



# LIBRARY OF MICHIGAN



## EXHIBITOR PACKET

2020 Loleta Fyan Small and Rural Libraries Conference

April 13-15, 2020

Grand Traverse Resort

Acme, Michigan





# EXHIBITOR PACKET

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The Library of Michigan invites you to connect with library staff, directors, trustees and other relevant stakeholders while showcasing your products and services at our biennial Small and Rural Library Conference event. In 2018, we had over 500 attendees at the conference.

The 2020 Library of Michigan event features keynote speakers and three days of breakout sessions at the Grand Traverse Resort in Acme, Michigan. The main exhibit space will be in the Governor's Hall EF, in close proximity to the dining area and other event meeting rooms at the resort.

**Exhibitors can register [online](#).** Choose "Loleta Fyan Small & Rural Libraries Exhibitor Registration" when registering.

## EXHIBIT HOURS

Monday, April 13

Exhibitor Setup – 9am to 1:30pm in Governor's Hall EF & Governor's Prefunction Area

Exhibits Open – 1:30pm to 5:00pm

Exhibitor Reception - 6:15pm to 8:15pm in Governor's Hall EF

Tuesday, April 14

Exhibits Open – 8:15am to 3:30pm

No-conflict Exhibitor Time - 10:30am to 11:15am

Exhibitor Breakdown - 3:30pm

## EXHIBIT FEES

For-profit exhibitors- \$350

Each 8x10 ft. booth includes a 2 x 6 ft. table, 2 chairs, wastebasket, skirting and WiFi as well as lunch and dinner on Monday and breakfast and lunch on Tuesday for one vendor representative. Payment is due by March 1, 2020.

Non-profit exhibitors- \$250

Each 8x10 ft. booth includes a 2 x 6 ft. table, 2 chairs, wastebasket, skirting and WiFi as well as lunch and dinner on Monday and breakfast and lunch on Tuesday for one vendor representative. Payment is due by March 1, 2020.

Additional Exhibit Booth Spaces- \$200

Registered vendors are welcome to purchase additional exhibit booth spaces for \$200 each. This includes an additional 8x10 foot area with one 2 x 6 ft. table, 2 chairs, wastebasket, skirting and WiFi. Vendors must be

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registered as a profit or non-profit exhibitor to order additional exhibit tables. Payment is due by March 1, 2020.

## REGISTRATION DETAILS AND DEADLINE

All exhibitors registered by **March 1, 2020** will be included in the printed program, have a listing on the Library of Michigan website, and receive a one-time-use mailing list of attendees. There is a \$100 cancellation fee before March 1, 2020. No refunds after March 1, 2020.

## LODGING

The Grand Traverse Resort offers lodging for exhibitors within the conference room block if the hotel receives reservations by March 12, 2020. To reserve a room, contact the Grand Traverse Resort directly. Guest rooms must be reserved through the hotel by March 12, 2020 to be eligible for the block rate. Conference rates are \$85 daily, plus applicable tax and any other resort fees, per room based on single occupancy. You can reach the resort at 231-534-6000 or through [Grand Hotel Room Reservation](#).

## TRANSPORT OF MATERIALS

Vendors may ship materials ahead of time via USPS, UPS or FedEx. Please review the “Exhibitor Information Sheet” and included form for information on shipping booth materials provided by the hotel at the end of this packet.

Please be aware that we will not be providing pipe and drape for this conference. Vendors will be provided an exhibit space and a skirted 2 x 6 ft. table, plus other exhibit space items listed earlier in the packet. The resort can be contacted at 231-534-6000.

## MEALS

Lunch and dinner on Monday and breakfast and lunch on Tuesday will be provided for one vendor representative. The Grand Traverse Resort has a variety of dining options, such as Aerie Restaurant & Lounge, Sweetwater American Bistro, The Grand Lobby Bar and [more](#).

## EXHIBIT SPACE

Each 8x10 ft. booth includes a 2 x 6 ft. table, 2 chairs, wastebasket and skirting. Vendor tables will be set up in the Governor’s Hall EF and The Governor’s Prefunction area located on the hotel’s Lower Level. Exhibitors can register for a second booth space if additional space is needed (limited quantity). Cost of an additional booth is \$200. Please use the same online registration system to order additional spaces.

## IT NEEDS

Exhibitors must make all electrical/IT arrangements with the resort directly using the forms located at the end of this document. WiFi is available throughout the resort.

## WEATHER

Since we will be in northern Michigan in mid-April, we recommend that you pack for a variety of temperatures. The months of April and May are generally characterized by rapidly rising daily high temperatures, with daily temperatures averaging 32°F to 66°F for the days of our stay.

## GREAT BASKET GIVEAWAY

The Hospitality Committee is once again having the “Great Basket Giveaway” at the conference. Baskets can be big, small, or in between. They can be from a library, a cooperative, a business, or an individual. Please add a label to the basket showing the theme, the donor and donor’s address. Please contact Joann Crater, [director@hudsoncdl.org](mailto:director@hudsoncdl.org), with any questions you might have regarding the Great Basket Giveaway. Baskets can be dropped off at the event registration desk.

## ONSITE REGISTRATION

Exhibitor information packets will be at their assigned booth in Governor’s Hall EF. Exhibitors may go directly to the Governor’s Hall to pick up their packet and confirm delivery of any shipped materials.

## QUESTIONS?

Contact Becky Wartella at the Library of Michigan with any vendor questions: (517) 335-4038 or [wartellab@michigan.gov](mailto:wartellab@michigan.gov).

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## CONFERENCE SPONSORSHIP OPPORTUNITIES

Want to make your company/organization stand out at the 2020 Loleta Fyan Small & Rural Libraries Conference? Consider being a sponsor. Please contact us to ensure your sponsorship choice is still available!

### Morning Coffee Break (2 available)

\$700 (includes logo on coffee break signage, bag drop and ½ page black & white ad in the printed program and acknowledgement at lunch meal).

### Exhibitor Dessert Reception (1 available)

\$800 (includes logo on reception signage, bag drop and full page black & white ad in the printed program and acknowledgment at dinner meal).

### Afternoon Snack Break (2 available)

\$700 (includes logo on snack break signage, bag drop and 1/2 page black & white ad in the printed program and acknowledgement at dinner meal).

### Conference Signage - **TAKEN!**

### Bag Drop

\$250 (includes 1 piece of vendor marketing material in all attendee bags).

Sponsorship opportunities are available to everyone. If you are reserving a booth in addition to becoming a 2020 Loleta Fyan Small & Rural Libraries Conference sponsor, sponsorship payment may be made prior to or after reserving your exhibit space. Funds must be received by February 10, 2020.

You may pay online by credit card through the Library of Michigan Foundation:

<https://tinyurl.com/RLCSponsorship2020>.

When paying by credit card, please use the "Tribute Name" field to let us know which opportunity above you are choosing to sponsor.

You may also send in a check payable to: Library of Michigan Foundation.

To pay by check, print out the completed sponsorship form on next page and send with check/money order to: Library of Michigan Foundation, 702 W. Kalamazoo St. Lansing, MI 48909.

For more information regarding sponsorship opportunities, please contact Becky Wartella at (517) 335-4038 or [wartellab@michigan.gov](mailto:wartellab@michigan.gov).

## 2020 SMALL AND RURAL LIBRARIES CONFERENCE VENDOR SPONSORSHIP FORM

Please make your selection, complete the form below and return to [wartellab@michigan.gov](mailto:wartellab@michigan.gov). You may pay online by credit card through the Library of Michigan Foundation: <https://tinyurl.com/RLCSponsorship2020>.

Mark Choice	Sponsorship Option	Amount
_____	Morning Coffee Break (2 available)	\$700 (includes logo on coffee break signage, bag drop and ½ page black & white ad in the printed program and acknowledgement at lunch)
_____	Exhibitor Dessert Reception	\$800 (includes logo on reception signage, bag drop and full page black & white ad in the printed program and acknowledgment at dinner)
_____	Afternoon Snack Break (2 available)	\$700 (includes logo on snack break signage, bag drop and 1/2 page black & white ad in the printed program and acknowledgement at dinner meal)
_____	Conference Signage	\$500 (includes logo on session signage and bag drop)
_____	Bag Drop	\$250 (includes 1 piece of vendor marketing material in all attendee bags)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

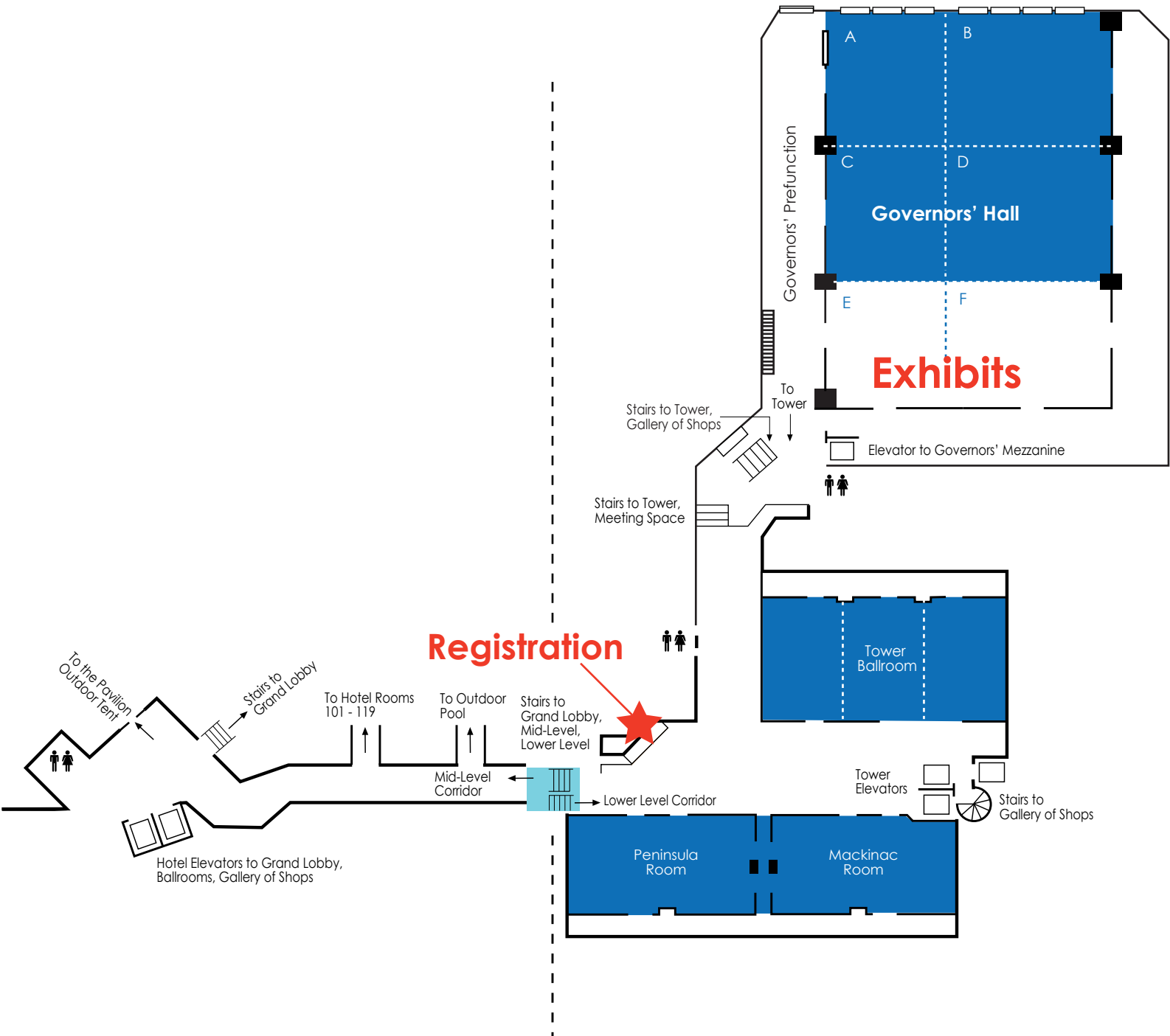
Website: \_\_\_\_\_

**Sponsorship forms and funds must be received by February 10, 2020.**

Thank you for considering a sponsorship opportunity. If you have any questions, please feel free to contact Becky Wartella at 517-335-4038, [wartellab@michigan.gov](mailto:wartellab@michigan.gov).

You may pay online by credit card through the Library of Michigan Foundation: <https://tinyurl.com/RLCSponsorship2020>

# Lower Level of Grand Traverse Resort



# Grand Traverse Resort and Spa Exhibit services Order Form



<b>Name of Conference</b>	
<b>Dates of Exhibits</b>	
<b>Exhibitor / Company Name</b>	
<p>For specialized power requirements, please contact Dan Platt a MINIMUM of two weeks prior to your function. (231) 534-6256 <a href="mailto:dplatt@gtresort.com">dplatt@gtresort.com</a></p>	
<p>Please Note: Wall, post, and floor outlets are not part of the booth space. A separate outlet should be ordered for each piece of equipment to be connected. Voltage, amperage, wattage, and phase must be specified for all equipment to be connected. All exhibitor cords must be THREE-WIRE grounded types. The Electrical Code requires that all exposed non-current carrying parts of fixed equipment, which are liable to become energized, shall be grounded. To ensure proper electrical service, this form is required to be completely filled out and signed. Grand Traverse Resort and Spa needs to receive this form 14 days prior to the exhibit opening. All orders placed within 48 hours of the event WILL BE CHARGED DOUBLE the printed fees to cover labor and product. All power/electrical charges are billed on a per day basis, NOT a one time charge.</p>	

Electrical	Indoor	Outdoor	# of days needed	Quantity	Total
Quad - 4 outlet box on one 120 volt circuit with 20 amps maximum output	\$40.00/ day	\$80.00/ day			\$
Spider - 6 individual 120 volt, 15 amps/circuit outlets	\$225.00/day	\$300.00/day			\$
1 Phase (208/220 volts) <b>\$100.00 minimum charge</b>	\$2.00/amp				\$
3 Phase (208/220 volts) <b>\$300.00 minimum charge</b>	\$3.00/amp				\$
Banner hanging and removal - depending on size and location, a moving fee may also be applicable	\$30.00/day				\$

Telecommunications	Price/day	# of days needed	Quantity	Total
DID - Direct Inward Dial Phone Line (dial up). Phone included.	\$50.00/day + calls @ market rate			\$
Speaker Phone - Includes cost of Direct Dial Phone line	\$80.00/day + calls @ market rate			\$
High Speed Internet access - wired <b>or</b> wireless	\$100.00/day per exhibit			\$

Miscellaneous	Price	# of days needed	Quantity	Total
6' Draped exhibit table with 2 chairs, wastebasket and recycle bins	\$35.00 (+ 6% state tax)			\$

**BILLING - Due to PCI Compliance, Please FAX to: (231) 534-6152**



# Grand Traverse Resort and Spa Exhibit services Order Form



Contact name:		Phone number:	
Billing address:			
City:	State:	Zip code:	
Email address:			
Credit Card number :		Expiration date:	
Authorized Signature:			

## SHIPPING AND RECEIVING

### US Postal Mail address

Grand Traverse Resort and Spa  
100 Grand Traverse Village Boulevard P.O. Box 404  
Acme, Michigan, 49610-0404 Attention: Guest Name  
Hold for: Conference Name  
Date of Event:  
Number of Boxes (1 of 2, 2 of 2, etc)

### FED EX/UPS Address

Grand Traverse Resort and Spa 6300 US Highway 31  
North Williamsburg, Michigan, 49690  
Attention: Guest Name  
Hold for: Conference Name  
Date of Event:  
Number of Boxes (1 of 2, 2 of 2, etc)

## RETURN SHIPPING

### Chose one of the following options

Attach properly completed shipping labels  
(Fed Ex, UPS, etc) to packages. Each package  
MUST be labeled. Have packages taken to the GTRS  
Shipping and Receiving Office.  
Shipping and Receiving Hours:  
Monday - Friday 8:00 am - 5:00 pm

Fill out Shipping Information Form - this may be  
obtained from the Bellstand, Concierge, or the  
Conference Registration Desk. Each Package MUST  
be labeled. Have packages taken to the GTRS  
Shipping and Receiving Office.  
After hours contacts:  
Banquets - extension 6100  
Bellstand - extension 6420  
Security - extension 2300

\*\*\*Shipments may be subject to a \$1.00/box or \$20.00/pallet handling charge. Grand Traverse Resort and Spa **will not** accept shipments of exhibit materials when a display company is handling a show (i.e. ArtCraft). Please ship to display company directly. Grand Traverse Resort and Spa will not accept shipments more than **one week prior** to the conference.\*\*\*