



## **Public Library Authorities Conference 2007**

### **Marriott Hotel, Glasgow**

### **10 – 12 October 2007**

The annual PLA Conference has just been launched. As you are aware, the audience for this conference is made up mainly of Chief Librarians and their Elected Members. We expect to attract around 300 delegates in total. The Programme Director this year is Karen Cunningham, Director of Libraries at Glasgow City Council; the theme is **Inform, Educate, Entertain - Whose role is it anyway?** You can find the most up to date version of the programme at [www.cilip.org.uk/pla2007](http://www.cilip.org.uk/pla2007).

The Public Libraries Group is very keen to involve suppliers in the conference. There are a number of special opportunities for you.

#### ◆ **Exhibiting**

**£350 + VAT**

At the Conference Hotel there is an area where delegates will gather during the refreshment breaks, which is ideal for companies to have small exhibition stands. Please note that there will **not** be a shell scheme; this is quite simply an opportunity to have a base where delegates can find you; to put up some free-standing display panels if you wish; to have literature available; to demonstrate your product.

We will provide you with:

A carpeted area approximately 3m x 2m

A table and chairs

An electrical socket

Your company name, logo and url on the conference web site

Your company name, logo and 50 words of copy in the Conference Handbook.

Set up will be from 08.00 until 10.00 on Wednesday 10 October. You must remove your exhibit before 14.00 on Friday 12 October.

Exhibiting companies must register all their attending staff as delegates, paying the appropriate delegate rate. At least one member of staff must be registered as a full time delegate.

◆ **Sponsoring Opportunities**

Following are some suggestions, if you have other ideas then please get in touch.

- **Wine for Conference Dinner** **£1,500 + VAT**  
Includes:
  - your company name/logo branding on the Dinner menus
  - one complimentary exhibiting space
  - one complimentary insert in the delegate bag
  - your company name/logo in the sponsors' section of the Conference Handbook
  
- **Delegate bags** **DS LIMITED**  
Includes:
  - your company name/logo branding on each delegate bag
  - one complimentary exhibiting space
  - one complimentary insert in the delegate bag
  - your company name/logo in the sponsors' section of the Conference Handbook
  
- **Conference Handbook** **D-TECH**  
Includes:
  - your company name/logo branding on each Handbook
  - complimentary full colour advertisement on the outside back cover
  - one complimentary exhibiting space
  - one complimentary insert in the delegate bag
  - your company name/logo in the sponsors' section of the Conference Handbook
  
- **Coaches for afternoon at Mitchell Library** **£700 + VAT**  
Includes:
  - your company name/logo branding on each coach
  - one complimentary exhibiting space
  - one complimentary insert in the delegate bag
  - your company name/logo in the sponsors' section of the Conference Handbook
  
- **One tea / coffee break:** **£650 + VAT**  
Includes:
  - your company name/logo branding at each break
  - one complimentary exhibiting space
  - one complimentary insert in the delegate bag
  - your company name/logo in the sponsors' section of the Conference Handbook
  
- **Delegate badge lanyards** **ASKEWS**  
Includes:
  - your company name/logo branding on each delegate badge lanyard
  - your company name/logo in the sponsors' section of the Conference Handbook

- **Participants' List** **£350 + VAT**  
Includes:
  - your company name/logo branding on each Participants' List
  - a complimentary black and white advertisement on the outside back cover
  - one complimentary insert in the delegate bag
  - your company name/logo in the sponsors' section of the Conference Handbook
  
- **Advertising in the Conference Handbook** **£150 - £350 + VAT**  
There are a limited number of prime advertising spaces in the Conference Handbook, which will contain full details of the programme, speakers, session abstracts, sponsors and exhibitors and is an excellent way to support your involvement in the conference.  
All attendees will receive a copy of the Handbook, which will be A4 size and printed in full colour. It will be constantly used throughout the conference and retained as a valuable reference source.
  - Inside front cover ~ **£350 + VAT**
  - Inside back cover ~ **£350 + VAT**
  - Full page within the Handbook ~ **£250 + VAT**
  - Half page within the Handbook ~ **£150 + VAT**

◆ ***Inserts in Delegate bags***

We will put a leaflet, flyer or corporate gift in each delegate bag.

£65 + VAT for companies registering at least one full time delegate

£130 + VAT for companies not registering a full time delegate

◆ ***Host a table at the Conference Dinner***

The Conference Dinner takes place on Thursday 11 October at the Marriott Hotel. Companies may host a table of ten, thus ensuring you sit with your most important customers for the evening. Companies hosting a table must have at least one full time delegate registered for the Conference.

I look forward to hearing from you.



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