

2013 Annual Conference

November 7-9, 2013

Williamsburg, Virginia



LIBRARIES AS KNOWLEDGE BUILDERS



Libraries as Knowledge Builders

June 1, 2013

Dear Vendors,

The Virginia Association of School Librarians cordially invites you to participate in the Second Annual VAASL Conference at the DoubleTree Hotel in Williamsburg, VA, November 7–9, 2013.

Our theme, “Libraries as Knowledge Builders,” will focus on the the roles of teacher, program administrator, and information specialist. With continuation of performance evaluations, our role in the schools is crucial.

Forming the corners of that framework are our keynote speakers, Buffy Hamilton and Jennifer LaGarde. Buffy believes “the role is one that every library should consider forming, particularly as libraries work to inspire and support learning for all their patrons. The position can also help libraries expand their scope of influence, by looking at other allies — and making libraries a more crucial educational partner within a community” (*School Library Journal*, 2012). Building upon that foundation is Jennifer LaGarde, Friday’s General Session speaker. Jennifer LaGarde, a. k. a. Library Girl! (<http://www.librarygirl.net/>), is the lead librarian for New Hanover Schools and an Educator on Loan for the North Carolina Department of Public Instruction. She is a National Board Certified librarian who was named a 2011 Mover and Shaker by *Library Journal*. On her Library Girl blog Jennifer says, “You don’t have to be a super hero to teach middle school, but having a cape sure helps.... Unofficially, I’m just a teacher whose classroom happens to have lot more books in it than most.”



Thursday night’s fun activities will bring conference attendees together to socialize with other librarians and visit with you, our fabulous vendors. And, of course, we cannot overlook the two major authors, Sarah Dessen and Kate Klise, who are excited about sharing with us their experiences with writing, books, kids, and libraries at our two signature meal events to be held Friday evening and Saturday noon.

In addition to these offerings, the conference offers many concurrent sessions presented by outstanding librarians, authors, and vendors. I know you have great things that you can share with our members. Please consider

submitting a concurrent session proposal to our concurrent sessions co-chairs at <http://vaasl.org>.

Your inclusion at our conference not only as an exhibitor, but also as a sponsor or donor is what makes this annual conference such a success. As you look through this brochure, consider sponsoring an event, presenting a session, or making a donation that makes this professional development opportunity more beneficial to our members.

Thank you in advance for your continued participation and support for the 2013 VAASL Conference. I look forward to seeing you in Williamsburg this fall.

Yours,

Lori Donovan, 2013 Conference Chair

For membership and an online copy of this brochure

<http://vaasl.org>

For exhibitor registration

https://conferencesolutionsllc.com/exhibitors/register?exhibition_id=11



Featured Speakers

THURSDAY KEYNOTE

Buffy Hamilton, learning strategist for the Cleveland Public Library, who is best known to librarians as the Unquiet Librarian, has 20+ years of experience as a high school English teacher, technology integration specialist, and librarian. Visit her blog at <http://theunquietlibrarian.wordpress.com/>.



Buffy Hamilton

THURSDAY NIGHT

Lynn Ruehlmann, storyteller, uses her rich background in English, theater, and music to create and tell historical stories, myths, folklore, and personal stories. Read more about her at www.cascadingstories.com.



Lynn Ruehlmann

Charmaine Crowell-White, modern-day griot, tells and dramatizes stories from various African tribes. She has appeared in numerous plays and films, including *Lincoln*, and is currently a living history interpreter.



Charmaine Crowell-White

FRIDAY KEYNOTE

Jennifer LaGarde, library advocate, is a middle school librarian who has moved beyond the walls of Myrtle Grove Middle School in Wilmington, NC, into cyberspace through a Twitter post and a blog named "The Adventures of Library Girl" (www.librarygirl.net).



Jennifer LaGarde



Featured Speakers



Sarah Dessen



Kate Klise



Gail Dickinson



Elizabeth Burns

FRIDAY AUTHOR/AWARDS DINNER

Sarah Dessen, author of 11 popular young adult novels, has won many awards including an ALA Best Book for Young Adults, *School Library Journal* Best Book of the Year, and New York Public Library Book For the Teen Age. Learn more about Sarah at www.sarahdessen.com.

SATURDAY AUTHOR LUNCHEON

Kate Klise, author, has published more than 22 books, many of which were illustrated by her sister Sarah. The list of their awards includes ALA Best Book for Young Adults, Bank Street Best Book, and many others. Visit their website at <http://www.kateandsarahklise.com/>.

ADMINISTRATORS' CONFERENCE

Tying Advocacy and Assessment Together

Gail Dickinson, assistant professor in the Department of Educational Curriculum at Old Dominion University; 2013–2014 AASL President; co-chair of the task force that wrote the *AASL Standards for the 21st Century Learner*; the editorial director of *LMC* magazine

Elizabeth Burns, library information specialist with the Department of Defense Dependent Schools at Quantico; doctoral student at Old Dominion University; former middle school teacher of reading, language arts, and Spanish



Exhibitor Opportunities

BOOTH REGISTRATIONS

Register for booths in the Exhibit Hall at https://www.conferencesolutionsllc.com/exhibitors/register?exhibition_id=11.

Booth type: 10 ft. wide by 10 ft. deep, piped and draped; includes carpeting, one 6 ft. table, two chairs and up to two boxed lunches per day. VAASL will post your company logo and URL on the VAASL Website.

One inside booth	\$525.00
One corner booth	\$625.00
Two inside booths	\$800.00
Two booths including one corner	\$900.00
Two corner booths	\$1000.00
Three inside booths	\$1000.00
Three booths including one corner	\$1100.00
Three booths including two corners	\$1200.00
Four inside booths	\$1200.00
Four booths including one corner	\$1300.00
Four booths including two corners	\$1400.00
Five inside booths	\$1400.00
Five booths including one corner	\$1500.00
Five booths including two corners	\$1600.00
Six inside booths	\$1600.00
Six booths including one corner	\$1700.00
Six booths including two corners	\$1800.00

The following factors will be taken into consideration as booth assignments are made:

1. Sponsorships (For more information, see page 6.)
2. Date of payment receipt
3. Traffic flow, security

Register early. Don't be disappointed! Your paid registration must be received by October 15, 2013, in order to be included in the program.

DONATIONS AND DOOR PRIZES

We are grateful for donations of in-kind items such as

- badge holders, pens, pencils, notepads, etc. for conference attendees
- books and similar items for First Timers' Breakfast

To donate door prizes, contact Leslie Beizer at lbeizer@hampton.k12.va.us.

EXHIBITOR INCENTIVE — BOOTH COMPETITIONS

Let's ratchet up the camaraderie with a friendly competition between vendors. After visiting your booths, attendees will vote electronically in the following categories: Best in Show, Best Swag, Friendliest Sales Staff, Most Creative Booth, and Most Interactive Booth. Votes will be tallied at 11 am Friday morning and winners will be announced during the lunch break!

PROGRAM ADVERTISEMENTS

Program ads are a great way to showcase your company's products. Please submit your advertisement in .pdf file format to Conference Solutions at vaasl@customconference.com by October 15, 2013.

Full page \$300.00

Half page \$150.00

Quarter page \$75.00



2013 Conference Sponsorships

Sponsorship Questions: Jo Davis at jo.davis@pcs.k12.va.

Payment Questions: Conference Solutions at

mail@customconference.com

1-866-324-7103

Company Name	Contact Person	Representatives Attending Conference
Address (Street, City, State, Postal Code)		
Email Address	Telephone	Web Address

SPONSORSHIP OPPORTUNITIES

Circle sponsorship choice below:

#1 General Session Keynote Speaker — Buffy Hamilton

\$1,250 — up to 2 sponsors

- Public recognition at general session
- Logo displayed on session signage
- Logo displayed on the opening general session slide show
- Sponsorship recognition in conference program
- Logo recognition on the VAASL Website

#2 General Session Keynote Speaker — Jennifer LaGarde

\$1,250 — up to 2 sponsors

- Public recognition at session
- Sponsorship recognition in conference program
- Logo recognition on the VAASL Website
- Logo displayed on the opening general session slide show
- Logo displayed on session signage

#3 Saturday Author Luncheon — Kate Klise

\$1,250 — up to 2 sponsors

- Public recognition at luncheon
- Logo displayed on luncheon signage
- Logo displayed on the opening general session slide show
- Sponsorship recognition in conference program
- Logo recognition on the VAASL Website

#4 Friday Awards and Author Banquet — Sarah Dessen

\$2,500 — up to 2 sponsors

- Public recognition at banquet
- Logo displayed on banquet signage
- Logo displayed on the opening general session slide show
- Sponsorship recognition in conference program
- Logo recognition on the VAASL Website

#5 Hotel Key Card

\$1,500 — one sponsor

- Advertising on room key cards
- Logo displayed on the opening general session slide show
- Sponsorship recognition in conference program
- Logo recognition on the VAASL Website
- Deadline this option only: September 15, 2013

#6 Water Stations

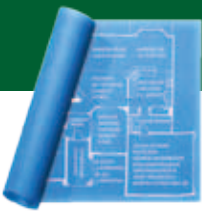
\$500 — up to 10 sponsors

- Sign recognition at water stations throughout conference
- Logo displayed on the opening general session slide show
- Sponsorship recognition in conference program
- Logo recognition on the VAASL Website

Sponsorship amount due \$ _____

Sponsorship # chosen _____

form continues...



Form continued from previous page

PROGRAM ADVERTISING

Full page \$300 _____ **Half page \$150** _____ **Quarter page \$75** _____

Submit your advertisement in .pdf file format to Conference Solutions at vaasl@customconference.com no later than October 15, 2013.

PAYMENT INFORMATION — Payment should accompany this form.

Organization: _____

Contact: _____

Address: _____

Phone: _____ Email: _____

Please make checks out to VAASL. The Federal I.D. number for VAASL is 51-0238856.

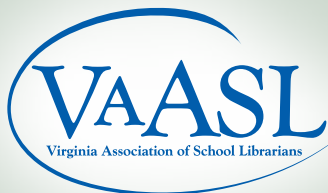
CREDIT CARD PAYMENT (VAASL accepts Visa, Mastercard and Discover.)

Credit Card payments will be processed using FirstData. All fields below must be completed.

Amount to be charged:	Type of Credit Card:
Name on credit card:	
Credit Card Number:	
Expiration Date:	3 Digit Number on Back of Card:
Credit Card Billing Address:	
Email Address (to receive receipt):	

Please mail sponsorship form and payment to

VAASL 2013 Conference c/o Conference Solutions, LLC P.O. Box 7276 Fairfax Station, VA 22039-7276



Why Join VAASL as a Vendor?

Membership in VAASL can be an important extra for you!

You will receive

- access to information on the VAASL listserv
- subscription to the quarterly VOICE newsletter
- discount on registration at spring regional conferences
- advance notice of events via the listserv and the VOICE
- member-to-member networking



Annual membership is only \$55 per person; joining is easy at <http://vaasl.org>.



Exhibitor Rules & Regulations

These regulations are established for the mutual protection of VAASL and the exhibitors. It is the responsibility of each member of the exhibiting firm to be fully familiar with these regulations.

1. Agreement of Space

- Online registration upon acceptance by VAASL, assignment of space and full payment of fees constitutes an agreement for rental of the space assigned.
- The agreement will not be binding upon VAASL in the event of strikes or other circumstances beyond VAASL's control.
- For the integrity of the Exhibit Hall, exhibitors are required to follow the VAASL Exhibit Schedule and be in attendance the entire time the Exhibit Hall is open to participants.

2. Assignment of Space

- Due to the number of participating vendors and the configuration of the various exhibit halls, special accommodations as far as placement beside or away from specific vendors cannot be guaranteed. Receipt of a completed application and all fees does not guarantee acceptance by VAASL if exhibit space is not available.
- Your completed online registration and payment must be received by October 15, 2013, to be included in the conference program.

3. Use of Space

- All demonstrations or other activities must be confined to the limits of the exhibit booth space.
- Displays shall not be placed in such a manner as to interfere with other exhibitors.
- In the interest of the safety of our attendees and vendors, no floor exhibit modules will be allowed on table tops.
- Showing of projected pictures will only be permitted within the confines of the exhibitor's booth.
- Exhibitors operating sound reproducing equipment will be expected to keep the sound at a reasonable volume in order to avoid disturbing or interfering with other exhibitors.

- No exhibitor shall assign, sublet, or share space allotted.
- VAASL reserves the right to restrict, prohibit or evict exhibits which in the opinion of the Board may detract from the general character of the Exhibit Hall as a whole. This may include persons, things, conduct, printed matter, or anything of a character that the management determines is objectionable to the exhibit. In the event of such restriction or eviction, VAASL is not liable for any refunds, rentals, or other exhibit expenses.

4. Additional Vendor Equipment

- For electric and/or Internet see the Event Services order form included in this packet.
- Drayage, storage, additional tables, labor, etc. are handled through Hollins Exposition Services. Exhibitor kits will be emailed directly from Hollins to paid exhibitors. Contact them at 540-362-3940 or 800-574-3940 if you have questions and/or need more information.

5. Cancellation

- Exhibits cancelled on or before September 30, 2013, will receive a refund of fees paid less a \$100.00 processing fee. After September 30, 2013, all fees are non-refundable.

6. Liability and Insurance

- The exhibitor is liable for any damage to floors, walls, booths, or equipment of the booths caused by the exhibitor or their agents.
- VAASL (including its officers, representatives, conference committee and any individuals or firms retained by it to assist in exhibit work) shall not be responsible or liable for any bodily injury or property damage, loss or destruction that may occur to the exhibitor or to any of the exhibitor's employees, personnel, or property, prior to, during, or subsequent to exhibitor's use and occupancy of the exhibit booth space.

Vendor Representative:

Randy McLawhorn, Follett Library Resources
888-511-5114 x 734, rmclawhorn@flr.follett.com



Tentative Exhibitors' Schedule

Wednesday, November 6, 2013

Exhibitor set-up
5:00 to 8:00 pm

Thursday, November 7, 2013

Exhibitor set-up
6:30 am to 9:00 am

Exhibit Hall open
9:00 am to 5:30 pm

Lunch with the Vendors
12:15 to 1:45 pm
Box lunches delivered to the Exhibit Hall at no charge to vendors

President's Reception
4:30 to 5:30 pm

Friday, November 8, 2013

Exhibit Hall open
9:00 am to 3:30 pm

Snack break in the Exhibit Hall
10:00 to 10:45 am

Lunch with the Vendors
12:15 to 1:15 pm
Box lunches delivered to the Exhibit Hall at no charge to vendors

Exhibit Hall closing / exhibitor tear-down
3:30 to 5:30 pm

The Host Hotel

DoubleTree by Hilton Hotel Williamsburg
50 Kingsmill Road
Williamsburg, VA 23185

King or double room rate: \$134.00

Reservations: (757) 220-2500. Request **LVA** group code rate.

For online reservations, go to www.doubletree.com. At the "Where are you going?" prompt, enter/select Williamsburg, VA, as the location, and then choose the dates of November 6–9, 2013. Click on the blue link, **Add Special Rate Codes**, where you will enter the code **LVA** and then click on **Find It**.

You will then be navigated to another page asking you to "Narrow Your Search" by selecting either of the two **Williamsburg, VA** links. The cut-off date for reservations in this block is October 9, 2013.





THE
WILLIAMSBURG
HOTEL & CONFERENCE CENTER

Electrical Installation Order Form

***Electrical service requests must be received by the Catering Department at least (14) days prior to your conference. Order form must be completed in its entirety (including equipment description) and accompanied by a check or credit card number to become final.

Return to: DoubleTree by Hilton Hotel Williamsburg (757) 220-2500
 Catering Department – Attention: Debra Lawhon Fax: (757) 253-0541
 50 Kingsmill Road (757) 259-5616 Direct Line
 Williamsburg, VA 23185

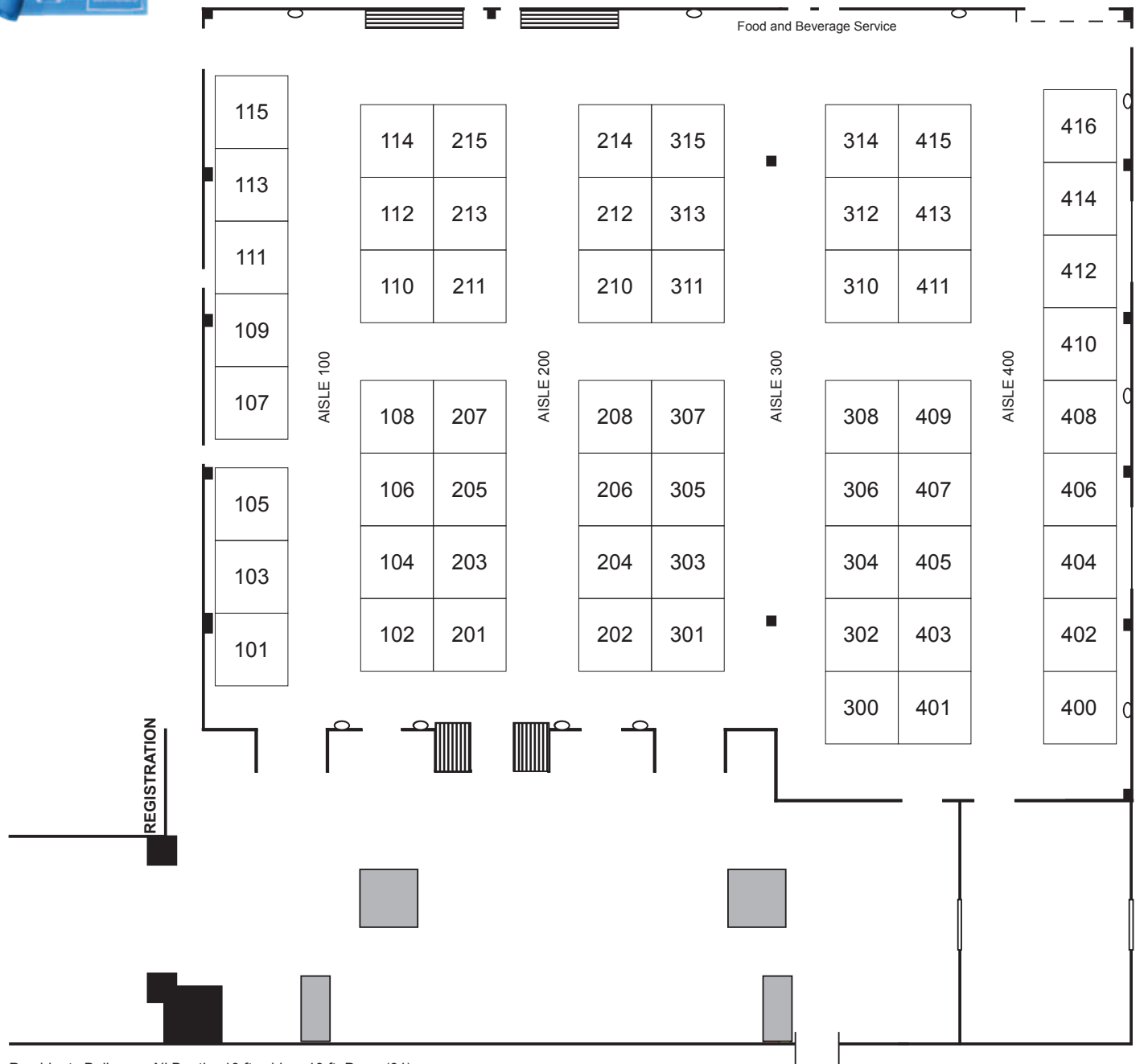
***Note: We cannot guarantee service on late requests. There will be (without exception), a \$50.00 service charge on all late requests, in addition to normal charges. Day of show requests will be charged at an additional \$100.00 for service. Also, a minimum \$25 service fee will be applied to any equipment requiring on-site wiring.

OUTLET ITEM	NUMBER NEEDED	REGULAR PRICE	COST
110 Volt each / 10 amp standard outlet (1) plug in		\$50.00 per day	
220 Volt each/20 amp standard outlet (1) plug-in		\$150.00 per day	
Power strips		\$15.00 each per day	
Extension cords		\$10.00 each per day	
Wireless Internet connection		\$25.00 each per day	
Hardwire Internet connection		\$50.00 each per day	
Grand Total			

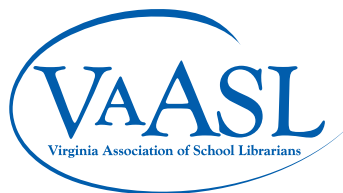
Event Name: _____ Event Date: _____ to _____
 Dates Equipment Needed: _____ to _____ Equipment Description: _____ Volt _____ Amps

- Special Notice:** (Limited Supplies - First Come, First Served)
- Any power requirements other than those specified on this sheet, must be discussed with your Catering Manager.
 - All electrical equipment must have Underwriter’s Laboratory seal.
 - The hotel is not responsible for damage to equipment due to variations in voltage caused by public service.
 - The hotel will not hook up improperly wired equipment.
 - All metal raceways, metal lighting fixtures, metal housings of electrical powered equipment shall be grounded.
 - Flexible cords and cables less than #14 gauge wire shall not be permitted.
 - The use of lamp cord, cube taps or similar devices is not permitted.
 - No spring type-clamp spot fixtures of holders will be allowed. Only fixtures of screw-in type clamps will be allowed with #14-3 wire S.J. cord.

Company Name: _____ Booth No: _____
 Address: _____
 City/State/Zip: _____ Phone No: _____
 Credit Card: _____ Exp Date: _____ Print Name: _____
 Signature: _____ Today’s Date: _____



Presidents Ballroom: All Booths 10 ft. wide x 10 ft. Deep (61)



**2013 Fall Conference
November 7-9, 2013**

DoubleTree by Hilton Hotel Williamsburg
Williamsburg, VA 23185

