



# CSLA

California School Library Association

Established 1915

## 2025 Annual Conference & Exhibits

January 30 - February 2, 2025



**Signia by Hilton**

170 S Market St, San Jose, CA 95113

# Exhibitor Prospectus

Exhibitor Days

January 31 - February 1, 2025

# CSLA EXHIBITOR PROSPECTUS

The following materials comprise the contract regulations set forth by CSLA for all organizations and their personnel exhibiting at the **2025 CSLA Annual Conference and Exhibits**. Please read the exhibit terms, conditions, deadlines, and rules *carefully* as outlined in this exhibitor prospectus.

**Exhibitor Days: January 31 - February 1**

**CSLA encourages conference attendees to visit the exhibit hall by offering them:**

- Dedicated conflict-free exhibit hours
- Exhibit hall treats
- California School Library Foundation fundraiser held in the exhibit hall. We encourage you to bring one or more items as prizes.
- Whova Passport Contest. Attendees scan QR code at each exhibit. Participants receive a prize for visiting all exhibits and are entered in a grand prize drawing.
- Opportunities to attend exhibitor learning sessions on Saturday.

**Please reserve space early.  
2025 Deadline Dates**

**September 30, 2024**

Exhibit Early Registration Price

Use discount code EARLYBIRD for \$150 off

**November 30, 2024**

Exhibitor Regular Registration Price

**December 15, 2024**

Advertisements, camera-ready artwork, and sponsor logos

## EXHIBITS LOCATION

Imperial Ballroom

## EXHIBIT MOVE-IN HOURS

**Friday, January 31, 2025**

11:30 AM – 2:30 PM

## EXHIBIT HOURS

**Friday, January 31, 2025**

3:00 PM - 6:00 PM Exclusive Exhibitor Time

**Saturday, February 1, 2025**

11:00 AM - 3:00 PM Exhibit Hours

12:00 PM - 3:00 PM Exclusive Exhibitor Time

## EXHIBIT DISMANTLE HOURS

**Saturday, February 1, 2025**

3:00 PM – 4:30 PM

*Please do not begin dismantling before 3:00 PM.*

*All material MUST be removed by 4:30 PM.*

## PRE AND POST REGISTRATION LISTS

Pre-conference registration lists will be provided to Level 1 and Level 2 sponsors. Other exhibitors may purchase the list in advance for \$100. All exhibitors will receive a complimentary post-conference registration list within ten days of the end of the conference. The list will not include registrants who opt out of having their information shared.

## HOTEL ACCOMODATIONS

CSLA has negotiated a nightly room rate of \$209 for exhibitors and attendees at the Signia by Hilton. Guests must identify themselves as being with the group, CSLA 2025, at the time of the reservation in order to receive the special group rate. There are public parking lots nearby, or valet parking at the hotel for \$49 per night. Room availability is limited, so please register for your tabletop and reserve your hotel room early.

## WHOVA

Online registration for exhibitors is made through Whova. The Whova digital exhibitor center allows exhibitors to use streaming, video, promotional materials, and more to showcase themselves and interact with the attendees.

# 2025 CSLA Conference – Fees and Advertising

## Fee Schedule

To qualify for membership rates, membership **MUST** be current through February 1, 2025.

Tabletop Applications Received by September 30, 2024 Use the discount code EARLYBIRD when registering.	
CSLA Sustaining member	\$650
CSLA Commercial member	\$750
Non CSLA member	\$950

Tabletop Applications Received by November 30, 2024	
CSLA Sustaining member	\$800
CSLA Commercial member	\$900
Non CSLA member	\$1100

Sponsorships	
Level 1	\$3,000
Level 2	\$1,500
Level 3	\$750

30-Minute Exhibitor Learning Sessions	
Level 1 sponsor	complimentary
Level 2 sponsor	\$150
Other exhibitors	\$300

Multiple table tops may be ordered. Tabletop dimensions are 72"x 30" and include two chairs and a black linen tablecloth. Wi-Fi service will be provided at no additional charge. Electricity is \$50, if needed.

## Program Book Advertisements

Sponsors receive complimentary advertising space:

Level 1	Full page
Level 2	1/2 page
Level 3	1/4 page

Other exhibitors may purchase advertising space at the following rates:

Full page	\$1,100
1/2 page	\$550
1/4 page	\$275

**Sustaining and commercial members not exhibiting at the conference may purchase advertising space at the following rates:**

Full page	\$1,600
1/2 page	\$800
1/4 page	\$475

**\*Non-Members** who do not exhibit may not advertise in the conference program.

**\*\*Advertisements** must be submitted to CSLA no later than December 15, 2024, to be included in the Final Program. Please provide camera-ready artwork.

## Opportunity Drawing

To gain additional visibility, donate one or more drawing prizes (\$25 minimum value each, please).

## CSLA Membership

Commercial member	\$125
Sustaining member	\$500

**Sustaining members will receive greater visibility at the conference.**

[Membership application](#) - apply or renew online

Questions regarding exhibitors should be addressed to the Exhibitor Coordinator at [exhibitor@csla.net](mailto:exhibitor@csla.net).

# 2025 CSLA Conference - Sponsorship Opportunities

## Level 1 Sponsors \$3,000

- A full-page ad in the final Conference Program \$1,600 value
- One complimentary **Exhibitor Learning Session** (30 minutes) \$300 value
- Two complimentary tickets to the California Young Reader Medal banquet \$300 value
- The opportunity to briefly address the audience at the session you sponsor
- Special recognition on our website with a link to your company
- Public recognition signage at the conference
- Pre-registration list \$100 value
- Listing on pre-conference materials and in the weekly CSLA newsletters leading up to and immediately following the conference

## Level 2 Sponsors \$1,500

- A half-page ad in the final Conference Program \$800 value
- One discounted **Exhibitor Learning Session** (30 minutes) \$150 value
- Special recognition on our website with a link to your company
- Public recognition signage at the conference
- Pre-registration list \$100 value
- Listing on pre-conference materials and in the weekly CSLA newsletters leading up to and immediately following the conference

## Level 3 Sponsors \$750

- A quarter-page ad in the final Conference Program \$275 value
- Special recognition on our website with a link to your company
- Public recognition signage at the conference
- Listing on pre-conference materials and in the weekly CSLA newsletters leading up to and immediately following the conference

**Level 1 sponsorships are events which give you the opportunity to welcome attendees and give some opening remarks:**

Model School Library Tour  
New Attendee/Member Social  
OpeningSession/Keynote Speaker  
CYRM Banquet Table Sponsor  
Membership Meeting and Brunch

### Level 2 sponsorships:

Exhibit Hall Treats  
Whoava Passport Contest  
Officer's Reception  
Disc Jockey at the Dance  
Conference bags

### Level 3 sponsorships:

Name Badge Holders  
Membership Lounge  
Unconference  
Thursday Workshops  
Author Panels

*We can also custom tailor a sponsorship to your interests.*

**We would like to acknowledge our 2024 conference sponsors:**

### Level 1



### Level 2



### Level 3



# Exhibitor Terms, Conditions, Rules, and Regulations

## CONTRACT FOR SPACE

The application must be completed and accompanied by the full payment of the total fee. **No applications will be processed or space assigned without both the contract and payment.** The signed "Application and Contract" and subsequent notice of assignment constitute a contract between CSLA and the exhibitor. Any point not specifically covered in these regulations is subject to the decision of CSLA, whose decision shall be final.

## SPACE ASSIGNMENT

Exhibitors will indicate their preferred choice of tabletop assignments at the time of registration. If paying by check, the assignment will be made after payment is received. CSLA reserves the right to reassign tabletops at any time. All such decisions are final.

## EXHIBITING MEMBERS

Exhibitors who are also CSLA commercial and sustaining members receive a discount on the cost of each table. Individual members do not receive discounts on tables.

## SUBLETTING TABLETOP SPACE

The exhibitor may not assign, sublet, or apportion all or any part of the contracted tabletop space, nor may the exhibitor permit the display, promotion, sales, or marketing of non-exhibitor products or services on its tabletop. Failure to adhere to these regulations may result in the exhibit being removed at exhibitor's expense. The exhibitor waives any claim to a refund of the exhibit space or other damages arising out of such termination and/or exhibit removal.

## INSTALLATION AND DISMANTLING

Please refer to the schedule on page one for set-up hours, exhibit hours, and dismantling. Exhibitors are responsible for setting up and dismantling tabletop displays. A tablecloth and two chairs will be supplied. Storage space is not available for display materials. Exhibits may not be dismantled prior to 3:00 PM on Saturday, February 1. Exhibitors must vacate the exhibit floor by 4:30 PM..

## SHIPPING MATERIALS

Materials may be shipped in advance to the [FedEx Office Print & Ship Center](#) located in the conference hotel. To find out more, call **(408) 299-0424** or email [USA5595@fedex.com](mailto:USA5595@fedex.com)

## EXHIBITOR LEARNING SESSIONS

Exhibitors who purchase a session in a breakout room agree to abide by the time limitations by setting up and breaking down within five minutes prior to and after the time allotted. A projector and screen will be provided, but exhibitors must bring their own computer, speakers, and adapters as needed. **Exhibitors must provide learning session information no later than December 15, 2024**, including the title and a short description of the presentation.

## CANCELLATION, REDUCTION, OR UNCLAIMED SPACE

Should an exhibitor need to cancel or reduce a space reservation, written notice of the cancellation/reduction is required. Cancellation or reduction deadlines:

- On or before **October 31, 2024** 50% refund
- **November 1-30, 2024** 25% refund
- After **November 30, 2024** no refund

Any space not claimed or occupied by 3:00 PM Friday, January 26, 2024, may be reassigned without refund.

## USE OF EXHIBIT SPACE DURING EXHIBIT HOURS

Exhibitors shall reflect their highest standard of professionalism while maintaining the exhibit space. All demonstrations and exhibits must be confined to the contracted space as outlined in the exhibit specifications. Space is leased under the definite pledge that an exhibit germane to the profession and of interest or educational value to the trade will be presented.

The use or presence of animals is prohibited. Distribution of samples/souvenirs is permitted only from the contracted exhibit space. Exhibitors may not have any live musical performance in the exhibit hall. The use of strolling entertainment or personnel is prohibited. Exhibitors are prohibited from using loud audio. Loudspeakers or the operation of machinery that is of sufficient sound volume to be annoying to neighboring exhibitors or guests is not permitted.

Special equipment needs must have prior approval by CSLA. Exhibits may not interfere with other exhibits or impede access to them or the free use of the aisles. Display equipment may not be placed or displayed outside the exhibitor's space unless approved in writing by CSLA. Exhibits must be supervised at all times unless expressly approved otherwise by CSLA. In the event the exhibitor plays recorded music at the exhibit space, the exhibitor warrants that it shall obtain appropriate licenses and have the authority to use such copyrighted music and comply with all terms and conditions of the licenses. The exhibitor agrees to defend, indemnify, save, and hold harmless CSLA from any claims brought against CSLA alleging a breach of the warranties made in this paragraph.

Non-exhibiting companies may not display or advertise their products or services in any exhibit area or elsewhere in the conference facility, or official conference hotel, when, in the judgment of CSLA, such products are competitive with the products of exhibiting firms. Exhibitors are requested to inform CSLA of their knowledge of any such solicitation activity.

## UNAUTHORIZED SOCIAL AND MARKETING EVENTS, FOCUS GROUPS

The exhibitors may not conduct any marketing, social, or other functions during the official daytime hours of the CSLA Conference without the expressed written consent of CSLA. In order to coordinate the scheduling of special functions, any exhibitor interested in planning an event during the conference should submit a written request to the Administrative Assistant, [assist@csla.net](mailto:assist@csla.net) by December 15, 2024. All functions are subject to written approval by CSLA.



# Exhibitor Terms, Conditions, Rules, and Regulations

## LIABILITY INSURANCE

The exhibitor will protect, save, and hold harmless CSLA and the facility from any damages or charges for violation of any law or ordinance, as well as comply with applicable terms and conditions contained in the agreement between CSLA and the facility. The exhibitor will at all times protect, save, and hold harmless CSLA and the facility from all loss, cost, or liability arising from or by reason of the exhibitor's occupancy and use of the exhibit premises. Neither CSLA, the facility, any officers/directors, nor staff members will be responsible for the safety of the property of the exhibitors from theft, damage by fire, accident, or other causes, but will use reasonable care to protect the exhibitors from such loss. Materials may not be shipped in advance directly to the exhibit site, and no responsibility is assumed for materials in this case. No responsibility is assumed for materials left to be picked up by the exhibitor or other agent(s) of the exhibiting company after the close of the exhibit. All exhibit materials must conform to local fire regulations.

The exhibitor, their agents, employees, contractors, or invitees agree to indemnify, protect, save, and hold harmless CSLA and the facility, its agents, employees, or contractors from and against any and all losses, damages, injuries, claims, demands, and expenses, including legal expenses, of whatsoever kind and nature, arising due to negligence during exhibitor's participation in the exposition during the installation, show, or dismantling period.

Damage to inadequately-packed property is the exhibitor's responsibility. The cost of repair or replacement due to damage to the conference hotel caused by the exhibitor shall be the responsibility of the exhibitor. The exhibitor shall assume all risks, costs, and expenses arising from the use of patented, trademarked, or copyrighted materials, equipment, devices, processes, or dramatic rights used during or incorporated during the conduct of its activities in the conference, and agrees to protect, indemnify, defend, and hold CSLA, facility, and their employees and agents harmless from all damages, costs, and expenses in law or equity for or on account of any infringement or alleged infringement of the intellectual or intangible property rights of any person (including without limitation patented, trademarked, or copyrighted materials, equipment, devices, processes, or dramatic rights furnished to or used by exhibitor), including the costs and expenses of defending any such action even if it is groundless or fraudulent.

## SECURITY

The exhibits will be located in the Imperial Ballroom, which will be locked when the rooms are closed. Reasonable precautions are taken to protect property, but CSLA cannot ensure the safety of persons or the protection of the exhibitor's property. The furnishing of such security shall not be deemed to increase the liability of CSLA, its representatives and employees, the general contractor, conference hotel, their representatives and employees, or to modify in any way the assumption of risk and release provided for above. If insurance is desired, it must be placed by the exhibitor. It is recommended that exhibitors take their own precautionary measures, such as the securing of small or easily portable articles of value and the removal of them to a place of safekeeping after exhibit hours. CSLA shall not be liable for lost profits, exemplary or consequential damages, or punitive damages.

## BADGES AND REGISTRATION

Exhibitors must register and obtain exhibitor badges at the exhibitor registration desk prior to entering the exhibit area. Exhibitors, representatives, or their guests may not attend presentations done by other commercial exhibitors except at the personal invitation of the presenter.

## CALIFORNIA SELLER'S PERMIT

No exhibitor will be permitted to sell (retail) merchandise in the exhibit hall unless the exhibiting company has submitted a California State Board of Equalization Seller's Permit Number to CSLA.

## AMERICANS WITH DISABILITIES ACT (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA). Information regarding ADA compliance is available at [www.ada.gov](http://www.ada.gov)

## SHOW MANAGEMENT AUTHORITY

CSLA reserves the right to interpret, amend, and enforce the terms, conditions, rules, and regulations at its sole discretion. Each exhibitor, for itself, its agents, and employees, agrees to abide by the terms set forth in this exhibitor prospectus or by any amendment thereto or interpretation thereof. CSLA reserves the right to refuse to sell space, to exclude, or restrict exhibits that may be objectionable, or to order the removal of any portion of an exhibit that in the judgment of CSLA is detrimental to or detracts from the general order of the exhibits.

At any time and for any reason, CSLA may, at its sole discretion and without prior notice, rescind and cancel any contract, arrangement or agreement with any exhibitor, or any other person concerning exhibit space or attendance at the conference or both, upon refund of monies received from the exhibitor or person. This applies to persons advertising or soliciting, or anything of similar nature. Failure to comply with any of the regulations as outlined in this prospectus will grant CSLA the right to remove the company from the conference without recourse for any reason, including loss of sales, damages, or disparagement.

All exhibitors expressly agree to waive any rights to damages or other forms of relief related to such decision and cancellation by CSLA as consideration for the conditional privilege to exhibit at and attend the conference.

## SHOW MANAGEMENT COMMUNICATION/PUBLISHER

CSLA is the official publisher, and communication from a third-party vendor regarding advertising, sponsorship, etc., would be erroneous. All correspondence, including invoices, will be generated by CSLA carrying the association's logo, and/or address. If there is any relationship with a third-party provider, CSLA will provide notice to exhibitors, sponsors, and advertisers.

## TERMS OF AGREEMENT

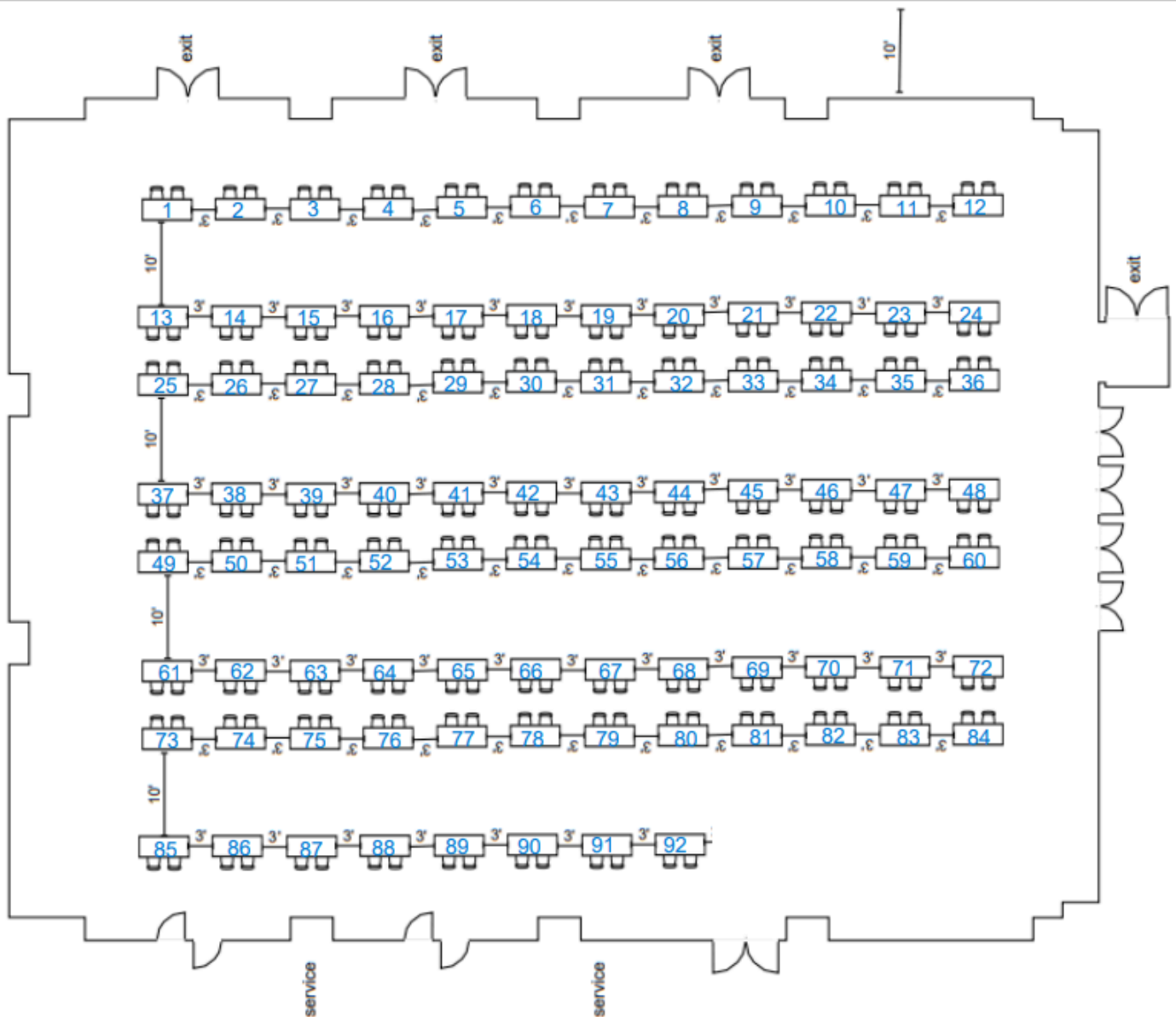
The exhibitor acknowledges that he/she has read and agrees to the exhibit terms, conditions, rules, and regulations as outlined in this prospectus. Exhibitors shall be bound by and must comply with, at exhibitor's cost and expense, all applicable national, state, and local laws, codes, and regulations of governmental or other authorities having jurisdiction over the exhibit facility, together with the rules and regulations of the operators of the facility in which the conference is held.

Questions regarding exhibitors should be addressed to the Exhibitor Coordinator at [exhibitor@csla.net](mailto:exhibitor@csla.net).

# Exhibitor Floor Plan



# Imperial Ballroom



Multiple tabletops may be ordered. Tabletop dimensions are 72"x 30" and include two chairs and a black linen tablecloth.

Wi-Fi service will be provided at no additional charge. Electricity is \$50, if needed.

Contact the exhibits coordinator at [exhibitor@csla.net](mailto:exhibitor@csla.net) with any questions about your participation!