



Colorado Association of Libraries

Hello CALCON Sponsors and Exhibitors!

We are sending a reminder regarding details and updates for CALCON 2023, October 12-14 in Loveland, Colorado.

Right now, we have over 396 attendees signed up to attend over the course of three days. Friday is our largest day with over 360 attendees for the conference and lunch, and more registrations are coming in each day.

Reminder about benefits:

- Option to provide a gift for drawing at exhibitor reception Friday afternoon.
- One (1) literature insert for the conference folder. (425 copies need to be shipped to 10570 W 101st Place Westminster, CO 80021 by **September 26** to be included.)

At the end of this email, you will find all important exhibit hall information, including set-up and teardown times, shipping information, and your table location, etc. Please make sure to read the information thoroughly, and let us know if you have any questions. If you do not plan on using your exhibit table as part of your sponsorship, please let us know ASAP.

Lunches are included in exhibitor and sponsor tickets, so please plan to enjoy a meal with conference attendees. It's another great opportunity to network! Please note that if you have additional exhibitors attending beyond the number included with your registration, those exhibitors will need an [extra exhibitor registration](#). Also, if your exhibitor information has changed since your registration was completed, please email cal@cal-webs.org.

Sched is the event scheduling/communication platform for sponsors and exhibitors. Only one contact per organization can be included in Sched, so if you are the main contact for your organization, please be sure to pass along pertinent information sent via Sched to your team.

We are thrilled to be partnering with you. Please let us know if you have any questions.

Sincerely,
CALCON 2023
Kacee, Erin, and Nicole

Exhibitor Information

[Exhibitor Packet](#) - includes Exhibitor Services Orders Forms from Embassy Suites Loveland for ordering additional table amenities, phone and internet, AV, electrical, and shipping.

Set-Up:

Thursday, October 12 | 8:00 am – 11:00 am

CAL asks that you are fully set up by the time the exhibit hall opens to attendees at 11:00 am on Thursday, October 12. Empty tables will be pulled by 11:30 am following the opening of the exhibit hall, and it will be at the discretion of the conference staff and hotel when tables will be able to be reset. Please contact cal@cal-webs.org if you know you will not be able to set your table within these parameters.

Check-in:

Please check-in at the registration desk which will be located on the main level rotunda. The staff will be able to direct you to your exhibit table from there.

Exhibit Hall and Table Location:

The exhibit hall is located in the Pinyon Pine and River Birch C rooms on the main level. Click [here](#) for a map of the conference center. Exhibit tables have been assigned and can be located [here](#).

Specs:

You will have a 6-foot skirted table top exhibit with a tablecloth, two padded chairs, a waste basket, a 5 AMPS single line power line, and access to conference wifi (see signs in the conference for wifi password). Additional wifi is available for purchase. Standing banners and signs and table constructions are preferred. Please note there is limited space between tables so keep that in mind when planning for any standing banners.

Exhibit Hall Game:

Want more conference attendees to visit your table? The Exhibit Hall Text Scavenger Hunt Game is back for its third year. To participate, provide a clue for your table and prizes for the game winners. **Provide both via this [quick form](#) by midnight on Friday, September 22.**

Tips for writing a clue for your booth:

- Consider what makes your service UNIQUE, or what physical objects or visuals will be on display at your table. So a color, a logo—for example—a Marmot. Or if your vendor table has scarves and earrings, mention scarfs and/or earrings in the clue.
- Here is an example of one clue that caused problems: "Home of multi-award-winning, digital content management systems, this vendor provides easy access to eBooks, audiobooks, databases, and videos." At a library conference, there are too many potential vendors that fit this description.
- Make sure to be specific about a product name, home-base, or tagline that is associated with your company.

- Clues must be 300 characters or less (shorter is better) because this is a text message game and that is the maximum per the tech requirements.

How the Game Will Work:

1. Posters in the Exhibit Hall will direct attendees to text a phone # to join the game.
2. The attendee will receive an automatic text with a clue related to a table.
3. The attendee will need to locate the table.
4. The vendor table will have a number pre-assigned assigned to them (either visibly posted or given out verbally).
5. The attendee texts the vendor's table number to Shoutbomb.
6. This results in the attendee getting credit for visiting that table.
7. This process is repeated. Any attendee who visits 12 or more tables is entered into a raffle. Drawings for prizes will happen at the end of both days.

Exhibit Hall Hours:

Conference attendees will have access to the exhibit hall during registration, general session, breaks, and during networking events. Please note that the exhibit area is open on Thursday and Friday with specific designated exhibit breaks listed below. Please only leave items unattended with which you are comfortable.

Thursday, October 12th

8:00 am – 11:00 am: Vendor Set Up

11:00 am: Exhibit Hall Opens to Attendees

1:00 - 2:00 pm: Dedicated Exhibit Hall Time

4:15 - 5:30 pm: Happy Hour in Exhibit Hall

5:30 pm: Exhibit Hall Closes

Friday, October 13th

10:00 am: Exhibit Hall Opens

3:00 – 4:00 pm: Dessert Reception in Exhibit Hall

4:00 – 6:00 pm Exhibitor Break Down

Break Down:

Please note there are no exhibit hall hours on Saturday, and all table materials must be removed from the room by 6:00 pm on Friday, October 13. Any exhibit table items remaining in the Pinyon Pine and River Birch C rooms after 6:00 pm may be moved to storage.

Loading:

If bringing exhibitor materials rather than shipping, exhibitors may enter at the conference center

rotund on the South side of the building, and conference center staff can help you locate a cart to get your materials to the exhibit hall, but please be prepared to transport your own materials.

Shipping:

The Embassy Suites can receive UPS, FedEx Freight and Airborne Express packages and are happy to assist you with your shipments. Please do not ship via the US Postal Service.

**** In order to ship anything to the hotel you must fill out the shipping form in the [exhibitor packet](#) and email or fax to sydney.edwards@atriumhospitality.com Fax: 970-593-6202**

These costs are one way; therefore, incoming shipments prior to arrival and outgoing shipments upon departure will be two separate charges.

Shipments can be received and stored at the hotel no earlier than three (3) business days prior to the group arrival/exhibitor event. Shipments received earlier are subject to storage fees and may be turned back if they cannot be accommodated at the hotel due to storage limitations.

[CALCON 2023 Code of Conduct](#)

On-Site Contact:

CAL Phone: 303-463-6400 (cell)