Dear KLA Supporter:

The Kentucky Library Association is pleased to announce the **2020 Conference** will be held **October 15-16 at the Embassy Suites Coldwater** in Lexington, Kentucky.

An exhibitor contract and additional information is enclosed. The 2020 Conference will feature speakers of regional and national reputation, communication and technology demonstrations, and exciting social programs.

**You spoke, we listened!** This year’s Conference includes...

- Exhibits in the foyer and atrium areas (in the high-traffic area)!
- Lower exhibit cost (for both booth space *and* hotel accommodations)!
- Hotel accommodations at the Embassy Suites INCLUDE breakfast!

**These changes will lead to more face time and less downtime.**

Exhibit hours will be Thursday, October 15, 7:00am to 4:00pm, EDT. All exhibitors will be provided with wireless internet access compliments of KLA.

Make plans today to include the 2020 KLA Conference in your show schedule today! For further information, please call the KLA Office at (502) 223-5322.

Yours very truly,

[Signature]

Tom Underwood  
Executive Secretary
**2020 KLA CONFERENCE EXHIBITOR & SPONSOR DETAILS**

**all times are Eastern Daylight Time**

**Location**
Lexington, KY, Embassy Suites Coldwater, Lower Atrium

**Cost**
$400/booth for member companies; $450/booth for non-member companies

**Setup**
6:00 - 8:00pm on Wednesday, October 14 and 5:00 - 7:00am on Thursday, October 15. Exhibits must be set by 7:00am on Thursday, October 15.

**Hours**
Exhibits will be open 7:00am - 4:00pm on Thursday, October 15. All materials MUST be removed from the exhibit area by 8:00pm on Thursday, October 15.

**Size**
Each booth is 8’x10’ wide with 8’ high background draping. You booth comes with 1- 6’x2’ skirted table, 2 chairs and a wastebasket.

**Space**
Exhibit space will be assigned with sponsors receiving first choice. Thereafter, space will be assigned on a first-come, first-served basis. Every effort is made to not put competitors near each other if possible. Please be sure to list on the exhibitor contract any companies that you DO NOT want to be located near.

**Electricity**
Arrangements may be made with Bill Bryant, AV manager at the Embassy Suites (billbryantita@outlook.com)

**Order**
for items such as electric or phone access, trash cans, additional tables, and special decorations.

**Exhibition**
The exhibition company is A.G. Exhibitions. An exhibitor kit with all appropriate order forms will be uploaded to the KLA website this Summer.

**Shipping**
Advance shipment information will be sent to you in the exhibitor kit from A.G. Exhibitions.

**Liability**
The Kentucky Library Association, A.G. Exhibitions, and Embassy Suites Coldwater are not responsible for loss or carnage which might ensue from any cause in connection with transfer, installation, maintenance, storage or removal of exhibits or management of the Conference. The site will exert reasonable diligence and safeguards conforming to conference standards, but will not be responsible for damage, loss or theft. All points not covered by these rules are subject to the judgement of the show management.

**Cancellation**
Refunds, less a $75 administrative fee, will be processed after the meeting for cancellations received in writing by August 30. No refunds are available for cancellations received after August 30, 2020.

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**KLA makes promoting your brand easy!**

Thursday morning, the Embassy Suites will be flooded with over 300 librarians from across Kentucky. *This is your opportunity to extend the reach of your brand by becoming a sponsor!*

**Sponsorship Package $1,000**

Benefits:
- Includes exhibit booth.
- 1st choice of booth location if committed by July 1, 2020, on first-come, first-served basis.
- Your Logo listed as a sponsor on the KLA conference website (with linkback).
- Your Logo featured on sponsorship recognition signage onsite at the registration area.
- At least 3 dedicated social media (FB or Twitter) mentions prior to the Conference.

**Alternative Sponsorship Packages $500  Limited Number Available**

Put your company in the hands of every attendee!

- **Registration bag sponsor** - Your company provides up to 400 non-plastic, registration bags branded with your logo/slogan with any promotional materials / branded materials already inside bags (bag & inserts must be approved by KLA office) for the librarian attendees. *Your company will also receive all benefits listed above; booth NOT included.*

- **Lanyard Sponsor** - Your company provides up to 400 branded lanyards (design must be approved by KLA office) for the librarian attendees. *Your company will also receive all benefits listed above; booth NOT included.*
EXHIBITOR REGISTRATION FORM

(2020 Kentucky Library Association Conference)
October 15 Embassy Suites Coldstream Lexington, KY

Please reserve _____ Exhibit booth(s) @ member rate ($400) _____ Exhibit booth(s) @ non-member rate ($450)

☐ I will sponsor the Conference. ($1,000)
☐ I will provide (circle one) Registration Bags ($500) Lanyards ($500)

TOTAL DUE $__________

Please print

Company Name ______________________________________________________________________________________

Contact Name _________________________________ Contact Email ___________________________________________

Mailing Address ______________________________________________________________________________________

City _________________________________________________ State ______________ Zip _________________________

Contact Phone _________________________________

Companies we do NOT want to be near ___________________________________________________________________

50 word or less description of products or services to be displayed
_______________________________________________________________________________
_______________________________________________________________________________
_______________________________________________________________________________

_____ Check payable to KLA is enclosed for $__________

_____ Charge $___________ to my ☐ MC ☐ Visa ☐ Amex

Card #________________________________________________ Exp ______________ Security Code_________________

Name on Card __________________________________________ Signature _________________________________

Billing Address ________________________________________ City, State, Zip _________________________

Email for receipt________________________________________________________________________________

*Show management reserves the right to assign the best available space in the event preferences are committed, or for the benefit of the exhibitor and the overall betterment of the exposition.

Return this form with payment to: KLA, 5932 Timber Ridge Dr, Ste 101, Prospect, KY 40059 or fax to 502-223-4937

Questions? Please see the enclosed page for exhibit and sponsorship details or contact the KLA Office at 502-223-5322 or michelle@klaonline.org.