



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 PARTICIPATING EXHIBITOR INFORMATION

Thank you for agreeing to participate in the 2021 Charleston Vendor Showcase! We have received and processed your payment as required for participation in this event. In this document you will find the basic showcase information including the event date, location, set-up and breakdown times, the features included with your in-person booth space and details about your virtual booth space. We have also included contact information for two rental companies serving the Charleston area, and the general instructions for Inbound & Outbound Shipping of your materials To & From the Vendor Showcase. Please read this document carefully as it contains the specifics that you will need as a Vendor Showcase Participant.

SHOW DATE, TIME AND LOCATION

The in-person 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.

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. On-site assistance will be available during set-up and breakdown times.

Vendors must breakdown their exhibits at 6:00 p.m. on Tuesday, November 2nd. For added convenience a FedEx pickup will be scheduled for 6:10 p.m. on Tuesday for Vendors who need to return exhibit materials.

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. If you feel you will need additional plugs or extension cords please bring them with you. The Grand Ballroom and Prefunction areas at the Gaillard Center are fully carpeted so it is not necessary to bring floor coverings.

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.

Internet connection is included via WIRELESS only. Hardwired connections are NOT available. On-site assistance will be available to help with minor technical issues on Tuesday morning. Please be sure you are equipped for WI-FI access. If you have technical questions or concerns prior to the event you may contact Toni Nix at <justwrite@lowcountry.com> and she will direct your questions to the appropriate person at the Gaillard Center.

Refreshments will be available in the grand ballroom at the main buffet and other locations throughout the day. Beverage and/or snack stations will be available in the main lobby and prefunction areas as well.

VIRTUAL BOOTH FEATURES

Each virtual booth 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. [The Exhibitor Experience Video](#) is available to help you get the most out of your virtual booth and [The Organization User Guides](#) are quite helpful as well.

Monday, November 1st will be our Dedicated Vendor Day, with no schedule conflicts, allowing attendees to visit the virtual booths and schedule meetings with participating vendors. Keyword searchable Attendee, Vendor, and Sponsor Directories will 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.

Please be sure to get the most out of your virtual booth on our Dedicated Vendor Day by promoting your booth and scheduling meetings with key customers and prospects during exhibit hours. We have many built in opportunities throughout the conference to network virtually and our Vendor Day is an ideal time to make connections with in-person and virtual attendees. Planning these meetings in advance ensures a successful virtual booth at Charleston.

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. No equipment rental is required. The Pathable App has built in scanning tools which turn your phone into a fully integrated badge scanner and lead retrieval device.

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. Attendees will be awarded prizes for the highest number of points at the end of the week, plus bragging rights with posting of the top 3 winners’ photos on social media.

The platform is GDPR compliant and privacy secured.

In a few weeks (anticipated to be early-September), our staff will import details for all participating vendors into the Pathable platform. Once the import is successfully completed each vendor will receive an emailed invitation with a personalized link which will grant access so you can begin building your virtual booth/landing page. At this time you will also receive an email with instructions for creating an account and gaining access to Pathable’s training platform. The Camp Pathable interface is a very helpful resource with a vast amount of information which also allows vendors to ask questions directly to the Pathable team. You’ll also have access to attend live training sessions to further assist with design questions and getting the most value from your virtual booth/landing page.

ATTENDING THE CHARLESTON CONFERENCE

Please note that participation in the Vendor Showcase DOES NOT register anyone for in-person 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 the Early Bird Deadline of September 10, 2021. No discounts will be offered after 9/10/21.

Visit <https://charlestonconference.regfox.com/2021-charleston-conference> to register your representatives for in-person conference attendance. In-person Conference Badges can be picked up at the Registration Desk which will be located in the lobby of the [Francis Marion Hotel](#). Open hours for the Registration Desk will be made available closer to the event date.

VENDOR BADGES FOR REPRESENTATIVES WHO ARE IN-PERSON BOOTH STAFF ONLY

A one-day Tuesday-only registration will be available (at no additional charge) for representatives who are in-person BOOTH STAFF ONLY and will NOT be attending the full conference or any of the pre-conferences. Representatives MUST register by September 17, 2021 to receive a Tuesday-only Vendor Badge at no charge. These badges will not be offered after 9/17/21. We also ask that Vendors please limit their registrations for the no charge, Tuesday-only Vendor Badges to no more than TWO per booth. Vendor Badges are only honored at the Vendor Showcase on Tuesday and will NOT gain any representative access to any other in-person conference events (including the conference reception).

Visit <https://charlestonconference.regfox.com/2021-charleston-conference> and select the "Tuesday Only Vendor Showcase Representative" option. Vendor Badges can be picked up at the Registration Desk which will be located in the lobby of the [Francis Marion Hotel](#). Open hours for the Registration Desk will be made available closer to the event date.

COMPLIMENTARY VIRTUAL ONLY CONFERENCE REGISTRATIONS

Two complimentary virtual conference registrations will be included to provide your representatives access to create, maintain, and staff the virtual booth space (your company's landing page). When you registered to participate in the Vendor Showcase, the receipt you received contained an Order Number. The Order Number is the Discount Code you will need to register these TWO representatives.

Visit <https://charlestonconference.regfox.com/2021-charleston-conference> and select the "Individual Virtual Registration" option and enter your Order Number in the Discount Code box. The Discount code will only work TWO TIMES, so be sure to use this code for the two representatives who will create, maintain, and staff your virtual booth space/landing page. If you need virtual registrations for more than two representatives, you can purchase them individually for \$325 per person. You also have the option to purchase a Group Rate for \$615 which will include up to five more representatives. Virtual registrations are good for virtual attendance to the full conference but don't gain access to any in-person conference sessions or other in-person conference events.

ADDITIONAL OPTIONS AVAILABLE TO VENDOR SHOWCASE PARTICIPANTS

CONFERENCE ATTENDEE MAILING LIST AVAILABLE FOR PURCHASE

The Charleston Conference Attendee list will be available for purchase by participating Vendors. Pricing details, one-time terms of use, and dates for availability can be viewed on the conference website. Visit <https://charlestonlibraryconference.com/conference-mailing-list/>. If you'd like to purchase the list please contact Caroline Goldsmith at [<caroline@charlestonlibraryconference.com>](mailto:caroline@charlestonlibraryconference.com) who will provide you with an invoice and details for payment.

TABLETOP BROCHURE DISPLAY SPACE AVAILABLE FOR PURCHASE

The Conference Literature Tables will be set up in the Francis Marion Hotel and the Gaillard Center from Wednesday through Friday. These are unmanned, display-only tables which will be set up after the close of the Vendor Showcase. Conference staff members will check throughout the week to replenish materials and keep the tables tidy. We will ask for approximately 200 brochures to display during the conference. Shipping details for your materials will be sent closer to the event for those who purchase these spaces. The cost is \$350 for an 8 1/2" x 11" x 6" space. Please contact Caroline Goldsmith at [<caroline@charlestonlibraryconference.com>](mailto:caroline@charlestonlibraryconference.com) to purchase a space on the Conference Literature Tables.

★ NEW for 2021 ★ VENDOR PRODUCT AVAILABILITY DATABASE! LIST YOUR PRODUCTS TODAY!

The Charleston Conference provides specific and timely information to a core audience, along with the ability to interact with others in our industry. Our community is vibrant and unique. The Vendor Showcase has always been an integral part of the Conference because it provides the opportunity to showcase your latest products and services to a target audience of global library buyers and thought leaders. The [Vendor Product Availability Database](#) serves as a "year round" Vendor Showcase to connect you to the Charleston community, not limited by physical space. The Charleston Hub Vendor Product Availability Database features the content, tools, and services that industry professionals demand and can't find anywhere else all in one place. 2021 Vendor Showcase participants will receive THEIR FIRST PRODUCT LISTING FREE! Complete your listing by clicking [HERE](#) or email [<caroline@charlestonlibraryconference.com>](mailto:caroline@charlestonlibraryconference.com) for more information about rates for product listings.

EQUIPMENT RENTAL COMPANIES SERVING THE CHARLESTON AREA

eLifespaces
Contact: John Williams
843-696-5417
[<Jwilliams@eLifespaces.com>](mailto:Jwilliams@eLifespaces.com)

Epic Events
Contact: Kevin Waters
843-514-1030
[<epicevents@yahoo.com>](mailto:epicevents@yahoo.com)

INSTRUCTIONS FOR INBOUND SHIPPING OF YOUR MATERIALS TO THE SHOWCASE

We have worked out an arrangement with the Gaillard Center to accept your Inbound packages this year. It is extremely important that you address your packages exactly as instructed below and ship them in a manner that guarantees their arrival during the shipping window specified. **ALL packages MUST arrive between Monday, October 25, 2021 and Friday, October 29, 2021.**

On Monday, November 1st our staff will distribute the packages to the individual booth locations. To help with our distribution process, please number all your boxes (i.e., Box 1 of 3, 2 of 3, 3 of 3, etc.) and write your Booth/Table number in BIG PRINT on every box you ship.

Please address your INBOUND Packages as follows:

ATTN: CHARLESTON VENDOR SHOWCASE

"Your Company Name — Your Booth/Table #000"

c/o Charleston Gaillard Center

95 Calhoun Street

Charleston, SC 29401

INSTRUCTIONS FOR OUTBOUND SHIPPING OF YOUR MATERIALS FROM THE SHOWCASE

As in prior years, we will schedule a FedEx pickup, which can be used to return materials. FedEx has agreed to send both "Express Service" trucks and "Ground Service" trucks to help accommodate our Vendors.

Blank FedEx Express airbills and boxes will be available, however, Vendors will need their own FedEx Account number or credit card information for billing purposes to use these supplies. For your convenience we suggest that you bring your company's pre-printed FedEx Express airbills to use on your return packages.

For FedEx Ground Service you **MUST** bring your company's pre-printed SCANNABLE airbills with you (if FedEx CANNOT scan your Ground airbill they WILL NOT take your packages).

All return shipments should be ready by 6:10 p.m. on Tuesday for the FedEx drivers to load on their trucks. You cannot leave ANY packages at the Gaillard Center that FedEx will not be able to load on their trucks.

We will have recycling bins available for any paper trash you'd like to recycle when the event is over.

THIS IS VERY IMPORTANT — if you are NOT using FedEx to return your materials, you must make your own arrangements for return shipping and **you MUST take your packages with you when you leave the Gaillard Center.** Any packages remaining at the Gaillard after the Vendor Showcase area is cleared **will be thrown away.** There is no place at the Gaillard Center for left behind packages to be stored.

DIRECT ANY ADDITIONAL VENDOR SHOWCASE QUESTIONS TO:

Toni Nix, Charleston Vendor Showcase Coordinator

Phone: 843-835-8604 · Fax: 843-835-5892 · Email: <justwrite@lowcountry.com>

WE'RE LOOKING FORWARD TO ANOTHER SUCCESSFUL VENDOR SHOWCASE IN THE GAILLARD CENTER AND WE'RE EXCITED ABOUT SEEING ALL OF YOU HERE IN CHARLESTON IN NOVEMBER!

CHARLESTON VENDOR SHOWCASE EXHIBITOR CHECKLIST

- Read information contained in Exhibitor Info PDF file.
- Register company representatives for Conference and/or Vendor Badges no later than September 17, 2021.
- Purchase Attendee Mailing List from Caroline (if applicable).
- Purchase space on Conference Literature Table from Caroline (if applicable).
- Complete your listing for our Vendor Product Availability Database or contact Caroline if you need more information (if applicable).
- Create your Virtual Booth Space/landing page. Please aim to complete your landing pages by Oct. 15, 2021 (this is not a mandatory date, but is a preferred deadline).

Remember to take advantage of Camp Pathable and/or attend a live training session with the Pathable team to make this process effortless and ensure you get the most value from your Virtual Booth Space.
- Read all Shipping Instructions carefully — for Inbound and Outbound shipping.
- Ship Inbound Materials for the Showcase to arrive between Oct. 25 and Oct. 29, 2021.
- Prepare Outbound Shipping Documents and Labels to send with your representatives coming to Charleston.
- Monday, Nov. 1st is our Dedicated Vendor Day. Save some time for promoting your virtual booth and pre-scheduling in-person and/or virtual meetings with key customers.
- Set-up Times for In-Person Booth Space — 4 to 6 pm on Monday, Nov. 1st and/or 8 to 10:20 am on Tuesday, Nov. 2nd.
- In-Person Vendor Showcase Open Hours — 10:30 am to 6 pm on Tuesday, Nov. 2nd at the Gaillard Center.
- Breakdown Time for In-Person Booth Space — 6 to 6:10 pm on Tuesday, Nov. 2nd.
- Box and Label Return Shipping Items and place in the appropriate FedEx Ground or FedEx Express area (located in the Grand Ballroom).
- Place any unwanted paper trash in recycling bins (also located in the Grand Ballroom).
- Box and remove any remaining vendor materials from the Gaillard Center (this applies to any vendor's materials which are not shipping out with FedEx).
- Remember, Virtual Booths are OPEN even after the last box has been shipped home! Additional optional Virtual Booth hours for Wednesday through Friday will be announced. Virtual meeting scheduling will be active throughout the entire conference, so be sure to reach out and schedule meetings ahead of time. Let your Virtual Booth serve as a new “lobby” of the Frances Marion and include them in your Charleston Conference planning.
- Enjoy your days at the Charleston Conference and the beautiful city of Charleston, SC.