

**THE BLACK CAUCUS OF THE  
AMERICAN LIBRARY ASSOCIATION, INC.**



**NATIONAL CONFERENCE  
OF AFRICAN AMERICAN  
LIBRARIANS**

**August 4 – 8, 2015  
Hyatt Regency St. Louis at the Arch  
St. Louis, MO**

**Information Packet**  
**(Exhibitors, Contributors, and Vendors)**

**For Exhibit Information Contact Exhibits Co-Chair**  
Rudolph Clay, (314) 935-5059, [rudolphc@wustl.edu](mailto:rudolphc@wustl.edu)

**For Vendors/Contributors Contact BCALA President and Fundraising Co-Chair**  
Kelvin Watson, (734) 834-8290, [kantoniow@yahoo.com](mailto:kantoniow@yahoo.com)



## THE BLACK CAUCUS OF THE AMERICAN LIBRARY ASSOCIATION, INC.

**9th National Conference of African American Librarians (NCAAL)**

**August 4 – 8, 2015**

**Conference Theme: *Meet at the Gateway:  
Reimagining Communities, Technologies, & Libraries***

**Hyatt Regency St. Louis at the Arch  
St. Louis, MO**

### **Executive Board**

Kelvin Watson  
***President***

Denyvetta Davis  
***Vice  
President/President-  
Elect***

kYmberley Keeton  
***Secretary***

Annie Ford  
***Treasurer***

Jerome Offord, Jr.  
***Immediate Past  
President***

### **Executive Board 2014-16**

Vivian Bordeaux  
Wanda Brown  
Tiffany Duck  
Michele Fenton  
Makiba Foster  
Karen Lemmons  
Kirby McCurtis  
Monya Tomlinson

### **Executive Board 2013-15**

Richard Ashby  
Bettye Black  
Elizabeth Jean  
Brumfield  
Rudolph Clay  
Emily Guss  
Andrew P. Jackson  
(Sekou Molefi Baako)  
Carol Nurse

October 8, 2014

Dear Exhibitor/Vendor/Contributor:

The Black Caucus of the American Library Association (BCALA), [www.bcala.org](http://www.bcala.org), invites exhibitors, publishers, vendors, educational and not-for-profit organizations, and businesses to join the 9th National Conference of African American Librarians (NCAAL), August 4-8, 2015, in St. Louis, MO at the Hyatt Regency at the St. Louis Arch. Our conference theme, “Meet at the Gateway: Reimagining Communities, Technologies, and Libraries” embraces sustainability and change.

As it approaches its forty-fifth year, BCALA continues to be an integral part of the American Library Association. The organization serves as an advocate for the development, promotion, and improvement of library services and resources to the nation's African American community. It also provides leadership for the recruitment and professional development of African American librarians.

The 9th NCAAL offers participating exhibitors and organizations unique on-site promotional marketing opportunities, including program sponsorships and event partnerships that will provide major visibility throughout the conference. We are planning for 500 attendees representing public, academic, school, and special libraries. We are also expecting 50 exhibitors. Your participation is pivotal to our success and your sponsorship would support BCALA's continuing programs, mentorship, scholarships, and forums.

An exhibits application form, a rules and regulations sheet, and a draft exhibitor booth layout is attached. We have also included conference highlights, a sponsorship program form, and an advertising form. Please help us continue the BCALA legacy and build the foundation for the hard work still to do by participating as an exhibitor or contributor. We are happy to answer any questions.

Sincerely,

Conference Co-Chairs  
Makiba Foster & Emily Guss  
[NCAAL2015@gmail.com](mailto:NCAAL2015@gmail.com)

**9<sup>th</sup> National Conference of African American Librarians (NCAAL)**  
**August 4 – 8, 2015**

**Conference Highlights**

**Conference Dates and Scheduling**

We are excited to return NCAAL to our original biennial conference schedule! New to NCAAL 2015, a Wednesday through Saturday schedule, allowing conference goers to take advantage of lower transportation rates typically available on Tuesdays and Saturdays. The new schedule also provides a wonderful opportunity for attendees to stay over and explore the city of Saint Louis once the conference concludes Saturday afternoon.

**Signature Conference Events**

- The Kickoff - Opening Plenary Session featuring a nationally known Keynote Speaker
- Networking - A fun filled evening at the All Conference Reception
- Explore - Exhibits featuring new products, resources, authors, and local artisans
- Connect and Educate - Author Luncheons and various programs to engage and inspire
- Recognition and Celebration - 45th Anniversary Awards Dinner and Conference Party (sponsored by) the St. Louis Public Library
- Reflections - Jazz Brunch featuring Closing Speaker

**Hotel Information**

Our host hotel is the Hyatt Regency St. Louis at the Arch. The hotel is located in the heart of downtown and within walking distance to various cultural attractions and hundreds of food options. The hotel provides scenic views of the Mississippi River and other famous landmarks, the St. Louis Gateway Arch and the Harriet and Dred Scott Monument.

Hotel Rates are as follows:

- Single Occupancy - \$149
- Double Occupancy - \$149
- Triple Occupancy - \$174
- Quadruple Occupancy - \$199
- Regency Club - \$199
- Junior Suite - \$249

**Conference Registration**

- Ethnic Caucus Members: \$299-\$325
- ALA Non Caucus Members: \$330-\$355
- Non-ALA/Non-Caucus: \$360-\$375
- Retired Caucus/ALA: \$269-\$299
- Students: \$169-\$199

## **Sponsorship Program Form**

**Please fill out the enclosed form and forward it as described below.**

Name of Organization: \_\_\_\_\_

President/CEO: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

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

**Make checks payable to: BCALA, Inc. for 9th NCAAL**

Mail to:

BCALA for 9th NCAAL Sponsorships

Dr. Stanton Biddle, Treasurer BCALA

P.O. Box 174

New York, NY 10159-0174

**For additional funding information and negotiations contact:**

BCALA President and Fundraising Co-Chair:

Kelvin Watson

Phone: (734) 834-8290

Email: [kantoniow@yahoo.com](mailto:kantoniow@yahoo.com)



# NATIONAL CONFERENCE OF AFRICAN AMERICAN LIBRARIANS

**9th National Conference of African American Librarians (NCAAL)**

**August 4 – 8, 2015**

**Conference Theme: *Meet at the Gateway:  
Reimagining Communities, Technologies, & Libraries***  
**Hyatt Regency St. Louis at the Arch**  
**St. Louis, MO**

## **9<sup>th</sup> NCAAL Program Booklet Advertising Order Form**

**Ad Reservation Due: June 12, 2015**

**Artwork Due: June 26, 2015**

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

Contact Person: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

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

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Ad Options — Please choose the size/type you wish to reserve.

- ☐ Inside Front Cover \$1,200
- ☐ Inside Back Cover \$1,000
- ☒ ~~Back Outside Cover~~ \$1,000 **SOLD**
- ☐ Full page \$ 450
- ☐ Half page \$ 250
- ☐ Quarter page \$ 150
- ☐ Business Card \$ 25

### PAYMENT INFORMATION

Make **Check** or **Money Order** payable to BCALA, Inc. for 9<sup>th</sup> NCAAL Ads. Mail completed form, ad copy, and payment to:

**BCALA, Inc., Memo: 9th NCAAL**  
**c/o Dr. Stanton F. Biddle**  
**P.O. Box 174**  
**New York, NY 10159-0174**

**Payment Terms:** Payment is due before or when ad copy is submitted.



# NATIONAL CONFERENCE OF AFRICAN AMERICAN LIBRARIANS

**9th National Conference of African American Librarians (NCAAL)**

**August 4 – 8, 2015**

**Conference Theme: *Meet at the Gateway: Reimagining Communities, Technologies, & Libraries***  
**Hyatt Regency St. Louis at the Arch**  
**St. Louis, MO**

## **Dear Exhibitor:**

We invite you to participate in the **9th National Conference of African American Librarians (NCAAL)**. Our association continues to work to make its conferences relevant and enjoyable for the hundreds of librarians who attend and also for our **valued exhibitors** by:

- Providing "No conflict times"
- Promoting traffic, book signings, and other events in the exhibit area
- Providing access to the BCALA Listserv for pre-conference vendor messages
- Providing an exhibitors' refreshments lounge

## **Exhibit Hours:**

August 5	Wednesday	1:00 p.m. – 5:00 p.m.	<i>Grand Opening</i>
August 6	Thursday	9:00 a.m. – 5:00 p.m.	
August 7	Friday	9:00 a.m. – Noon	
Move-In	Wednesday	August 5 <sup>th</sup>	7:00 a.m. – Noon
Move-Out	Friday	August 7 <sup>th</sup>	Noon – 6:00 p.m.

Exhibit rates vary depending on the type of 10' X 10' booth reserved:

- \$700 Premium (corners, aisles, and center spaces)
- \$600 Regular
- \$450 Library and Information Science Programs

We invite you to reserve your space for the 9th NCAAL by completing the attached **Exhibitor Application Form**.

If you have any questions, please contact us at the telephone number or email address listed below. **We look forward to the opportunity to bring your products and services to the attention of the 9<sup>th</sup> NCAAL attendees.**

## **Exhibits Committee Co-Chair:**

Rudolph Clay

Phone: (314) 935-5059

Email: [rudolphc@wustl.edu](mailto:rudolphc@wustl.edu)

**Exhibitor Application Form**  
**9th National Conference of African American Librarians (NCAAL)**

**Exhibit Dates: August 5-7, 2015**

**Conference Theme: Meet at the Gateway: Reimagining Communities, Technologies, & Libraries**

We hereby make application for exhibit spaces as indicated below, for use at the 9<sup>th</sup> National Conference of African American Librarians (NCAAL). The cost of the 10' X 10' exhibit booths are: \$600-regular, \$700-premium (corners, aisles, and center spaces), and \$450- library and information science programs. We agree to abide by the rules and regulations listed on the **RULES, REGULATIONS AND REQUIREMENTS FOR EXHIBITORS** sheet.

Submitted by: (please print)

No. of Booths Desired: \_\_\_\_\_  
Type: Regular ☐ Premium ☐ LIS Program ☐

Name of Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone # \_\_\_\_\_ Fax # \_\_\_\_\_

E-mail \_\_\_\_\_

Authorized Signature \_\_\_\_\_

PROGRAM LISTING: Please provide information below as you would like it to appear in the Conference Program Book.

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Description of Exhibit (15 words)

Names of Booth Personnel

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Letter of alphabet under which  
Your company name should appear ☐

Space confirmation should be sent to:

Name & Title

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

Address \_\_\_\_\_

STREET

CITY

STATE

ZIP

**OFFICE USE ONLY** Booth Number(s) \_\_\_\_\_ Total Price \_\_\_\_\_

Check Date & Number \_\_\_\_\_

Make Checks Payable to the Black Caucus of ALA, Inc. Send to: BCALA Inc., c/o Rudolph Clay, CB 7493, 6985 Snow Way Blvd., St. Louis Mo. 63130-4400

FOR MORE INFORMATION Contact: Rudolph Clay, 314-935-5059, Email: [rudolphc@wustl.edu](mailto:rudolphc@wustl.edu)



**\*\*\*\*\*PLEASE KEEP A COPY OF THIS FORM FOR YOUR RECORDS\*\*\*\*\***

**RULES, REGULATIONS AND REQUIREMENTS FOR EXHIBITORS**

**Exhibit Rules**

Exhibitors shall not infringe upon the rights and privileges of any other exhibitor. BCALA reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of the exhibit which in the judgment of the Exhibits Co-Chair is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising or soliciting, or anything of a similar nature.

**Space assignments and Booth Furnishing**

Booth space (10' X 10') will be assigned in the order that paid reservations are received. The exhibit space fee includes: 8' high backdrop, one (1) company I.D. sign, one (1) 6' topped and skirted table, two (2) side chairs, and one (1) wastebasket with liner.

Exhibitors may order additional furniture, utilities, Internet services, or other services at their own expense, from the Hyatt Regency St. Louis at the Arch Hotel. Appropriate forms will be sent to registered exhibitors. Hours and dates for installing, showing and dismantling exhibits shall be those specified by BCALA in the attached **Exhibitor Letter**.

No exhibitor shall have the right prior to the closing of the Show to pack or remove articles on exhibit without the permission of the BCALA Exhibits Co-Chair. Admission will be by badge only. Badges are not transferable.

**Safety Regulations**

All materials used in the exhibit area must be fireproofed and conform to all fire department regulations. No decorative paper of any kind will be permitted.

**Liability and Insurance**

The Black Caucus of the American Library Association Inc. shall not be financially obligated or otherwise committed in the event of the Show being canceled or deferred on account of strikes, fires, casualties, Acts of God or causes beyond their control. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitors' displays, equipment and other property brought upon the premises of the exhibition facility, and shall indemnify and hold harmless the Black Caucus of the American Library Association Inc., the Hyatt Regency St. Louis at the Arch Hotel and any authorized representative, agent or employee of the forgoing of any and all losses, damages and claims. Every precaution will be taken to safeguard exhibitor's property.

**Handling and Storage**

The Black Caucus of the American Library Association Inc., and the owners or managers of the facility where the exhibits are held shall not accept or store display materials or empty crates, and Exhibitors shall make their own arrangements for shipment, delivery, receipt and storage of such materials and empty crates. Such arrangements must be made through the Hyatt Regency St. Louis at the Arch Hotel. All shipments and deliveries to the hotel shall be prepaid.

**Cancellation and Refunds**

Upon acceptance of this application by the Black Caucus of the American Library Association Inc., it shall be a legally binding contract between the exhibitor and the Black Caucus of the American Library Association Inc.

**Application and Agreement**

All applications must be made on the **Exhibitor Application Form**. Checks must be in U.S. dollars, drawn on an U.S. bank, and payable to the Black Caucus of ALA, Inc. The completed and signed **Exhibitor Application Form** and check should be mailed to BCALA, Inc. – 9<sup>th</sup> NCAAL, c/o Rudolph Clay Jr., Campus Box 7493, 6985 Snow Way Blvd., St. Louis, MO 63130-4400.

We hereby make application for exhibit space(s) as indicated on the 9<sup>th</sup> National Conference of African American Librarians, **Exhibitor Application Form**. We agree to abide by the rules and regulations outlined by the Black Caucus of the American Library Association Inc. and to all conditions under which the exhibit area is leased to the Association. Said specifications and conditions become part of this contract.

**EXHIBIT SPACE IS ASSIGNED IN ORDER OF RECEIPT OF SIGNED EXHIBITOR APPLICATION FORM WITH PAYMENT.**



**9th National Conference of African American Librarians (NCAAL)**

**Exhibit Dates: August 5-7, 2015**

**Conference Theme: *Meet at the Gateway: Reimagining Communities, Technologies, & Libraries***

**Hyatt Regency St. Louis at the Arch**

**St. Louis, MO**

**Preliminary Exhibit Area Layout (Subject to change)**

Hyatt Regency at the Arch  
Regency Ballroom, A-C, 2<sup>nd</sup> Floor  
(Not drawn to scale)

