



Charleston Conference™

ISSUES IN BOOK AND SERIAL ACQUISITION

The 2022 Charleston Library Conference will be an in-person event with a virtual component to follow two weeks later. There will be opportunities to attend, present, and exhibit in person in beautiful, historic downtown Charleston. The Vendor Showcase will be held in the Charleston Gaillard Center as in previous years. We will be using Cadmore Media for the virtual component in 2022 which allows us the ability to offer vendors a virtual landing page which will host basic information about your organization and any contact details vendors want to include. This is not a virtual booth but rather a page where attendees can get information and/or reach out to setup conversations and meetings with our vendors. There will also be opportunities for scheduled events for exhibitor engagement with attendees, such as the Vendor Information Sessions and more. Conference details will be updated regularly on the Charleston Conference Website at <https://www.charleston-hub.com/the-charleston-conference>.

2022 CHARLESTON VENDOR SHOWCASE PRELIMINARY 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 13, 2022 at <https://charlestonconference.regfox.com/2022-charleston-vendor-showcase>. Space is limited and this event will sell out quickly.

The Vendor Showcase will be held Tuesday, November 1, 2022, in the Grand Ballroom and adjacent Prefunction Areas at the Gaillard Center, located at 95 Calhoun Street, Charleston, SC 29401. We are implementing new hours for the Vendor Showcase this year — vendor booths will be open to attendees from 10:00 a.m. to 5:30 p.m.

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 42nd Annual Charleston Conference themed "Oh, The Places You'll Go!" 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 9/16/22. 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 9/16/22 to receive their Tuesday-only vendor badges at no charge). Online Registration for attendees opens June 15, 2022 at <https://charlestonconference.regfox.com/2022-charleston-conference>.

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 the virtual landing page through Cadmore Media (the host of our virtual component). 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.

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

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.

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, October 31, 2022 and again from 8:00 a.m. until 10:00 a.m. on Tuesday, November 1, 2022. Set-up assistance will be available.

Vendors must breakdown their exhibits by 5:40 p.m. on Tuesday, November 1st. For added convenience a FedEx pickup will be scheduled for 5:45 p.m. on Tuesday for participating Vendors who need to return exhibit materials.

VIRTUAL LANDING PAGE FEATURES

Each booth registration will also include a customizable virtual landing page which will be hosted through Cadmore Media. Virtual landing pages will include a dedicated space for Direct messaging, Emails, Downloads, Sponsored sessions and videos, and Exhibitor/sponsor representatives.

Usage analytics will be available, and the platform is GDPR compliant and privacy secured.

We will not offer “virtual booth hours” in a Zoom room/video chat this year, but will provide several networking opportunities to engage with virtual attendees, as well as opportunities to have scheduled events such as Vendor Info Sessions, sponsored presentation sessions, etc.

ADDITIONAL OPTIONS FOR VENDOR ENGAGEMENT

We plan to have a Scavenger Hunt at the Vendor Showcase to encourage attendees to visit with all of our exhibitors. Our idea is to provide attendees with a questionnaire card which would require them to visit your booth in order to know the answer. We will be seeking Vendor input to compile the questions and will have a prize drawing for the cards containing the most correct answers.

We will also be accepting short 30 second videos from long standing repeat exhibitors on the topic of “Why I return to exhibit at Charleston every year” which we will use in emails and social media campaigns.

Here's another new opportunity being offered to promote engagement with our virtual attendees — We will provide physical mailing addresses to Vendors at no add'l charge, so any organization that wants to participate, can mail swag items to virtual attendees who opt in to receive them. Vendors would handle shipping the items and it would have to be actual swag not just a brochure/postcard, etc.

AFTER YOU'VE REGISTERED ONLINE

A few weeks after your online Vendor Showcase Registration is complete and your payment is secured, Vendor Showcase Participants will receive a confirmation email which will include your table number and additional information you'll need going forward. We will provide shipping instructions for your inbound and outbound materials; additional technical set-up instructions and information; and contact information for local rental companies if you need to rent equipment (computers, monitors, etc.).

Later this summer, we will provide Vendor Showcase Participants with all the specifics they need for their virtual landing page. We'll let you know what can be included on your page, size and format types for files you'll provide, and deadlines for submitting your materials. We'll also provide more specific details for the additional options being offered to promote vendor engagement and include instructions about how to purchase a Vendor Info Session and/or the Conference Attendee mailing lists.

WE ARE VERY EXCITED ABOUT THIS YEAR'S EVENT. SO DON'T DELAY. REGISTER SOON!