issue (valued at $4,200).
• 5 middle section (400x50) ads on the Knowledge Quest MetaPress Website. One ad per issue (valued at $2,500).
• 5 listings in the all-new Knowledge Quest Preview E-mail, which highlights upcoming issues for all members and subscribers. One ad per issue. This includes a 25-word listing and logo linked to your Web site (valued at $1,125).
• 5 logo ads spotlighted in the Knowledge Quest webinars. One ad per webinar (valued at $5,000).

[Package Exclusive] One 1600-word, knowledge-based article written by a representative from your company. The article must be based on one of our issue themes. The feature will be promoted in the print version of Knowledge Quest and featured on the online issue page.

KQ WEBINAR ADVERTISEMENTS

Each issue Knowledge Quest hosts a webinar based on one of the features in the journal. You can purchase an ad for a Knowledge Quest webinar and you will receive:

• Formal recognition at the beginning and end of the event by the host.
• Placement of your company logo and Web site on the AASL introductory and ending e-slides.
• Placement of your logo with a hyperlink to your Web site on the e-mail feedback form sent to participants after the webinar.
• A package for a Full Color ad (supplied by your company) in the feature article that inspired the webinar (online version only). The article, along with the archived webinar, will be posted on the AASL professional development repository, eCOLLAB | Your eLearning Laboratory, which is available to all AASL members and subscribers.

COST: $1,000 per webinar

KNIGHT OF KNOWLEDGE

PACKAGE ($8,000)

• VALUE SAVINGS OF 15%!
• 3 full page, 4-color ads in Knowledge Quest. One ad per issue (valued at $4,320).
• 6 standard banner ads in 6 Hotlinks, the monthly newsletter from AASL. One ad per issue (valued at $2,400).
• 3 left column 175x175 ads at the Knowledge Quest MetaPress Website. One ad per issue (valued at $1,050).
• 3 listings in the new Knowledge Quest Preview E-mail. One 25-word listing and logo linked to your Web site per issue (valued at $750).
• 1 logo ad spotlighted in a KQ webinar (valued at $1,000).

SEEKER OF KNOWLEDGE

PACKAGE ($4,050)

• VALUE SAVINGS OF 10%!
• 3 1/2 page, 4-color ads in Knowledge Quest. One ad per issue (valued at $3,375).
• 1 standard banner ad in Hotlinks, the monthly newsletter from AASL (valued at $450).
• 1 left column 175x175 ad on the Knowledge Quest MetaPress Website (valued at $400).
• 1 listing in the new Knowledge Quest Preview E-mail. One 25-word listing and logo linked to your Web site per issue (valued at $275).
KQ ONLINE ADVERTISEMENTS

Online advertising space at our MetaPress site is now available! The MetaPress site hosts our online version of Knowledge Quest.

More than 2,000 unique users visit the Knowledge Quest Web site every month! More than 3,200 pages are viewed every month!

Each online ad purchased corresponds with the issue release dates and will run for a period of 2 months. The schedule through May 2014 is as follows:

Mar. 6, 2014 – May 6, 2014

RATES PER LISTING

MIDDLE SECTION on Main Knowledge Quest MetaPress page (600px 200px)

1x 3x 5x
$750 $700 $650

LEFT COLUMN on Main Knowledge Quest MetaPress page (175px 175px)

1x 3x 5x
$400 $350 $300

CONTENT PAGES on Issue Content page between the cover image and content (400 px by 60 px)

1x 3x 5x
$600 $550 $500

ARTWORK SPECS

Ads must be supplied in JPG format, at a resolution of 72 dpi. Make sure the file is saved in color mode RGB and select saving quality “High (8)” if using Adobe Photoshop.

2013–2014
ADVERTISING CONTRACT

for KNOWLEDGE QUEST and AASL HOTLINKS

ADVERTISING CONTACT

To advertise in Knowledge Quest and/or AASL Hotlinks, please fill out this form and fax to our advertising representative

ARTWORK SPECS

Ads must be supplied in JPG format, at a resolution of 72 dpi. Make sure the file is saved in color mode RGB and select saving quality “High (8)” if using Adobe Photoshop.

DOUG LEWIS

Jordan Gareth, Inc.

4920 Highway 9, #141

Alpharetta, GA 30004

ph: 770-333-1281

fx: 404-806-7745

e: dglewis@mindspring.com

PRODUCTION QUESTIONS?

Any pre-press or production questions can be directed to Meg Featheringham at mfeatheringham@ala.org.
**KQ ADVERTISING**

**ISSUE** (please check issue(s))
- Sep/Oct 2013
- Nov/Dec 2013
- Jan/Feb 2014
- Mar/Apr 2014
- May/Jun 2014

**PAGE RATES** (please circle rate)

<table>
<thead>
<tr>
<th>BLACK/WHITE</th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$830</td>
<td>$790</td>
<td>$745</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>$665</td>
<td>$630</td>
<td>$600</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$415</td>
<td>$395</td>
<td>$375</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>$330</td>
<td>$315</td>
<td>$300</td>
</tr>
<tr>
<td>1/6 PAGE</td>
<td>$250</td>
<td>$240</td>
<td>$225</td>
</tr>
</tbody>
</table>

**4-COLOR 1x 3x 5x**

| FULL PAGE    | $1,480| $1,440| $1,395|
| 2/3 PAGE     | $1,315| $1,280| $1,250|
| 1/2 PAGE     | $1,150| $1,125| $1,100|
| 1/3 PAGE     | $1,065| $1,045| $1,025|
| 1/4 PAGE     | $980  | $965  | $950  |
| 1/6 PAGE     | $900  | $890  | $875  |

Add 10% to quoted rates for specific placements.

**PREMIUM POSITIONS 1x 3x 5x**

| COVER 2      | $1,690| $1,640| $1,585|
| COVER 3      | $1,645| $1,595| $1,545|
| COVER 4      | $1,730| $1,675| $1,620|
| 1–9 (4/C)    | $1,565| $1,520| $1,475|
| 1–9 (B/W)    | $915  | $870  | $825  |

Note: cover positions include 4-color process.

**HOTLINKS ADVERTISING**

**ISSUE** (please check issue(s))
- Jan
- Feb
- May
- Jun
- Oct
- Nov
- Sep
- Dec

**AD RATES** (please circle rate)

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREMIUM:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>400 x 60 banner</td>
<td>$600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STANDARD:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>234 x 60 banner</td>
<td>$450</td>
<td>$400</td>
<td>$350</td>
</tr>
<tr>
<td>250 x 250 square</td>
<td>$450</td>
<td>$400</td>
<td>$350</td>
</tr>
<tr>
<td>SIDE COLUMN</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>120 x 60</td>
<td>$300</td>
<td>$250</td>
<td>$200</td>
</tr>
<tr>
<td>120 x 90</td>
<td>$300</td>
<td>$250</td>
<td>$200</td>
</tr>
</tbody>
</table>

**KQ ADVERTISING PROGRAM**

**PROGRAM** (please check program)
- **Emperor of Knowledge** ($14,850)
- **Champion of Knowledge** ($10,500)
- **Knight of Knowledge** ($8,000)
- **Seeker of Knowledge** ($4,050)

**KQ PREVIEW E-MAIL**

**ISSUE** (please check issue(s))
- Sep/Oct 2013
- Nov/Dec 2013
- Jan/Feb 2014
- Mar/Apr 2014
- May/Jun 2014

**RATES PER LISTING** (please circle rate)

<table>
<thead>
<tr>
<th>1x</th>
<th>3x</th>
<th>5x</th>
</tr>
</thead>
<tbody>
<tr>
<td>$275</td>
<td>$250</td>
<td>$225</td>
</tr>
</tbody>
</table>

**KQ WEBINAR ADVERTISING**

**ISSUE** (please check issue(s))
- Sep/Oct 2013
- Nov/Dec 2013
- Jan/Feb 2014
- Mar/Apr 2014
- May/Jun 2014

**RATES**

$1,000 per webinar

**KQ ONLINE ADVERTISING**

**DATES** (please check dates)
- Mar. 6, 2014 – May 6, 2014

**RATES PER LISTING** (please circle rate)

<table>
<thead>
<tr>
<th>ADVERTISEMENT</th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIDDLE SECTION (600px by 200px)</td>
<td>$750</td>
<td>$700</td>
<td>$650</td>
</tr>
<tr>
<td>CONTENT PAGE (400 px by 60 px)</td>
<td>$600</td>
<td>$550</td>
<td>$500</td>
</tr>
<tr>
<td>LEFT COLUMN (175px by 175px)</td>
<td>$400</td>
<td>$350</td>
<td>$300</td>
</tr>
</tbody>
</table>
The American Association of School Librarians 16th National Conference & Exhibition will take place November 14–17, 2013 in Hartford, Connecticut. This biannual event is THE LARGEST GATHERING OF SCHOOL LIBRARIANS.

AASL ADVOCATE

THE OFFICIAL SHOW DAILY PUBLICATION of the AASL 16th National Conference in Hartford, Connecticut. Reach attendees with our three on-site issues, distributed in print, online and through social media. Then reach thousands of AASL members pre- and post-conference with our digital Preview and Highlights issues, e-mailed by AASL. There are advertising packages available for every size exhibit and every budget.

CONTACT INFO

Contact Jenn or Tim at 800-627-8723 for more information, or e-mail showdailies@verizon.net.

NATIONAL CONFERENCE PROGRAM

THE OFFICIAL PROGRAM of the AASL 16th National Conference in Hartford, Connecticut. Reserve advertising space in the one item you can be sure attendees will carry with them each day.

CONTACT INFO

Mail or fax the following form. For reservation and payment questions, contact Lara Fitts Gamache at 312-541-0567. For questions regarding the artwork, contact Stephanie Book at 312-280-4389 or sbook@ala.org.
# AASL Vendor Opportunities

**2013 National Conference Advertising Form**

For Program Book Advertising

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SIZE (please circle)</th>
<th>RATE*</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facing TOC</td>
<td>7” x 9.625”</td>
<td>$1,450</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>7” x 9.625”</td>
<td>$1,340</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>7” x 9.625”</td>
<td>$1,340</td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>7” x 9.625”</td>
<td>$1,625</td>
<td></td>
</tr>
<tr>
<td>Inside Pages</td>
<td>7” x 9.625”</td>
<td>$1,227</td>
<td></td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4 5/8” x 9.625”</td>
<td>$ 946</td>
<td></td>
</tr>
<tr>
<td>1/2 Page</td>
<td>4 ½” x 7” or 7” x 4 ¾”</td>
<td>$ 847</td>
<td></td>
</tr>
</tbody>
</table>

*All Program ad payments are non-refundable after August 31, 2013.

**Discounts**

- **15% agency discount**: I represent a recognized advertising agency (No cash discount).
- **10% discount**: I am placing ads in both the conference program and the September or October issues of *Knowledge Quest*.

**Amount to Pay**

<table>
<thead>
<tr>
<th>Descartes</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Rate(s):</td>
<td>$__________</td>
</tr>
<tr>
<td>+ Color:</td>
<td>$__________</td>
</tr>
<tr>
<td>- Discount:</td>
<td>$__________</td>
</tr>
<tr>
<td>TOTAL DUE:</td>
<td>$__________</td>
</tr>
</tbody>
</table>

**Payment**

- **Check**: make payable to ALA/AASL
- **Credit card**: charge $__________
  - [ ] MasterCard
  - [ ] Visa
  - [ ] AmEx

**High resolution (300 dpi) PDF files preferred.** If using Adobe InDesign, please export using the preset “PDFX4 2008” (or “PDFX1a 2001” if not available).

Full-page bleed ads are accepted at no extra charge. The **trim size** is 8.5” x 11”. Save with a .125” bleed all around and trim marks. All the critical content should be within .5” margins (live area 7.5” x 10”). Colors used must be grayscale or CMYK; no RGB color.

**DEADLINE TO SUBMIT ARTWORK:**

**AUGUST 31, 2013**
The American Association of School Librarians offers many ways to promote yourself.

AASL ALLIANCE PROGRAM

THE AASL ALLIANCE IS A SPONSORSHIP AND RECOGNITION PROGRAM designed to highlight those vendor partners who support the work of the organization and the school librarians we serve. Special recognition is reserved for American Association of School Librarians (AASL) Alliance members that meet the cumulative sponsorship commitments listed by level.

To become an Alliance member a minimum commitment of $5,000 over the two-year sponsorship cycle is required. The two-year cycle begins and ends at the close of each biennial National Conference.

The information contained in the booklet is designed to offer you a variety of sponsorship opportunities during AASL’s Fall Forum and National Conference as well as some year-round opportunities. Many of these sponsorships will enhance attendees’ conference experience, help underwrite AASL’s expenses, and increase your company’s presence, networking opportunities and impression with customers.

All previous sponsors are offered right of first refusal to items sponsored during the last sponsorship cycle.

Diamond Alliance Level ($100,000+)

RECOGNITION THROUGHOUT THE YEAR:
- Logo recognition in an individual Diamond “Thank You” ad in one issue of Knowledge Quest, AASL’s print journal
- Logo recognition as a Diamond member, with link to company homepage, on the AASL Alliance Web page
- Recognition in an individual Diamond “Thank You” ad in one issue of the AASL Hotlinks e-mail newsletter

RECOGNITION AT THE NATIONAL CONFERENCE:
- Logo recognition in an individual Diamond “Thank You” ad in conference program book
- Logo recognition as a Diamond member at entrance of the exhibit hall
- Verbal acknowledgment by the President of AASL at the Opening General Session
- Logo recognition as a Diamond member on banner or video screen at Opening General Session and Closing General Session
- Invitation for two company members to participate in a vendor appreciation breakfast with the AASL Board of Directors taking place at the National Conference
- “AASL Alliance Diamond Member” sign for display in exhibit booth
- AASL Alliance member ribbons for exhibit booth staff
- Fifty (50) complimentary “exhibits only” one-day passes
- Two additional exhibit space priority points

CONTACT INFO

For more information, or to discuss sponsorship opportunities not listed, please contact Allison Cline at 312-280-4385 or acline@ala.org.
Platinum Alliance Level
($50,000–$99,999)

**RECOGNITION THROUGHOUT THE YEAR:**
- Logo recognition in Platinum “Thank You” ad in one issue of *Knowledge Quest* (shared with other Platinum level members)
- Logo recognition as a Platinum member, with link to company homepage, on the AASL Alliance Web page
- Recognition in Platinum “Thank You” ad in one issue of AASL Hotlinks (shared with other Platinum level members)

**RECOGNITION AT THE NATIONAL CONFERENCE:**
- Logo recognition in Platinum “Thank You” ad in conference program book (shared with other Platinum level members)
- Logo recognition as a Platinum member at entrance of the exhibit hall
- Logo recognition as a Platinum member on banner or video screen at Opening General Session and Closing General Session
- Invitation for two company members to participate in a vendor appreciation breakfast with the AASL Board of Directors taking place at the National Conference
- “AASL Alliance Platinum Member” sign for display in exhibit booth
- AASL Alliance member ribbons for exhibit booth staff
- Thirty (30) complimentary “exhibits only” one-day passes
- Two additional exhibit space priority points

Gold Alliance Level
($20,000–$49,999)

**RECOGNITION THROUGHOUT THE YEAR:**
- Logo recognition as a Gold member in “Thank You” ad in one issue of *Knowledge Quest* (shared with other Gold, Silver and Bronze level members)
- Logo recognition as a Gold member, with link to company homepage, on the AASL Alliance Web page
- Recognition in Gold “Thank You” ad in one issue of AASL Hotlinks (shared with other Gold level members)

**RECOGNITION AT THE NATIONAL CONFERENCE:**
- Logo recognition in “Thank You” ad in conference program book (shared with other Gold, Silver and Bronze level members)
- Logo recognition as a Gold member at entrance of the exhibit hall
- Logo recognition as a Gold member on banner or video screen at Opening General Session and Closing General Session
- Invitation for two company members to participate in a vendor appreciation breakfast with the AASL Board of Directors taking place at the National Conference
- “AASL Alliance Gold Member” sign for display in exhibit booth
- AASL Alliance member ribbons for exhibit booth staff
- Twenty (20) complimentary “exhibits only” one-day passes
- One additional exhibit space priority point
Silver Alliance Level ($10,000–$19,999)

RECOGNITION THROUGHOUT THE YEAR:

• Recognition in “Thank You” ad in one issue of Knowledge Quest (shared with other Gold, Silver and Bronze level members)
• Logo recognition as a Silver member, with link to company homepage, on the AASL Alliance Web page

RECOGNITION AT THE NATIONAL CONFERENCE:

• Logo recognition in “Thank You” ad in conference program book (shared with other Gold, Silver and Bronze level members)
• Recognition as a Silver member on banner or video screen at Opening General Session and Closing General Session
• Invitation for two (2) company members to participate in a vendor appreciation breakfast with the AASL Board of Directors taking place at the National Conference
• “AASL Alliance Silver Member” sign for display in exhibit booth
• AASL Alliance member ribbons for exhibit booth staff
• Ten (10) complimentary “exhibits only” one-day passes
• One (1) additional exhibit space priority point

Bronze Alliance Level ($5,000–$9,999)

RECOGNITION THROUGHOUT THE YEAR:

• Recognition in “Thank You” ad in one issue of Knowledge Quest (shared with other Gold, Silver and Bronze level members)
• Logo recognition as a Bronze member, with link to company homepage, on the AASL Alliance Web page

RECOGNITION AT THE NATIONAL CONFERENCE:

• Logo recognition in “Thank You” ad in conference program book (shared with other Gold, Silver and Bronze level members)
• Recognition as a Bronze member on banner or video screen at Opening General Session and Closing General Session
• Invitation for two (2) company members to participate in a vendor appreciation breakfast with the AASL Board of Directors taking place at the National Conference
• “AASL Alliance Bronze Member” sign for display in exhibit booth
• AASL Alliance member ribbons for exhibit booth staff
• Five (5) complimentary “exhibits only” one-day passes
• One (1) additional exhibit space priority point
RISING TO THE Challenge

AASL 16th National Conference & Exhibition
NOVEMBER 14-17 | HARTFORD, CT

For more information, visit NATIONAL.AASL.ORG

ROBUST EDUCATIONAL OPPORTUNITIES | HIGH-PROFILE SPEAKERS | NUMEROUS AUTHORS
STIMULATING EVENTS | NETWORKING AND SHARING and much more!
AASL NATIONAL CONFERENCE SPONSORSHIPS

“RISING TO THE CHALLENGE”—AASL’S 16TH NATIONAL CONFERENCE & EXHIBITION SPONSORSHIP OPPORTUNITIES. From November 14–17, 2013 in Hartford, CT over 2,400 school librarians will come together to attend the 100+ concurrent education sessions, hear from thought leaders in the field, participate in networking opportunities and visit with vendors.

AASL’s National Conference is the only national conference designed to meet the needs of the school librarian community. From primary to secondary building-level public, charter, and independent school settings, to district supervisors and college educators—there is something for everyone at AASL’s 16th National Conference & Exhibition!*

AASL begins marketing for the National Conference at the end of 2013. For maximum exposure get your sponsorship locked in before marketing materials are published including press releases, preliminary programs and Web site updates. Please refer to the Alliance Program section to review overall National Conference recognition provided in addition to the event/item specific recognition listed in this section.

FOR YOUR CONVENIENCE THE ITEMS ARE LISTED IN DESCENDING PRICES. Please note, pricing is based on 2011 National Conference and may be adjusted based on 2013 convention center/hotel pricing. All pricing will be confirmed prior to contract execution.

CONTACT INFO

Contact Allison Cline, 312-280-4385 or acline@ala.org, for more information, questions, or to discuss sponsoring AASL 16th National Conference.

* Note only AASL National Conference Exhibitors are eligible to be a sponsor at the National Conference.
Closing Night Celebration › $50,000

Always an anticipated highlight of National Conference, AASL’s Closing Celebration offers attendees the opportunity to socialize in a festive environment after three days of intense learning and networking. Make attendees’ final impression from National Conference that of your company.

EVENT SPECIFIC RECOGNITION INCLUDES:
• An introduction and public thank-you at Closing Night Celebration
• Podium time to address attendees
• Unlimited complimentary passes for sponsor’s staff to event
• Logo recognition on event banner, signage and food stations
• Logo recognition in conference program book

*Note this sponsorship can be shared between two or more sponsors.

AASL Session Recordings › $25,000

AASL will be offering “on-demand” access to over 70 concurrent sessions. All attendees will receive a card at registration with instruction and access code. For those unable to attend the conference in person a virtual only registration will be available. Sponsorship of this item will ensure your company’s logo is seen again and again throughout the conference.

ITEM SPECIFIC RECOGNITION INCLUDES:
• Logo on access cards
• Sponsor acknowledgement on Session Recordings Web site

Docking/Charging Station and Internet Pavilion › $15,000

As more attendees travel with mobile devices in hand the charging/docking stations will be in high-demand. In addition, AASL will also offer several computer stations for those without personal computers. The pavilion is where they can check e-mail, view important conference information, keep up with the conference social networking, and stay connected to happenings back home. As sponsor of this highly valued service, your logo will be large and very visible on the Pavilion structure located in the high traffic registration area, promoting your presence to both users and passersby for the duration of the conference.

ITEM SPECIFIC RECOGNITION INCLUDES:
• Prominent logo recognition on Pavilion structure
• Logo on screensaver of all monitors in Pavilion
• Link to sponsor’s Web site

The AASL 16TH NATIONAL CONFERENCE & EXHIBITION will take place November 14–17, 2013 in Hartford, CT at the Connecticut Convention Center.
Official Conference Attendee Bag › $15,000
Each conference attendee will receive an attractive bag imprinted with your logo and the conference logo. Conference attendees will use these bags throughout the event to carry their Program Books, session handouts, and information from the exhibit floor. The bags will continue to be used long after the conference in cities and schools all over North America, ensuring that your sponsorship will have an impact far beyond Hartford!

ITEM SPECIFIC RECOGNITION INCLUDES:
• Logo on each attendee bag
• One insert for each attendee bag

Exhibit Hall Lunch Coupon › $15,000 (2 available)
With many attendees covering their own travel expenses, your company can receive much appreciation by offering attendees a lunch coupon during conference. All attendees will receive a $5 off coupon with your logo printed on it when they pick up their registration material. What better way to stand out in the exhibit hall than by providing a discounted lunch during exhibit hall hours.

ITEM SPECIFIC RECOGNITION INCLUDES:
• Logo recognition on lunch coupons
• Recognition at lunch stations

Attendee Key Cards › $12,500
What’s the one thing an attendee won’t leave their room without? The hotel key card is a great way to put your company logo in front of attendees several times per day. This is one of the most visible sponsorship opportunities available, with attendees seeing your logo repeatedly throughout the conference. AASL to supply key cards.

ITEM SPECIFIC RECOGNITION INCLUDES:
• Logo on hotel key cards

AASL Learning Commons and Coffee Break › $10,000
The AASL Learning Commons is a space where attendees gather to extend and sustain conversations from the conference experience, as well as a place to ignite new conversations for learning. The Learning Commons area is available Thursday through Saturday in a central location at the convention center where participants are encouraged to drop by or sign up to present material, ideas and topics.

EVENT SPECIFIC RECOGNITION INCLUDES:
• Logo on signage
• Logo on table signs at beverage stations
• Logo recognition in conference program book
IDEAxCHANGE (formerly Exploratorium) › $10,000

One of National Conference’s most popular events the ‘best practice exhibits’ is packed with attendees eager to see what their colleagues from across the country are doing in their school library programs. The IDEAxCHANGE resembles a large poster session. Sponsorship of this event provides attendees with snacks and beverages on what is likely to be their travel day to the conference. Attendees will certainly appreciate a snack during a packed day, and this is a great way to get your company noticed prior to the exhibit hall opening.

EVENT SPECIFIC RECOGNITION INCLUDES:
• An introduction and public thank-you at the IDEAxCHANGE
• Logo recognition in IDEAxCHANGE Guide
• Display of sponsor-provided banner in IDEAxCHANGE
• Logo on session sign
• Logo on table signs at food/beverage stations
• Logo recognition in conference program book

Pre-Conference Workshop Hospitality › $10,000

Treat the attendees of the pre-conference workshops (Wednesday and Thursday) to food and beverage hospitality through this exclusive sponsorship of all the associated food functions. Morning and full-day workshop registrants will enjoy continental breakfast; full-day attendees a generous mid-day box lunch; and afternoon and full-day registrants will receive a mid-afternoon beverage break. Your generosity, name, and logo will be on display throughout!

EVENT SPECIFIC RECOGNITION INCLUDES:
• Public thank-you in workshop meal/break announcements
• Logo on table signs at food/beverage stations
• Logo recognition in conference program book

Social Networking Site › $7,500

In 2011, AASL’s first National Conference social networking site saw 628 members, 6 groups, 16 blogs, 8 videos and 159 photos. As an open access site, it’s sure to draw even more attention in 2014: get a head start on getting your name in front of attendees!

ITEM SPECIFIC RECOGNITION INCLUDES:
• Banner recognition that will carry throughout site
• Logo recognition of site’s promotional marketing
• Logo recognition in conference program book

Official Conference Badge Holder/Neck Cord Wallet › $5,500

These badge holders are keepers! Two compartments can hold a hotel key, money, or personal valuables, in addition to the conference name badge. Sponsoring this item will give your company high visibility — every attendee will be wearing it, displaying your logo, throughout the conference, and many will use it at future events.

ITEM SPECIFIC RECOGNITION INCLUDES:
• Logo on each badge holder
• Distribution to all attendees with registration materials

The AASL 16TH NATIONAL CONFERENCE & EXHIBITION offers diverse sponsorship opportunities that suit your corporate promotional needs.
Official Conference Pad/Pen Set › $5,500

Provide each conferee with a set of materials for note-taking: pad and pen with the conference logo and your company’s logo. This useful amenity is sure to be used during the conference and carried home for continued use throughout the school year, making it the perfect way to promote your organization.

ITEM SPECIFIC RECOGNITION INCLUDES:
• Logo on pads and pens
• Distribution to all attendees with registration materials
• Fifty (50) sets for sponsor’s own use

Celebrate Conference › $5,000

For first-time attendees, the National Conference can be a little daunting, with so much to do and see. “Celebrate Conference” is an opportunity for new AASL members and first-time attendees to learn how to get the most out of the event. Refreshments provided, AASL member-leaders and other experienced conference goers share helpful tips and strategies for navigating the event and making it a memorable and worthwhile experience.

EVENT SPECIFIC RECOGNITION INCLUDES:
• An introduction and public thank-you at Celebrate Conference
• Podium time
• Logo on session sign
• Logo on table signs displayed at food stations
• Logo recognition in conference program book

Closing General Session › $5,000

Open to all full-conference registrants, the Closing General Session speaker is intended to inspire and motivate conferees to go back home and apply all they have learned at the conference. This is a great chance to leave a final lasting impression with a large, dedicated group of school library professionals.

EVENT SPECIFIC RECOGNITION INCLUDES:
• An introduction and public thank-you at the Closing General Session
• Logo displayed at the Closing General Session
• Logo on session sign
• Logo recognition in conference program book

National Conference Help Desk › $3,500 (two available)

At each National Conference the AASL staff are stationed at “help/information” desks in high traffic areas. Starting in Hartford these stations will be designed booths that can have your logo prominently displayed. Not only are these highly appreciated by attendees, but are seen by literally every attendee during the conference.

ITEM SPECIFIC RECOGNITION INCLUDES:
• Sponsored by logo on booth

Storytelling Festival › $2,500

At this fun-filled event professional storytellers will enchant conferees with an evening of stories, and answer questions after their performance. Conferees get the techniques and inspiration to involve their students in storytelling. Light refreshments are served.

EVENT SPECIFIC RECOGNITION INCLUDES:
• An introduction and public thank-you at Storytelling Festival
• Logo on session sign
• Logo on table signs displayed at food/beverage stations
• Logo recognition in conference program book
AASL WEBINARS
($2,500 EACH)

HOW CAN YOU REACH SCHOOL LIBRARIANS ON THEIR TIME WITH YOUR PRODUCT INFORMATION? Through an AASL Vendor Webinar. Timeslots are on a first-come, first-served basis so reserve your spot today!

SPONSORS RECEIVE:

- Promotion on AASL’s Web site and Hotlinks (AASL’s monthly e-newsletter)
- Dedicated e-blast promotion to AASL members
- Additional promotion via social media (Facebook, Twitter, ALA Connect) and ALA’s Online Learning page
- Contact information for every registrant
- Continued promotion of archived webinar

Note, all webinar content and presentations are designed and presented by sponsor with AASL facilitating registration and technical platform. All content must be approved by AASL prior to live event.

CONTACT INFO

For more information, contact Allison Cline, 312-280-4385 or acline@ala.org
The American Association of School Librarians offers many ways to promote yourself.

All Vendor Programs will take place at the Connecticut Convention Center in centrally located concurrent session rooms.

To help ensure maximum attendance at your session(s), it is highly recommended that you promote your program to AASL registrants. To help you in this effort, all Vendor Program participants will be provided with a full list of pre-registered attendees approximately six (6) weeks prior to the conference so that you may send a pre-show mailing to highlight the value and importance of your Vendor Program.

All Vendor Programs will be promoted with conference program schedules and descriptions. You can include contact name and number/e-mail for attendees to RSVP. Additionally, AASL will promote all confirmed Vendor Programs through a Vendor Program exclusive pre-conference e-mail, dedicated section on conference Web site, and inclusion in on-site program book.

All applications and session descriptions (100 words or less) received by October 1, 2014, are guaranteed inclusion in AASL’s program book distributed to all attendees on-site.

Vendor Program rooms
All rooms will be set theater style to accommodate up to 150 attendees. Once the Vendor Program reaches room capacity, attendees will be asked to attend another Vendor Program. Vendor’s can request a different room set but this might change the location of the room. Your Vendor Program includes the following standard audio/visual equipment: LCD projector, screen, podium, lavaliere microphone, and sound system. You will receive information for additional A/V ordering as well as food and beverage service.

Participants are welcome to provide additional A/V, food and beverage and decorative enhancements to the room; however, all related costs, including any room resets, will be the responsibility of the vendor.

Vendor Program Cost
Cost is $1,500 per Vendor Program (limited availability).
VENDOR PROGRAM APPLICATION

for the AASL 16TH NATIONAL CONFERENCE & EXHIBITION
Conference Dates: November 14–17, 2013 / Connecticut Convention Center / Hartford, CT

COMPANY NAME

CONTACT NAME

ADDRESS

CITY   STATE   ZIP

PHONE

FAX

E-MAIL

Date/Time

Vendor Programs available
November 15 & 16, 2013

Please specify preferred time slot
☐ 7:00–7:45 a.m.
   Friday, Nov. 15th
☐ 7:00–7:45 a.m.
   Saturday, Nov. 16th

COST IS $1,500 PER VENDOR PROGRAM (LIMITED AVAILABILITY).

Please e-mail Allison Cline at acline@ala.org listing the following:

TITLE
Title of session (to be printed in onsite materials) and name of presenter(s):

DESCRIPTION
Description of session (to be printed in onsite materials) and RSVP information (if applicable)

PAYMENT INFORMATION
Number of programs _______ x $1,500  TOTAL DUE: $ ________

CHOOSE THE PAYMENT TYPE:
☐ Check: make payable to ALA/AASL
☐ Credit card: charge $ ________
   ☐ MasterCard    ☐ Visa    ☐ AmEx

CARD NUMBER

EXP. DATE

NAME ON CARD

CARDHOLDERS SIGNATURE

MAIL OR FAX THIS COMPLETED FORM TO: AASL HEADQUARTERS
Attn: Allison Cline
50 E. Huron
Chicago, IL 60611
ph: 312-280-4385
fx: 312-280-5276
e: acline@ala.org

CANCELLATION OF VENDOR PROGRAMS
If notice is received prior to July 30, 2013, exhibitors are responsible for a $100 processing fee. If notice is received after July 30, 2013 but prior to August 31, exhibitors are responsible for 50% of the total Vendor Program cost. If notice is received after August 31, 2013 no refunds are issued.
EXHIBITING AT THE NATIONAL CONFERENCE

WE INVITE YOU TO JOIN US from November 14–17, 2013, in Hartford, CT at the 16th National Conference & Exhibition of the American Association of School Librarians (AASL).

The AASL National Conference is attended by thousands of forward thinkers in the school library profession from around the country. They are entrusted with assisting students in their academic achievement and therefore have varying needs that include technology, books, equipment, supplies, and other services relevant to the K–12 library. They are serious buyers who have the capability of influencing decision makers in their schools and districts.

By exhibiting at the AASL conference in Hartford, you get the opportunity to reinforce your company’s image in the minds of attendees by sharing ideas and the latest trends.

The AASL National Conference is held every two years, so don’t miss this opportunity to help attendees enhance their school libraries and better meet the needs of the students they serve.

CONTACT INFO

Mail or fax the following form. For reservation and payment questions, call Lara Fitts Gamache at 312-541-0567.
EXHIBIT SPACE APPLICATION
for the AASL 16TH NATIONAL CONFERENCE & EXHIBITION
Connecticut Convention Center, Halls A & B / November 14–17, 2013 / Hartford, CT

1. CONTACT INFORMATION

CONTACT INFORMATION

CONTACT NAME/TITLE

CONTACT PHONE/FAX

CONTACT PREFERRED E-MAIL

COMPANY INFORMATION

COMPANY NAME

ADDRESS

CITY STATE ZIP

COMPANY PHONE TOLL-FREE PHONE

FAX

WEB SITE

E-MAIL

EXHIBIT SPACE RENTAL

The exhibit space rental charge is $21.00 per square foot. There is a $100 charge for each exposed corner. The table top exhibit space rental charge is $750 and must be paid in full. A non-refundable $650 deposit per 100 square feet (payable in U.S. funds and drawn on a U.S. bank) must be enclosed with the application. THE BALANCE IS DUE JUNE 22, 2013. Applications received after this date must include full payment.

CANCELLATION POLICY: All requests for cancellation of booth space must be received in writing. Cancellations received prior to June 22, 2013 will be refunded less the deposit of $650 per 100 square feet of exhibit space. No refunds after June 22, 2013.

2. PREFERENCES AND PAYMENT

LOCATION PREFERENCES

Please indicate the location and configuration of the booth space requested.

1st Choice: ______________ 2nd Choice: ______________
3rd Choice: ______________ 4th Choice: ______________

We do NOT want to be next to or across the aisle from:

_________________________ ______________________

_________________________ ______________________

_________________________ ______________________

_________________________ ______________________

PAYMENT AMOUNT

FEET DEEP X FEET WIDE (FRONTAGE) = TOTAL SQUARE FEET RATE

$ ____________________________

TOTAL SQUARE FEET X RATE = AMOUNT DUE

$ ____________________________

Deposit: $________ On or after 6/22/13 submit application with Total Amount.

TABLE TOP DISPLAY (one per company): $750, full payment due with application.

METHOD OF PAYMENT

☐ AASL Federal Tax ID # 36-2166947 Amount:________________

☐ Check: make payable to ALA/AASL

☐ Credit card Please complete the credit card authorization in the next page

AGREEMENT

WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXPOSITION AS PRINTED ON THE REVERSE SIDE HEREOF AND WHICH ARE PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.

DATE

AUTHORIZED SIGNATURE

TITLE

INSTRUCTIONS: Complete all 4 sections. Sign and send all 3 pages of the application, including a check or preferred method of payment, to 3447 Eagle Way, Chicago, IL 60678 or fax to 312-541-0573.

Upon assignment of space by Show Management, a booth space confirmation will be sent to you.

QUESTIONS ABOUT EXHIBIT SPACE? Please contact:

AASL Exhibit Office
Corcoran Expositions, Inc.
ph: 312-541-0567
fx: 312-541-0573
e: info@corcexpo.com
3. CREDIT CARD AUTHORIZATION FORM

If you chose a credit card as your form of payment, please fill out all of the information below and fax it back to us at 312-541-0573

COMPANY

BILLING ADDRESS

# $ PAYMENT FOR/INVOICE NUMBER AMOUNT

Charge my: ○ VISA ○ MASTERCARD or ○ AMEX

NAME AS SHOWN ON CARD

SIGNATURE AS SHOWN ON CARD

CREDIT CARD NUMBER # EXPIRATION DATE

V-CODE 3-digit security code in the back 4-digit in front

4. READ AND SIGN GENERAL RULES AND REGULATIONS

The American Association of School Librarians (AASL), a division of the American Library Association (ALA), Corcoran Expositions, Inc., and its authorized representatives are hereinafter referred to as “Show Management.” Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well being of the Show. Each exhibitor, for himself, his employees, and his contractors agrees to abide by these regulations and by any amendments or additions hereafter made by Show Management. Show Management reserves the right to decline, prohibit, deny access or remove any exhibit which in its sole judgement is contrary to the character, objectives, and best interests of the Show or suitable for its attendee audience. This reservation includes, but is not limited to, any violation which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exhibition as a whole. Use of so called “barkers” or “pitchmen” is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

Alcoholic Beverages. Exhibitors may not serve alcoholic beverages in the exhibit hall except with the written permission of Show Management.

Literature Distribution. The AASL name and/or logo may not be part of any exhibitor materials without written permission of AASL. Exhibitors are prohibited from distributing advertising circulars, catalogs, folders, promotional materials or devices outside of their booth space. Prohibited areas include but are not limited to: aisles, meeting rooms, and registration areas or lounges, in any convention hotel, convention center or host facility. Exhibitors are prohibited from any form of advertising or solicitation outside the exhibit booth space at conference facilities, including hotels, without the advance written permissions of AASL/AASL. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

Music Licensing. Any exhibitor using copyrighted music during the AASL National Conference and Exhibition, shall obtain permission for such use. This requirement applies to live and recorded music, including that accompanying video or other presentations. Any exhibitor using copyrighted music as set forth above assumes the entire responsibility for its use and for obtaining the appropriate permission and payment of any fees associated with its use. Exhibitor further agrees to protect, indemnify, and defend Show Management, the management of the exhibit hall, and the service contractors and their respective employees and agents harmless against all claims, losses or damages, governmental charges or fines and attorney’s fees arising out of or caused by exhibitor’s use of said copyrighted music.

Direct Sales. No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery. A guideline of exceptions can be requested from Show Management.

Sound. Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noise making machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels. Exhibitors are responsible for individual ASCAP/BMI music licensing fees if applicable.

Live Animals. Live animals are prohibited.

Booth Representatives. Booth representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited.

Irregular Activities. All giveaway items with the exception of plastic bags, pens, pencils, luggage tags, pocket calendars, and the exhibitor’s product must be submitted for approval to Show Management three (3) weeks prior to the opening of the exhibit. Noisemakers of any kind will not be permitted. All giveaway items must be distributed approved “stick-ons” may not place the “stick-ons” on the attendees’ badges.

6. EXHIBITORS AUTHORIZED REPRESENTATIVE. Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the firm’s exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exhibition periods, and this representative shall be responsible for keeping the exhibit neat, maintained and orderly at all times.

For their own safety and protection, persons under the age of sixteen (16) will not be admitted to the exhibit halls at any time.
7. INSTALLATION AND REMOVAL. Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Any space not claimed by the exhibitor within three (3) days prior to the published Show opening time may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exhibition.

Exhibits must be staffed during all Show hours and may not, to any extent, be dismantled before the Show closing.

Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

8. ARRANGEMENT OF EXHIBITS. Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management.

Exhibitor Plan Review. Booth construction plans and layout arrangements for first-time exhibitors, any expansion or changes to booth space, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exhibition.

9. EXHIBITS & PUBLIC POLICY. Each exhibitor is charged with knowledge of all State, County, and City laws, ordinances and regulations pertaining to health, fire prevention and safety, and public welfare, while participating in the exhibition.

Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls or other parts of the building. Any and all damages, losses, expenses, and/or costs resulting from failure to observe this notice shall be payable by the exhibitor.

The exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them.

Exhibitors must comply with City and State fire regulations. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited. Electrical equipment and wiring must conform with National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs a fine by the fire service contractors. It is the exhibitor's responsibility to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor's expense.

If unused equipment or machinery to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations.

Independent contractors must conform to IAEI, ESCA and ED&PA guidelines and must be approved by Show Management. Any and all other agreements, contracts or agreements for any electrical work, including 120/208 volt, must be in writing and approved by Show Management.

10. STORAGE OF PACKING CRATES AND BOXES. Unattended freight in any display space as of one hour prior to Show opening will be removed and stored at the exhibitor's sole risk and expense. Exhibitors will not be permitted to store packing crates and boxes in booths during the exhibit period, but these, when properly marked, will be stored and returned to the exhibitors by service contractors. It is the exhibitor's responsibility to mark and identify his crates and boxes. Crates and boxes not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty.

Because of the loss of storage facilities, it may be necessary to store empty crates, boxes and exhibit material outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them. The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates.

Crate, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by the service contractor for removal time and materials at prevailing rates. Neither Show Management, the service contractor, nor the exhibit facility shall assume any liability whatsoever for loss or damage.

Material Handling. All shipments must be prepaid and consigned per the shipping instructions as specified in the Exhibitor Service Kit. Exhibits and related materials will not be accepted in advance as freight by the Exhibit Facility and will be redirected to the official show decorator at the exhibitor's expense.

11. SOCIAL ACTIVITIES. Any social function or special event planned by an exhibiting company, to take place during the AASL National Conference and Exhibition, must be pre-approved by Show Management. Exhibitor agrees to withhold sponsorship of hospitality suites/rooms or other functions during official conference and exhibition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management. Distribution of exhibitor materials is not permitted to attendees sleeping in the rooms. AASL meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space.

12. SECURITY, LIABILITY AND INSURANCE. AASL Exhibit Management will provide overall security guard service for the meeting period but neither AASL nor the convention facility will guarantee exhibitors against theft. Exhibitors agree that their property, whether real or personal, whether tangible or intangible, whether material or by or for any cause. All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its servants, contractors, the management of the exhibitor, nor any of the officers, staff members or directors of any of them are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. Each exhibitor must make provisions for safeguarding of their goods, materials, equipment and display at all times and exhibitors are urged to carry their own insurance through their own sources at their own expense.

13. INDEMNIFICATION. Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or assented against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct upon the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made liable to any person by reason of any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

Property Damage. Neither Show Management nor Exhibitor shall be responsible for any loss or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by fire, flood, smoke, acts of God, public enemy, riot, civil commotion, or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exhibition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Show Management to use its best efforts to minimize any loss of or damage to property of the exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Neither exhibitor shall, in any way, indemnify, release or hold harmless AASL, Show Management, the City and any officers, directors, membe...
ADDITIONAL WAYS TO SUPPORT AASL

It is through the support of our vendor community that enables AASL to reach many of its strategic initiatives and advocacy efforts. In addition to the items listed in this booklet to help increase your marketing efforts, we would also like to encourage our vendor partners to join the AASL Community.

KEY BENEFITS of Corporate Membership are:
- Discounted membership lists
- Preferred exhibit booth space
- Enhanced Listing in American Libraries Buyers Guide

CORPORATE MEMBERSHIP
Corporate members receive recognition as supporters of school library programs and school librarians. AASL and ALA bring you visibility in the marketplace and offer you member-to-member access to buyers and decision makers in the library community. For a cost of just $75 any ALA corporate member can become a member of AASL and receive corporate member benefits.

CONTACT INFO
For more information visit [www.ala.org/ala/membership/memberbenefits/benefitscorp](http://www.ala.org/ala/membership/memberbenefits/benefitscorp)
To join visit [www.ala.org/ala/membership/aladues/duesorgcorp](http://www.ala.org/ala/membership/aladues/duesorgcorp)

Levels of Giving
- **FRIEND**: up to $99
- **SUPPORTER**: $100–$249
- **CONTRIBUTOR**: $250–$499
- **ADVOCATE**: $500–$999
- **VISIONARY**: $1,000+

All donations are tax-deductible to the extent allowed by law. The Friends of AASL membership cycle runs September 1 to August 31.

FRIENDS OF AASL
The Friends of AASL program ensures excellence in service to the profession and supports future growth and viability. Program funds provide additional financial support for AASL programs and initiatives which enhance the association’s mission and goals and reach beyond traditional membership services as guided by AASL’s strategic plan and Learning4Life.

CONTACT INFO
For more information on Friends of AASL visit [www.ala.org/aasl/friends](http://www.ala.org/aasl/friends)
AASL Vendor Opportunities

American Association of School Librarians

50 E Huron St., Chicago, IL 60611  |  1.800.545.2433 ext. 4382  |  www.ala.org/aasl