



Charleston Conference™

ISSUES IN BOOK AND SERIAL ACQUISITION

The 2021 Charleston Library Conference will be a hybrid event, with opportunities to attend, present, and exhibit in person in beautiful, historic downtown Charleston, or online through our robust and interactive virtual event platform. The in-person Vendor Showcase will be held in the Charleston Gaillard Center as before and we will be using the Pathable platform again following our successful virtual event in 2020. Conference details will be updated regularly on the Charleston Conference Website at <https://www.charleston-hub.com/the-charleston-conference>.

2021 CHARLESTON VENDOR SHOWCASE DETAILS

DESCRIPTION AND LOCATION

This event is your opportunity to connect with all types of personnel, including but not limited to, collection development, acquisitions, scholarly communications, consortia, and electronic resources professionals from around the country and internationally. At this event companies, vendors, publishers, and the like can show products of interest to librarians purchasing or leasing such materials. Attendance by librarians to the Vendor Showcase is free. This is the only exhibit opportunity for vendors, and takes place prior to the main conference. Don't miss this event. Online Registration opens June 14, 2021. Space is limited and this event will sell out quickly.

The Vendor Showcase will be held Tuesday, November 2, 2021, from 10:30 a.m. to 6:00 p.m., in the Grand Ballroom and adjacent Prefunction Areas at the Gaillard Center, 95 Calhoun Street, Charleston, SC 29401. We will offer a total of 148 Exhibit Spaces — 124 located in the grand ballroom, 18 in the front prefunction area plus 6 in the back prefunction area. Eight centrally located spaces inside the grand ballroom will be reserved for our Diamond or Platinum level Conference Sponsors (these 8 spaces are highlighted on the vendor map).

ATTENDING THE CHARLESTON CONFERENCE

Please note that participation in the Vendor Showcase DOES NOT register anyone for attendance to the 41st Annual Charleston Conference themed "On The Road Again!" Vendor Showcase representatives can register to attend the 2-1/2 day conference which features an exciting list of speakers and is packed with meetings among publishers, vendors, and librarians for an additional \$475 per person providing they register by 9/10/21. A one-day Tuesday-only registration will also be available (at no add'l charge) for two representatives who are BOOTH STAFF ONLY and will not be attending the full conference or any of the preconferences (these two representatives MUST register by 9/10/21 to receive their Tuesday-only vendor badges at no charge). Online Registration for attendees opens June 21, 2021.

PRICING DETAILS

148 Exhibit Spaces will be available for \$2,500 per booth. This price includes one in-person booth at the Gaillard Center plus a virtual booth on Pathable (our virtual event platform). NO REFUNDS will be issued once your payment has been processed. There will be no exceptions to this rule since space for this event is limited. Please note that reservations are NOT secured until your payment is received.

IN-PERSON BOOTH FEATURES

Each booth will include one 6' x 2.5' table covered with basic drapery, and two chairs. Electricity will be provided with one Power Strip placed at every other table. Internet Connect is included via WIRELESS only. Hardwired connections are NOT available. On-site assistance will be available during set-up and breakdown times. Refreshments will be available in the grand ballroom at the main buffet and other locations throughout the day.

Mailing Address: PO Box 799, Sullivan's Island, SC 29482-0799
Conference Website: <https://www.charleston-hub.com/the-charleston-conference>

IN-PERSON BOOTH FEATURES continued

We will continue to allow Pop-up Signs in all Exhibit Spaces. We do ask that you respect your neighboring vendors by keeping your Pop-up Signs within your exhibit space and placing them in a manner that will not block any aisle or the view to other vendors. One Pop-up Sign per space is preferred — combined signage can not exceed 5 ft. in width and 8 ft. in height. Cloth signs or banners can be draped over or along the front of your table. Vendors will NOT be allowed to hang anything on the walls at the Gaillard.

ASSIGNMENT OF IN-PERSON BOOTH LOCATIONS

Vendors can include four preferred table choices when registering for the Vendor Showcase online. All in-person booth locations will be assigned on a first-come first-serve basis. The date and time will be recorded as you register online and booth locations will be assigned based on the order that payments are received. If all your preferred choices are picked prior to your payment being received, we will assign the closest available location at that time.

IN-PERSON VENDOR SET-UP AND BREAKDOWN TIMES

Vendors may setup their in-person booths between 4:00 p.m. and 6:00 p.m. on Monday, November 1, 2021 and again from 8:00 a.m. until 10:30 a.m. on Tuesday, November 2, 2021. Set-up assistance will be available.

Vendors must breakdown their exhibits between 6:00 and 6:30 p.m. on Tuesday, November 2nd. For added convenience a FedEx pickup will be scheduled for 6:30 p.m. on Tuesday for participating Vendors who need to return exhibit materials.

VIRTUAL BOOTH FEATURES

Each virtual space includes a customizable landing page where you can add your logo, header banner, description with RichText ability, add tags, embedded videos, and upload handouts/materials for attendee download. Your virtual booth will remain open for the duration of the conference and can be accessed by registered attendees for one year after the conference ends. Virtual booth hours can be set at your discretion to meet your scheduling needs. Two complimentary conference registrations will be included to provide your representatives access to create and maintain the virtual booth space.

A Dedicated Vendor Day with no schedule conflicts will allow attendees to visit the virtual booths and schedule vendor meetings. Keyword searchable Attendee, Vendor and Sponsor Directories help attendees and vendors quickly find the right people and/or companies to connect with. Private messaging will allow attendees to reach out privately and directly online (without having to expose their email and phone number to “the world”). Attendees and Vendors have the ability to pre-schedule multi-person video conferences.

One exciting new feature is the “Talk Now” option that allows conference attendees to join a one-on-one video chat with an available booth representative without worrying about joining an already full room in the middle of a conversation. Booth reps can turn on and off their availability for the “Talk Now” option as needed, and if the first person doesn’t answer the call will automatically be forwarded to the next available representative.

Expanded metrics and analytics will offer vendors the ability to see more granular details for booth traffic beyond leads or visits — the dashboard will offer content consumption details, including a total and unique number of views per file/document, average length of booth visit, video average view duration, and link clicks. Our 2020 vendors and sponsors can log into their dashboards from last year’s conference to see an example of what’s available — the new metrics were recently added to existing conference data!

Another new feature just added for 2021 is “QR Code badge scanning.” With the Pathable App your onsite representatives will have the ability to scan an attendee’s badge to capture the lead data which will appear on your virtual booth/landing page. More details about this new feature will be available soon.

Gamification will be built into the platform — fun “Scavenger Hunt” type challenges which allow attendees to earn points for visiting the vendor booths, watching videos and/or downloading files, requesting information from a vendor, etc.

The platform is GDPR compliant and privacy secured.

AFTER YOU’VE REGISTERED ONLINE

Once your online Vendor Showcase Registration is complete and your payment is secured, Vendor Showcase Participants will receive the following — For the Virtual Booth: 1) an emailed invitation through the Pathable platform with login details to access your virtual booth, 2) a promo code to use for two complimentary conference registrations on our virtual event platform. For the In-person Booth: 1) details for registering your representatives to attend the full in-person conference or register for two in-person vendor-only badges, 2) shipping instructions for your inbound and outbound materials, 3) additional technical set-up instructions and information, and 4) contact information for two local rental companies who have provided service for the Charleston Conference and Vendor Showcase for many years.

2021 CHARLESTON VENDOR SHOWCASE

The Gaillard Center — Grand Ballroom & Prefunction Areas

