



2012 Annual Conference

November 8–10, 2012
Hampton, Virginia

TeacherInformationSpecialistProgramAdministratorLeader
InstructionalPartnerTeacherInformationSpecialistProgram
AdministratorLeaderInstructionalPartnerTeacherInformation
SpecialistProgramAdministratorLeaderInstructionalPartner

Librarians as Leaders

VAASL 2012

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Librarians as Leaders

May 1, 2012

Dear Vendors,

The Virginia Association of School Librarians invites you to participate in the **first annual VAASL Conference** at the Hampton Roads Convention Center November 8–10, 2012.

Our theme “Librarians as Leaders” emphasizes one of the five roles of the 21st century librarian from the AASL publication *Empowering Learners: Guidelines for School Library Programs*. With a focus on developing our leadership responsibilities, we have invited three outstanding Virginia school library leaders to participate. **Ann Martin, Gail Dickinson, and Audrey Church** will be keynote speakers during the Thursday general session.

Other presenters include 21st century librarian **Michelle Luftala** and authors **Gordon Korman** and **Floyd Cooper**. The Thursday night President’s Reception will be expanded to include hip hop librarian **Melvil Dewey**, aka **Scooter Hayes**, a library book cart drill team competition, and additional time for attendees to visit your exhibits.



In addition to these outstanding speakers, there will be dozens of concurrent sessions presented by authors, vendors, and librarians who are willing to share their experience and expertise. In fact, you probably have something that you can share with others. The Concurrent Sessions Co-Chairs invite you to submit proposals at <http://vaasl.org>.

Your participation and generosity help make our conferences successful. In addition to presenting informative concurrent sessions and exhibiting the most current technology and resources, you support our professional development activities with your conference registration, your sponsorships, and your donations.

Thank you in advance for your continuing participation and support for the 2012 VAASL Conference. I look forward to seeing you in Hampton.

Sincerely,
Frances Reeve
2012 Conference Chair

For membership and an online copy of this brochure

<http://vaasl.org>

For exhibitor registration

https://conferencesolutionsllc.com/exhibitors/register?exhibition_id=7

Featured Speakers

Thursday Keynote — Virginia Library Leaders

Ann Martin, Educational Specialist of Library Services for Henrico County Public Schools; Past President of VEMA and AASL; and winner of the 2011 AASL National School Library Program of the Year Award

Gail Dickinson, Associate Professor of School Librarianship at Old Dominion University; 2013–2014 AASL president; and co-chair of the task force writing the *AASL Standards for the 21st Century Learner*

Audrey Church, Associate Professor of School Library Media at Longwood University; Past President of VEMA; and past chair of ESLS (Educators of School Librarians Section of AASL)



Ann Martin



Gail Dickinson

Thursday Night Live!

Melvil Dewey, aka Scooter Hayes, hip hop artist, *Library Journal* 2012 Mover & Shaker (Visit <http://storyyeller.com> for his performances and more information.)



Scooter Hayes

Friday Keynote

Michelle Luhtala, 21st century librarian and winner of the 2010 AASL National School Library Program of the Year Award (Visit her blog at <http://bibliotech.me/> for more information.)



Michelle Luhtala

Featured Speakers



Gordon Korman



Floyd Cooper

Friday Author/Awards Dinner

Gordon Korman, author of 75 books for young people, including *The 39 Clues: Book 8, Swindle, Zoobreak, Pop*, and the *Titanic* series (Visit <http://www.gordonkorman.com/> for more information.)

Saturday Author Luncheon

Floyd Cooper, author and/or illustrator of more than 75 children's books and recipient of the Coretta Scott King Illustrator Award, three King Honor Awards, and several ALA Notable Children's Book Awards (Visit www.floydcooper.com for more information.)



John Caggiano



Audrey Church

Administrators' Conference

John Caggiano, Executive Director of Elementary School Leadership and Compensatory Programs for Hampton City Schools

Audrey Church, Associate Professor and Coordinator School Library Media Program at Longwood University; Past President of VEMA; and past chair of ESLS (Educators of School Librarians Section of AASL)

Michelle Luhtala, 21st century librarian and winner of the 2010 AASL National School Library Program of the Year Award (Visit her blog at <http://bibliotech.me/> for more information.)

Exhibitor Opportunities

Booth Registration

Register for booths in the Exhibit Hall at https://conference.solutionsllc.com/exhibitors/register?exhibition_id=7

Each Inside Booth \$500

Each Corner Booth \$600

Each booth is 10 ft. wide by 10 ft. deep, piped and draped and includes one 6 ft. table, two chairs, and up to two boxed lunches per day. In addition, VAASL will post your company logo and Web URL on the VAASL Web site.

The following factors will be taken into consideration as we make booth assignments:

1. Sponsorship/donation
2. The order in which payment is received
3. Traffic flow/safety issues

Register early. Don't be disappointed! Your paid registration must be received by September 15, 2012, to be included in the conference program.

Sponsorships

We welcome full or shared sponsorships for the following events:

- Author Banquet with Gordon Korman
- Author Luncheon with Floyd Cooper
- Thursday Night Live! with Scooter Hayes
- Thursday Keynote with Ann Martin, Gail Dickinson, and Audrey Church
- Friday Keynote with Michelle Luhtala
- Administrators' Conference with John Caggiano

We will recognize each event sponsor in the conference program and with a sign in the Exhibit Hall. We will also recognize

donations at the following levels on a Sponsor Page in the conference program:

Gold	\$3,000
Silver	\$2,000
Bronze	\$1,000
Friend of VAASL	\$500

In addition, we are grateful for donations of in-kind items, such as:

- Badge holders, pens, pencils, notepads, etc. for conference attendees
- Tote bags, books, etc. for First Timers' Breakfast

If you want to make a donation or have questions regarding sponsorships or donations, please contact Karen Bryant at kbryant@hanover.k12.va.us.

Door Prizes

To donate door prizes, contact Brenda Taylor at betaylor@sbo.hampton.k12.va.us.

Program Advertisements

Submit black & white, camera-ready copy by September 15, 2012, to Conference Solutions at vaasl@customconference.com.

<i>Size of Ad</i>	<i>Fee</i>
Full Page Ad	\$300
Half Page Ad	\$150
Quarter Page Ad	\$75

Thank you in advance for your support!



Exhibitor Opportunities

VAASL 2012 Conference — Librarians as Leaders

Program Advertisements:

Choose your conference program advertising option below. Advertisements for the program must be received no later than September 15, 2012. Submit black & white, camera-ready copy to vaasl@customconference.com.

_____ Full Page: \$300.00

_____ Half Page: \$150.00

_____ Quarter Page: \$75.00

Sponsorships:

Sponsorships received by September 15, 2012, will be recognized in the conference program. VAASL Conference Sponsors will also receive priority in booth selection. Sponsorships are available for speakers, events, and at the following general sponsorship levels.

Gold.....\$3,000

Bronze\$1,000

Silver\$2,000

Friend of VAASL \$500

Sponsorship Questions:

If you have questions regarding sponsorships or donations, please contact Karen Bryant at kbyrant@hanover.k12.va.us.

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 advertisement and/or sponsorship form and payment to:

VAASL 2012 Conference
c/o Conference Solutions, LLC
P.O. Box 7276
Fairfax Station, VA 22039-7276

Thank you in advance for your support!

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 vendors participating 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 September 15, 2012, 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 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, 2012, will receive a refund of fees paid less a \$100.00 processing fee. After September 30, 2012, 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 x734, rmclawhorn@flr.follett.com

Tentative Exhibitor Schedule

Wednesday, November 7, 2012

Exhibitor Set-up
5:00 pm – 8:00 pm

Thursday, November 8, 2012

Exhibitor Set-up
6:30 am – 9:00 am

Exhibit Hall Open
9:00 am – 7:30 pm

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

Thursday Night Live!
in the Exhibit Hall
President's Reception and
Entertainment
4:30 pm – 7:30 pm

Friday, November 9, 2012

Exhibit Hall Open
7:00 am – 3:30 pm

Light Continental Breakfast
in the Exhibit Hall
7:00 am – 8:00 am

Snack Break in the Exhibit Hall
10:00 am – 10:45 am

Lunch with the Vendors
11:45 pm – 1:15 pm
Box lunches delivered in Exhibit Hall
at no extra charge to Vendors

Exhibit Hall Closing/Exhibitor
Tear-Down 3:30 pm – 5:30 pm

Why Join VAASL as a Vendor?

VAASL membership 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 in the *VOICE* and on the listserv
- Networking — member to member

Annual membership is only \$50.00 per person. We encourage you to join at <http://vaasl.org>.

The Host Hotel

Embassy Suites Hampton Roads—
Hotel, Spa & Convention Center
1700 Coliseum Drive, Hampton, VA 23666

King or Double room rate: \$149.00
Full breakfast and manager's reception daily

Reservations: 757-827-8200. Request
"2012 VAASL CONFERENCE; group code VEM" rate

Reserve online at http://embassysuites.hilton.com/en/es/groups/personalized/P/PHFCCES-VEM-20121105/index.jhtml?WT.mc_id=POG.

Cut-off date to reserve in this block: October 9, 2012.





EVENT SERVICES ORDER FORM

1610 COLISEUM DRIVE • HAMPTON, VA • 23666 • PHONE (757) 315-1610 FAX (757) 315-1614

FULL PAYMENT MUST BE RECEIVED 14 DAYS IN ADVANCE OF EVENT TO GUARANTEE SERVICE/EQUIPMENT AND TO RECEIVE THE ADVANCE RATE

Event Name: _____ Room/Booth #: _____


Event Dates: _____ Exhibiting Company: _____


Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Fax: (_____) _____ E-Mail: _____

UTILITIES	ADVANCE ORDER	FLOOR ORDER	QUANTITY	AMOUNT
2000 watt Receptacle, 110 Volt, 18 Amps	\$ 50.00	\$ 70.00		
Extension Cord*	\$ 20.00	\$ 20.00		
Multi-receptacle Power Strip*	\$ 20.00	\$ 20.00		
1 Phase, 208 Volt, 30 Amps	\$ 175.00	\$ 225.00		
1 Phase, 208 Volt, 60 Amps	\$ 250.00	\$ 300.00		
1 Phase, 208 Volt, 100 Amps	\$ 350.00	\$ 400.00		
1 Phase, 208 Volt, 200 Amps	\$ 475.00	\$ 525.00		
3 Phase, 208 Volt, 30 Amps	\$ 300.00	\$ 350.00		
3 Phase, 208 Volt, 60 Amps	\$ 375.00	\$ 450.00		
3 Phase, 208 Volt, 100 Amps	\$ 425.00	\$ 500.00		
3 Phase, 208 Volt, 200 Amps	\$ 575.00	\$ 625.00		
Water Connection, 45 PSI, 1/2" Line	\$ 100.00	\$ 120.00		
Drain Connection, 2" Line	\$ 60.00	\$ 80.00		
 Total Utility Order				\$

TELECOMMUNICATIONS	ADVANCE ORDER	FLOOR ORDER	QUANTITY	AMOUNT
Analog Phone Line	\$ 150.00	\$ 175.00		
Standard Desk Telephone	\$ 25.00	\$ 25.00		
Basic Internet Connection Fee	\$ 200.00	N/A		
Internet Connection to External Host Server (includes one port open & one port close)	\$ 350.00	N/A		
Each Additional IP Address	\$ 100.00	N/A		
Each Additional Port Open or Port Close	\$ 100.00	N/A		
 Total Telecommunications Order				\$

*Add 5% Tax to all Equipment Orders \$

Total Utilities + Telecommunications + Tax	\$
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PAYMENT METHOD: ☐ CHECK ☐ AMERICAN EXPRESS ☐ MASTERCARD ☐ VISA

Credit Card Holder Name: _____

Credit Card Number: _____ Expiration Date: _____

Credit Card Billing Address: _____

Credit Card Holder Signature: _____ Date: _____

Make Checks Payable To: **Hampton Roads Convention Center** • Our Tax ID Number is 54-6001336

TOTAL PAYMENT MUST ACCOMPANY THIS FORM

Important Conditions and Regulations

Code Safety and Compliance

1. All equipment provided by clients and exhibitors must comply with all state, local and international safety codes.

Schedule

1. To qualify for advance order rates, all orders must be received by the Hampton Roads Convention Center at least 14 days in advance. Call (757) 315-1623 to confirm receipt.
2. Services ordered within 48 hours of event commencement may not be available. **PLEASE ORDER IN ADVANCE TO ENSURE SERVICE AVAILABILITY.**
3. If customer expects the HRCC to hang any large banners for an event, the banners and supporting structure should be brought to the HRCC at least 48 hours prior to the event. If insufficient supporting structure is supplied by the customer, the HRCC will supply these at an additional cost.

Limitation of Liability

1. The parties agree that implied warranties of merchantability and fitness for a particular purpose and all other warranties, expressed or implied, are excluded from this agreement. The HRCC does not assume liability for damages of any type whatsoever or for the loss of anticipatory profits resulting from the installation, use, or interruption of the services or for damage of any sort whatsoever to user's goods or equipment arising from the installation, use or interruption of the services or any other cause whatsoever. The HRCC shall not be held responsible for late installation or interruption of any services that may occur.

Utilities Notes:

1. Only one outlet will be provided for each power line ordered.
2. Power cannot be shared between booths.
3. Power is located in the most convenient location unless noted on form (see below).
4. No refunds for services requested and already installed.
5. Connection to equipment is the exhibitors' responsibility.
6. Exhibitors should provide their own power conditioning for sensitive equipment.

7. Any motor larger than 1/2 hp must have a safety switch.
8. HRCC is not responsible for voltage or frequency variances.
9. Rates Quoted cover bringing of service to the booth and does not include connection of equipment.
10. All power is provided from the floor.
11. All exhibits must be wired in accordance with the National Electric Code.
12. Any changes in power location after installation will reflect a one hour labor charge.
13. All electrical and plumbing work must be performed by the HRCC staff.
14. All wiring or electrical work done on exhibitor equipment will be charged on a time and material basis.
15. Tagging of equipment for proper voltage, phase, connections, etc. is the responsibility of the exhibitor.

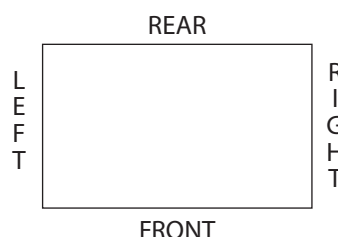
Telecommunications Notes:

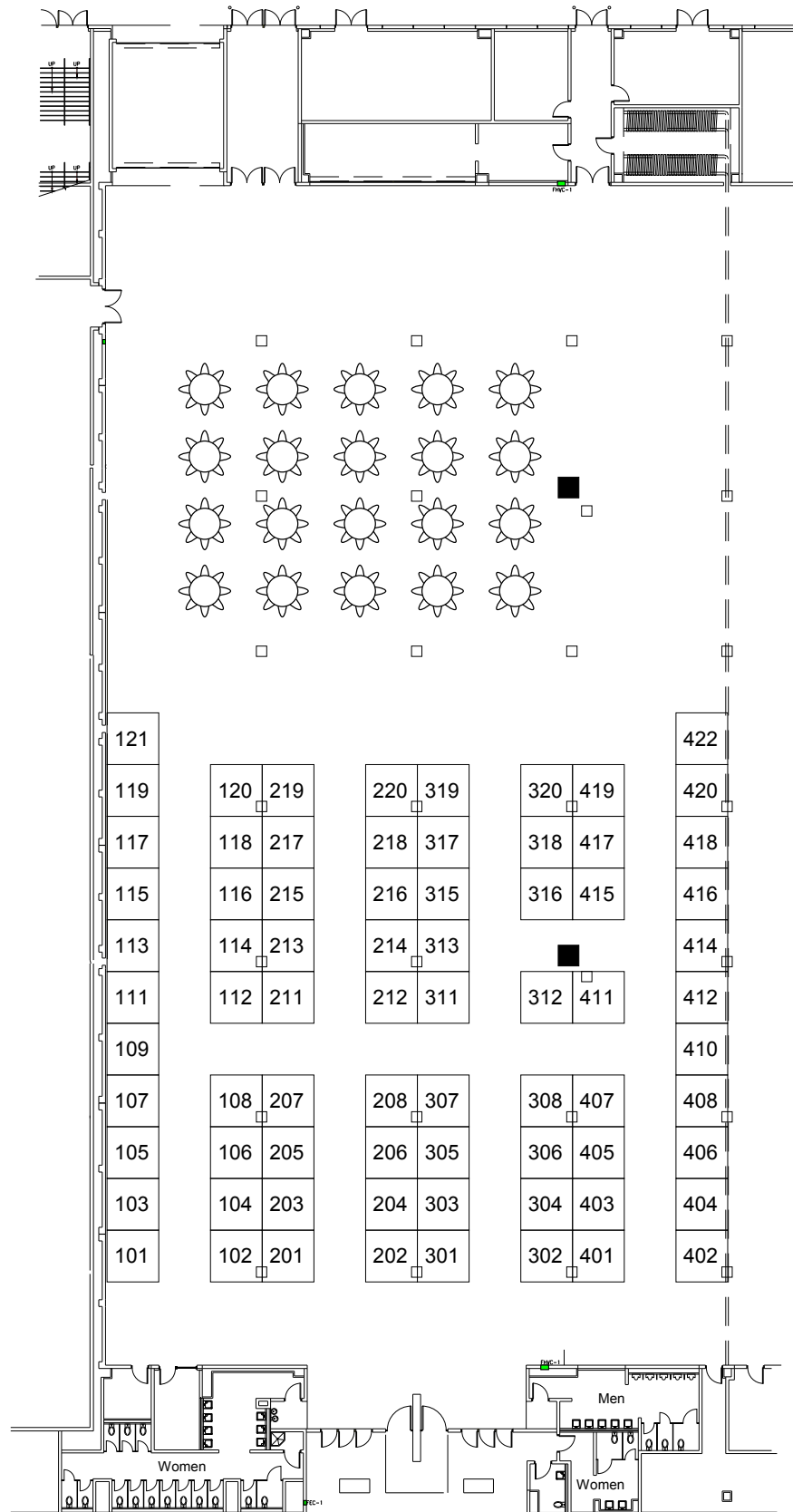
1. Phone services consist of tone dialing, analog lines with high speed data switching capabilities.
2. Dialing restrictions are enforced for all other than local, toll-free, and credit card calls (i.e. there is no charge for local and/or toll-free calls).
3. An acceptable credit card is required for any service other than local. Your credit card will be charged for all long-distance calls at a rate of \$0.20 per minute.

It is ESSENTIAL that you indicate your booth number for service. Thank you!

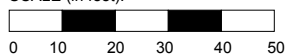
Indicate location of service below, if required.

Booth# _____





SCALE (in feet):



Hampton Roads Convention Center - Hall A
Hampton, Virginia
All Booths: 10 ft. wide x 10 ft. deep (74)

HOLLINS
 EXPOSITION SERVICES