

EXHIBITOR INFORMATION

WHY EXHIBIT AT NELA 2010?

Meet many new prospects from all six New England states. We expect attendance of approximately 700, and we are offering discounts to 2009 conference attendees, new members, and people who attended spring work shops to help increase attendance.

Cover public library and academic markets. About 65% of attendees work in public libraries, 25% in academic libraries, and 10% are in other categories.

Talk to buyers. 86% of NELA attendees control buying or influence purchasing decisions. Nearly half are final decision-makers.

Find new customers who do not attend national conferences. 56% have never been to ALA and 42% have not attended PLA.

Enjoy a sensible show schedule with nearly half of show hours as exclusive exhibit time - with all refreshments served in the hall.

EXHIBIT FEE INCLUDES

8' back-wall drape
Company identification sign
Registration for your representatives
Attendee list emailed to you after the show.

REGISTRATION PROCEDURE

Check the hall diagram. Call to discuss available spaces or we will assign.

Complete the enclosed Reservation/Invoice Form and return it with payment.

Applications will be accepted until space is sold out, but NELA must have your registration by September 24 for your company to be listed in the printed program.

EXHIBITOR SERVICES

Order electricity and Internet Service on the enclosed Reservation/Invoice form.

Order booth furniture and shipping from our contractor SER expositions services, www.serexpo.com. More details will be sent with your confirmation.

HOTEL ROOMS & CONFERENCE MEALS

Hotel rooms have been reserved at the Holiday Inn Boxborough at special conference rates, and exhibitors are invited to attend all conference meals. Your confirmation mailing includes hotel reservation forms and meal ticket order forms.

EXHIBITS SCHEDULE

Sunday

10:00 - 2:00	Installation
1:00 - 2:00	Hall Cleaning
1:30 - 2:30	Orientation
2:15 - 6:00	Exhibits Open
2:30 - 3:30	Exclusive Time
5:00 - 6:00	Reception, Exclusive Time

Monday

9:45 - 1:00	Exhibits Open
10:00 - 11:00	Exclusive Time
1:00 - 2:00	Lunch Break
	Advisory Council Meeting
2:00 - 4:30	Exhibits Open
2:30 - 3:30	Exclusive Time

Tuesday

8:45 - 9:45	Exhibitors Meeting
9:45 - 1:00	Exhibits Open
10:00 - 10:30	Exclusive Time
12:00 - 1:00	Exclusive Time
1:00 - 5:00	Dismantle

SHIPPING

Exhibitors are permitted to transport, load or unload, and set up or remove their own materials during official installation and dismantle hours.

No advance shipments will be accepted for storage by the Holiday Inn Boxborough. If you cannot transport your own materials, please use our contractor shipping services, www.serexpo.com. Deliveries from other shippers will be accepted ONLY on our installation days, Saturday, October 16 or Sunday, October 17, 2010.

MORE INFORMATION

Contact the NELA Executive Manager:

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Watch for updates at www.nelib.org