

2020 FLA Annual Conference



May 13-15, DoubleTree at Universal, Orlando, FL

PLEASE READ CAREFULLY

Dear 2020 FLA Exhibitors,

Thank you for your support of the FLA 2020 Annual Conference! We are pleased to partner with GEMS as our Show Decorator to ensure that you have a smooth and productive experience. Please note these important show highlights and reminders:

- **BALLROOM LOCATION:** Our tradeshow is located at the entrance to the conference center. All attendee traffic will flow the space.
- **NEW!** Earlier start time on Wednesday. Show opens at 2pm. Please review the full show scheduled below carefully.
- **SCAVENGER HUNT/MOBILE APP:** To encourage engagement, the FLA conference mobile app will feature our sponsors, exhibitors, attendees, schedule of events and a scavenger hunt attendee game. As we are drawing closer to the Florida Library Association Annual Conference, please think about participating in our scavenger hunt. To participate this year, all you need to do is donate a prize and your booth will be added into the hunt. You choose the manner in which you would like to participate. Here are some sample ideas that you could use:
 - Having a sign in front of your booth with a code word
 - Requiring the attendee to speak to a specific representative
 - Using a specific code word found on your website
 - The cost of a specific item found at your booth
 - The name of a book found at your both

We had 201 attendees participate last year and we are hoping that we will be able to gain more this upcoming year. Think about participating. **The last day to sign up is on 03/20/2020.** For more information and prize suggestions, please contact Kayla Kuni kkuni@mail.usf.edu.

- **BOOTH DETAILS:** Booth size: 8' x 10' width; BLACK Pipe/Drape (3' on sides); ballroom is carpeted; one 6ft table top draped, 2 chairs and wastebasket and an identification sign. (Double booths are 10' x 16' width)
- **WIFI:** Basic unsecured Wifi is included

- **ORDERING ELECTRICAL AND OTHER A/V EQUIPMENT:** You can order electrical and other equipment for your booth. See order form enclosed.
 - **BOOTH REPRESENTATIVES:** Your booth package includes TWO complimentary booth representative passes. Additional passes may be purchased online at \$75 ea.
 - **REGISTER YOUR BOOTH REPRESENTATIVES:** You should have received an email with your booth order form that contains the link to "edit" your booth account. Please login and use this portal to manage your account including listing who your booth representatives will be and much more.
 - **PRE-POST ATTENDEE LIST:** Approximately 2-weeks out to conference we will release the first attendee list. Additionally, within 30 days post conference we will send you a final list. FLA has a one-time pre and post list usage policy.
 - **OPTIONAL LOAD-IN:** Exhibitors may begin to load-in on Tuesday, May 12th at 3pm – 5pm. Security is tentative for Tuesday night. Official load-in is on Wednesday, May 13th from 8am – 2pm. Show opens at 2pm on Wednesday, May 13.
 - **HOTEL:** Please make your hotel reservations at your earliest convenience in order to secure a room. Call the Hilton Reservations line at 1-800-222-8733 using the special rate code (BRA), or register online: https://doubletree.hilton.com/en/dt/groups/personalized/M/MCOUNDT-FLA-20200511/index.jhtml?WT.mc_id=POG
- BEWARE OF ROOM SCAMS:** Beware of companies calling or emailing you and falsely representing themselves as FLA official suppliers trying to lure your room accommodations. We are NOT affiliated with them. No one should call or email you to make hotel reservations.
- **COMPETITORS:** Please review your placement on the floorplan which was chosen by your company during registration <https://shows.map-dynamics.com/flibrary2020/>. If you have any concerns about your neighboring companies, please feel free to reach out to us via email (flatradeshow@gmail.com) with a request to relocate.
- **SHOW SCHEDULE**

Optional Tuesday, May 12

3pm – 5pm Optional exhibitor start load-in (Security tentative)

Wednesday, May 13

8:00 a.m. – 2 p.m.: Exhibitor Load-in

2 p.m. – 6 p.m.: Show Open, Poster Sessions

5 p.m. – 6 p.m. Welcome Reception

7 p.m. – 7 a.m.: Overnight security provided

Thursday, May 14

8:00 a.m. – 4:30 p.m.: Exhibit Hall Open, Posters Sessions

8:00 a.m. -- 8:30 a.m.: Refreshment Break in Exhibit Hall

12 p.m. -- 1:30 p.m.: **Tentative** Cash Concession Lunch in Exhibit Hall or refreshments

4:00 p.m. -- 4:30 p.m.: Refreshment Break in Exhibit Hall

4:30 p.m.: Exhibit Tear-Down

We value your support and look forward to seeing all of you in a few months. Please let us know if you have any questions.

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