



# 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 PARTICIPATING EXHIBITOR INFORMATION**

Thank you for agreeing to participate in the 2022 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 regarding your Virtual Landing Page. We have also included contact information for a rental company 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 Vendor Showcase will be held Tuesday, November 1, 2022, from 10:00 a.m. to 5:30 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, 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.

#### **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.

## **IN-PERSON BOOTH FEATURES continued**

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](mailto: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. Thanks to the generous support of a Conference Sponsor there will be a Bloody Mary/Mimosa Bar Opener at the Vendor Showcase this year.

## **VIRTUAL LANDING PAGE FEATURES**

Each Vendor Showcase booth also includes 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 Contact details for Vendor Showcase representatives. Cadmore Media will build the Virtual Landing Pages for Vendors. Each Vendor will be provided with a detailed spreadsheet (excel file) in which they will enter their information and upload their content. Detailed instructions and file format specifics are included in the excel file along with the Google Drive link where Vendors will deposit their completed excel files, company logos, videos, and any other images needed to build the page. The Deadline to submit your completed files is September 19, 2022.

We will have a soft launch a few weeks prior to our event during which time Vendors will be able to view their Virtual Landing Page and send any changes or updates as needed. We currently anticipate the soft launch to take place sometime around October 10 to 17, 2022. A link will be provided to Vendors for previewing their Virtual Landing page. Two examples of a Virtual Landing Page are included on [page 6](#).

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 we are providing several networking opportunities to engage with our Virtual Attendees, as well as opportunities to have scheduled events such as Vendor Info Sessions, sponsored presentation sessions, etc. Visit <https://www.charleston-hub.com/wp-content/uploads/2022/06/2022-Sponsorship-Brochure.pdf> for additional information about these sessions and other sponsorship opportunities.

## **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 the Early Bird Deadline of September 16, 2022. No discounts will be offered after 9/16/22.

Group rates for Conference attendance are also available, visit <https://www.charleston-hub.com/the-charleston-conference/registration-info/> for more details.

Online Registration for attendees is open at <https://charlestonconference.regfox.com/2022-charleston-conference>. 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 also be available (at no add'l charge) for representatives who are BOOTH STAFF ONLY and will not be attending the full conference or any of the pre-conferences. Representatives MUST register by September 16, 2022 to receive a Tuesday-Only Vendor Badge at no charge. These badges will not be offered after 9/16/22. 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/2022-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.

## **ADDITIONAL OPTIONS AVAILABLE TO VENDOR SHOWCASE PARTICIPANTS**

### **THREE VENDOR ENGAGEMENT OPPORTUNITIES**

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 attendee cards containing the most correct answers. If you would like to participate, please send one question and answer to Toni Nix at <[justwrite@lowcountry.com](mailto:justwrite@lowcountry.com)>. Deadline to participate is 9/16/22.

We're also going to feature short videos on social media and in email campaigns to attendees and we'd love to include our Vendors! If you would like to provide a short video (under 5 minutes, .mp4 file format) on why you love the Charleston Conference, what you're looking forward to when you attend, what you'll be featuring at the Vendor Showcase, or any special events you have planned, please contact Caroline Goldsmith at <[caroline@charlestonlibraryconference.com](mailto:caroline@charlestonlibraryconference.com)> to receive a link to our Shared Dropbox where you can upload your video. Deadline to participate is 8/31/22.

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. If you want to participate in this opportunity please email Caroline Goldsmith at <[caroline@charlestonlibraryconference.com](mailto:caroline@charlestonlibraryconference.com)> to provide details about the swag item you'll be mailing and to be included on our list of Vendors who will receive the Virtual Attendee mailing addresses (we anticipate this list to be available in late November). Deadline to participate is 9/16/22.

### **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.

### **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. 2022 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 COMPANY SERVING THE CHARLESTON AREA**

eLifespaces, 1808 Meeting Street, Charleston, SC 29405

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

## **INSTRUCTIONS FOR INBOUND SHIPPING OF YOUR MATERIALS TO THE SHOWCASE**

Once again we have worked out an arrangement with the Gaillard Center to accept your Inbound packages. 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 24, 2022 and Friday, October 28, 2022.**

On Monday, October 31st 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.

NEW in 2022 — we will have a Shipping Kiosk with iPads and a printer so that Vendors can print their Return Shipping labels on site. Vendors will need their own FedEx Account number or credit card information for billing purposes to create shipping labels. For added convenience, as done in previous years, you can still bring your company's pre-printed FedEx shipping labels to use on your return packages.

All return shipments should be ready by 5:40 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 (i.e., packages with no label or UPS labels CAN NOT be left behind).

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](mailto: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.
- Visit <https://www.charleston-hub.com/wp-content/uploads/2022/06/2022-Sponsorship-Brochure.pdf> for additional information about 20-minute Vendor Info sessions, 60-minute Vendor Focus Groups, Sponsored Lunch sessions, and other sponsorship opportunities.
- Complete your spreadsheet/excel file for the Virtual Landing Page. Cadmore Media must receive Vendor uploads by September 19, 2022. Vendors will receive a link and additional details regarding the soft launch date(s) for previewing the Virtual Landing Pages.
- Register company representatives for Conference and/or Vendor Badges no later than September 16, 2022.
- 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).
- Read all Shipping Instructions carefully — for Inbound and Outbound shipping.
- Ship Inbound Materials for the Showcase to arrive between Oct. 24 and Oct. 28, 2022.
- Prepare Outbound Shipping Documents and Labels to send with your representatives coming to Charleston or make sure they have the FedEx account details they will need to create Shipping Labels on site at our Shipping Kiosk.
- Set-up Times for In-Person Booth Space — 4 to 6 pm on Monday, Oct. 31st and/or 8 to 10:00 am on Tuesday, Nov. 1st.
- In-Person Vendor Showcase Open Hours — 10:00 am to 5:30 pm on Tuesday, Nov. 1st at the Gaillard Center.
- Breakdown Time for In-Person Booth Space — 5:30 to 5:40 pm on Tuesday, Nov. 1st.
- 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).
- Enjoy your days at the Charleston Conference and the beautiful city of Charleston, SC.

We hope Vendors will choose to participate in some or all of our new **Vendor Engagement Opportunities** and remember your Virtual Landing Pages will remain active and viewable by all 2022 registered attendees for one full year after our event has ended.



SHOWN BELOW ARE TWO SCREENSHOTS/EXAMPLES OF VIRTUAL LANDING PAGES.

**cadmore media** Cadmore Media Inc.

Message Send Email

**Description**

You can post your organization's long description here!

The shorter version will be used in previews around the site for users to click on to navigate to your page. You can include information about your organization, your connection to the event, special offers, a general message to attendees, etc.

You can even use this section to explain any videos you choose to include below.

This section should be around 100 words.

Welcome Video

bienvenidos

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**Description**

Intellect is a fiercely independent academic publisher for scholars and practitioners teaching and researching in the arts, media and creative industries. We publish a wide range of Communication & Media journals, including *Journal of Visual Political Communication*, *Journal of Applied Journalism & Media Studies*, *the International Journal of Media & Cultural Politics*, *African Media Studies*, *Global Hip-Hop Studies*, *Catalan Journal of Communication & Cultural Studies* and many more.

We are offering 30% off selected books with code ICA30 from 26 May to 26 June 2022. Please visit the ICA 2022 page on our website for the full list of discounted books. We are looking to contract new books and reach out to new journal contributors; please contact Julia Brockley (julia@intellectbooks.com) if you would like to discuss a proposal.

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