THE BLACK CAUCUS OF THE
AMERICAN LIBRARY ASSOCIATION, INC.

August 4 – 8, 2015
Hyatt Regency St. Louis at the Arch
St. Louis, MO

Information Packet
(Exhibitors, Contributors, and Vendors)

For Exhibit Information Contact Exhibits Co-Chair
Rudolph Clay, (314) 935-5059, rudolphc@wustl.edu

For Vendors/Contributors Contact BCALA President and Fundraising Co-Chair
Kelvin Watson, (734) 834-8290, kantoniow@yahoo.com
Dear Exhibitor/Vendor/Contributor:

The Black Caucus of the American Library Association (BCALA), www.bcala.org, invites exhibitors, publishers, vendors, educational and not-for-profit organizations, and businesses to join the 9th National Conference of African American Librarians (NCAAL), August 4-8, 2015, in St. Louis, MO at the Hyatt Regency at the St. Louis Arch. Our conference theme, “Meet at the Gateway: Reimagining Communities, Technologies, and Libraries” embraces sustainability and change.

As it approaches its forty-fifth year, BCALA continues to be an integral part of the American Library Association. The organization serves as an advocate for the development, promotion, and improvement of library services and resources to the nation's African American community. It also provides leadership for the recruitment and professional development of African American librarians.

The 9th NCAAL offers participating exhibitors and organizations unique on-site promotional marketing opportunities, including program sponsorships and event partnerships that will provide major visibility throughout the conference. We are planning for 500 attendees representing public, academic, school, and special libraries. We are also expecting 50 exhibitors. Your participation is pivotal to our success and your sponsorship would support BCALA’s continuing programs, mentorship, scholarships, and forums.

An exhibits application form, a rules and regulations sheet, and a draft exhibitor booth layout is attached. We have also included conference highlights, a sponsorship program form, and an advertising form. Please help us continue the BCALA legacy and build the foundation for the hard work still to do by participating as an exhibit or contributor. We are happy to answer any questions.

Sincerely,

Conference Co-Chairs
Makiba Foster & Emily Guss
NCAAL2015@gmail.com
9th National Conference of African American Librarians (NCAAL)
August 4 – 8, 2015

Conference Highlights

Conference Dates and Scheduling

We are excited to return NCAAL to our original biennial conference schedule! New to NCAAL 2015, a Wednesday through Saturday schedule, allowing conference goers to take advantage of lower transportation rates typically available on Tuesdays and Saturdays. The new schedule also provides a wonderful opportunity for attendees to stay over and explore the city of Saint Louis once the conference concludes Saturday afternoon.

Signature Conference Events

- The Kickoff - Opening Plenary Session featuring a nationally known Keynote Speaker
- Networking - A fun filled evening at the All Conference Reception
- Explore - Exhibits featuring new products, resources, authors, and local artisans
- Connect and Educate - Author Luncheons and various programs to engage and inspire
- Recognition and Celebration - 45th Anniversary Awards Dinner and Conference Party (sponsored by) the St. Louis Public Library
- Reflections - Jazz Brunch featuring Closing Speaker

Hotel Information

Our host hotel is the Hyatt Regency St. Louis at the Arch. The hotel is located in the heart of downtown and within walking distance to various cultural attractions and hundreds of food options. The hotel provides scenic views of the Mississippi River and other famous landmarks, the St. Louis Gateway Arch and the Harriet and Dred Scott Monument.

Hotel Rates are as follows:

- Single Occupancy - $149
- Double Occupancy - $149
- Triple Occupancy - $174
- Quadruple Occupancy - $199
- Regency Club - $199
- Junior Suite - $249

Conference Registration

- Ethnic Caucus Members: $299-$325
- ALA Non Caucus Members: $330-$355
- Non-ALA/Non-Caucus: $360-$375
- Retired Caucus/ALA: $269-$299
- Students: $169-$199
Sponsorship Program Form

Please fill out the enclosed form and forward it as described below.

Name of Organization:_______________________________________________________

President/CEO:__________________________________________________________

Contact Person:__________________________________________________________

Address:_______________________________________________________________
_________________________________________________________________
_________________________________________________________________

Phone: ______________________ Email:______________________

Make checks payable to: BCALA, Inc. for 9th NCAAL

Mail to:
BCALA for 9th NCAAL Sponsorships
Dr. Stanton Biddle, Treasurer BCALA
P.O. Box 174
New York, NY 10159-0174

For additional funding information and negotiations contact:
BCALA President and Fundraising Co-Chair:
Kelvin Watson
Phone: (734) 834-8290
Email: kantoniow@yahoo.com
9th National Conference of African American Librarians (NCAAL)
August 4 – 8, 2015
Conference Theme: *Meet at the Gateway: Reimagining Communities, Technologies, & Libraries*
Hyatt Regency St. Louis at the Arch
St. Louis, MO

9th NCAAL Program Booklet Advertising Order Form

**Ad Reservation Due: June 12, 2015**  **Artwork Due: June 26, 2015**

Company Name: __________________________________________________________________________
Contact Person: _____________________________________________________________________________
Telephone #: _______________________________  Fax #: _______________________________________
Email: ___________________________________________________________________________________
Address: ___________________________________________________________________________________
_________________________________________________________________________________
City  __________________________________________  State ______________  Zip _______________

Ad Options — Please choose the size/type you wish to reserve.

- [ ] Inside Front Cover  $1,200
- [ ] Inside Back Cover  $1,000
- [x] Back Outside Cover  $1,000  SOLD
- [ ] Full page  $ 450
- [ ] Half page  $ 250
- [ ] Quarter page  $ 150
- [ ] Business Card  $ 25

**PAYMENT INFORMATION**

Make **Check** or **Money Order** payable to BCALA, Inc. for 9th NCAAL Ads. Mail completed form, ad copy, and payment to:

BCALA, Inc., Memo: 9th NCAAL
c/o Dr. Stanton F. Biddle
P.O. Box 174
New York, NY 10159-0174

**Payment Terms:** Payment is due before or when ad copy is submitted.
Dear Exhibitor:

We invite you to participate in the 9th National Conference of African American Librarians (NCAAL). Our association continues to work to make its conferences relevant and enjoyable for the hundreds of librarians who attend and also for our valued exhibitors by:

- Providing "No conflict times"
- Promoting traffic, book signings, and other events in the exhibit area
- Providing access to the BCALA Listserv for pre-conference vendor messages
- Providing an exhibitors’ refreshments lounge

Exhibit Hours:

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 5</td>
<td>Wednesday</td>
<td>1:00 p.m. – 5:00 p.m.</td>
<td>Grand Opening</td>
</tr>
<tr>
<td>August 6</td>
<td>Thursday</td>
<td>9:00 a.m. – 5:00 p.m.</td>
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<tr>
<td>August 7</td>
<td>Friday</td>
<td>9:00 a.m. – Noon</td>
<td></td>
</tr>
</tbody>
</table>

Move-In: Wednesday, August 5th 7:00 a.m. – Noon
Move-Out: Friday, August 7th Noon – 6:00 p.m.

Exhibit rates vary depending on the type of 10’ X 10’ booth reserved:

- $700  Premium (corners, aisles, and center spaces)
- $600  Regular
- $450  Library and Information Science Programs

We invite you to reserve your space for the 9th NCAAL by completing the attached Exhibitor Application Form.

If you have any questions, please contact us at the telephone number or email address listed below. We look forward to the opportunity to bring your products and services to the attention of the 9th NCAAL attendees.

Exhibits Committee Co-Chair:
Rudolph Clay
Phone: (314) 935-5059
Email: rudolphc@wustl.edu
Exhibitor Application Form
9th National Conference of African American Librarians (NCAAL)
Exhibit Dates: August 5-7, 2015
Conference Theme: Meet at the Gateway: Reimagining Communities, Technologies, & Libraries

We hereby make application for exhibit spaces as indicated below, for use at the 9th National Conference of African American Librarians (NCAAL). The cost of the 10’ X 10’ exhibit booths are: $600-regular, $700-premium (corners, aisles, and center spaces), and $450- library and information science programs. We agree to abide by the rules and regulations listed on the RULES, REGULATIONS AND REQUIREMENTS FOR EXHIBITORS sheet.

Submitted by: (please print)

Name of Firm _____________________________________________________________________________
Address ___________________________________________________________________________________
City ______________________________________ State_______________________ Zip________________
Telephone # ___________________________ Fax # ________________________
E-mail__________________________________
Authorized Signature ________________________________________________________________________

No. of Booths Desired: ___________
Type: Regular   Premium   LIS Program 

PROGRAM LISTING: Please provide information below as you would like it to appear in the Conference Program Book.

Company Name _________________________________________________________________
Address ____________________________________________________________________________
City_________________________ State________________________ Zip______________
Description of Exhibit (15 words)_____________________________________________________

Names of Booth Personnel
__________________________________________________________
__________________________________________________________
__________________________________________________________
__________________________________________________________

Letter of alphabet under which Your company name should appear ___________

Space confirmation should be sent to:

Name & Title
__________________________________________________________________________

Company Name
__________________________________________________________________________

Address
__________________________________________________________________________

STREET            CITY            STATE            ZIP

OFFICE USE ONLY Booth Number(s) ________________________________ Total Price __________________
Check Date & Number ________________________________

Make Checks Payable to the Black Caucus of ALA, Inc. Send to: BCALA Inc., c/o Rudolph Clay, CB 7493,
6985 Snow Way Blvd., St. Louis Mo. 63130-4400
FOR MORE INFORMATION Contact: Rudolph Clay, 314-935-5059, Email: rudolphc@wustl.edu
Exhibit Rules
Exhibitors shall not infringe upon the rights and privileges of any other exhibitor. BCALA reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of the exhibit which in the judgment of the Exhibits Co-Chair is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising or soliciting, or anything of a similar nature.

Space assignments and Booth Furnishing
Booth space (10’ X 10’) will be assigned in the order that paid reservations are received. The exhibit space fee includes: 8’ high back drop, one (1) company I.D. sign, one (1) 6’ topped and skirted table, two (2) side chairs, and one (1) wastebasket with liner.

Exhibitors may order additional furniture, utilities, Internet services, or other services at their own expense, from the Hyatt Regency St. Louis at the Arch Hotel. Appropriate forms will be sent to registered exhibitors. Hours and dates for installing, showing and dismantling exhibits shall be those specified by BCALA in the attached Exhibitor Letter.

No exhibitor shall have the right prior to the closing of the Show to pack or remove articles on exhibit without the permission of the BCALA Exhibits Co-Chair. Admission will be by badge only. Badges are not transferable.

Safety Regulations
All materials used in the exhibit area must be fireproofed and conform to all fire department regulations. No decorative paper of any kind will be permitted.

Liability and Insurance
The Black Caucus of the American Library Association Inc. shall not be financially obligated or otherwise committed in the event of the Show being canceled or deferred on account of strikes, fires, casualties, Acts of God or causes beyond their control. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitors’ displays, equipment and other property brought upon the premises of the exhibition facility, and shall indemnify and hold harmless the Black Caucus of the American Library Association Inc., the Hyatt Regency St. Louis at the Arch Hotel and any authorized representative, agent or employee of the forgoing of any and all losses, damages and claims. Every precaution will be taken to safeguard exhibitor’s property.

Handling and Storage
The Black Caucus of the American Library Association Inc., and the owners or managers of the facility where the exhibits are held shall not accept or store display materials or empty crates, and Exhibitors shall make their own arrangements for shipment, delivery, receipt and storage of such materials and empty crates. Such arrangements must be made through the Hyatt Regency St. Louis at the Arch Hotel. All shipments and deliveries to the hotel shall be prepaid.

Cancellation and Refunds
Upon acceptance of this application by the Black Caucus of the American Library Association Inc., it shall be a legally binding contract between the exhibitor and the Black Caucus of the American Library Association Inc.

Application and Agreement
All applications must be made on the Exhibitor Application Form. Checks must be in U.S. dollars, drawn on an U.S. bank, and payable to the Black Caucus of ALA, Inc. The completed and signed Exhibitor Application Form and check should be mailed to BCALA, Inc. – 9th NCAAL, c/o Rudolph Clay Jr., Campus Box 7493, 6985 Snow Way Blvd., St. Louis, MO 63130-4400.

EXHIBIT SPACE IS ASSIGNED IN ORDER OF RECEIPT OF SIGNED EXHIBITOR APPLICATION FORM WITH PAYMENT.
9th National Conference of African American Librarians (NCAAL)
Exhibit Dates: August 5-7, 2015
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Hyatt Regency St. Louis at the Arch
St. Louis, MO

Preliminary Exhibit Area Layout (Subject to change)

Hyatt Regency at the Arch
Regency Ballroom, A-C, 2nd Floor
(Not drawn to scale)