

VRA23



MIAMI BEACH

March 6-10, 2005



Exhibitors Portfolio

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edgarhernandez27@earthlink.net

Jane Darcovich, VRA Development Co-Chair

darcovic@uic.edu

VRAffle

Patti McRae, VRAffle Chair
mcrac@ccmail.nevada.edu

About the Visual Resources Association

VRA is devoted to advancing knowledge, research, and education in the field of visual information resources. The 700-plus international membership includes information specialists; digital image specialists; slide, photograph, microfilm, and digital archivists; art, architecture, and film and video librarians; museum curators; architectural firms; galleries; publishers; image system vendors; rights and reproductions officials; photographers; art historians; artists; and scientists. Member interests include collection management, cataloging, library and data standards, metadata, copyright issues, digital imaging technology, preservation of images, and continuing education.

WELCOME

Letter of Invitation from the VRA President

Dear Vendor colleagues,

VRA*23 is just around the corner!

The 23rd Annual Conference of the Visual Resources Association will be held March 6-10, 2005, in Miami Beach, Florida. This cosmopolitan city is the perfect setting for the stimulating conference program and interesting mix of participants that continue to make VRA *the* conference for image management professionals.

VRA *23 will cover today's hot topics in digital imaging, information management, and teaching with technology, and it will attract hundreds of professionals from major academic institutions, cultural organizations, and the commercial sector. Together in fabulous South Florida, conference goers will experience outstanding professional sessions, workshops, and seminars, enjoy unsurpassed Miami area museum collections, try out South Beach's famous restaurants, and experience the exciting international flavor of this tropical city that bills itself as the "hottest destination in the world."

Conference headquarters will be the Wyndham Miami Beach Resort, a beautiful property perched on the Atlantic Ocean and the Intercoastal Waterway. The hotel offers state-of-the-art facilities, a restored art deco style interior, well-appointed guest rooms, many with floor-to-ceiling sea-view windows, excellent meetings rooms, three on-site restaurants, and plenty of gathering places, poolside, seaside, or inside! The Wyndham is a short taxi ride to the many restaurants, shops, and famous attractions of South Beach and trendy Lincoln Road.

Our conference organizers have provided a prime block of time for exhibitors on Tuesday and Wednesday, with plenty of time for you to meet with your target audience. And the Exhibition Hall is in a centralized location, which is sure to attract attendees. Jeanne Keefe, our Vice President for Conference Arrangements and Exhibits Coordinator, will be happy to talk with you about exhibit arrangements and options.

In addition to the excellent exhibition opportunity, there are a number of special events, sessions, and tours that also offer sponsorship opportunities. Jane Darcovich and Liz Edgar Hernandez, Co-Chairs of the VRA Development Committee, and I would be happy to discuss sponsorship opportunities. We are open to hearing your ideas for creating partnerships at the conference.

I look forward to seeing you in Miami Beach. VRA *23 will be an excellent opportunity to share your products and services with an enthusiastic and knowledgeable crowd, while enjoying the local culture, architecture, and art of Miami Beach and the surrounding area. Join us for a fabulous conference experience!

Kathe Hicks Albrecht, American University
VRA President

Welcome from the Exhibits Coordinator

I'm pleased to join Kathe Hicks Albrecht in inviting you to showcase your services and products at VRA*23 in Miami, Florida. Working with the Wyndham Miami Beach Resort staff, I have arranged for the Exhibit Hall to be in the Grand Promenade Room, located off the hotel foyer and in direct proximity to all conference traffic. The Grande Promenade Room itself is a very large, ornately appointed, multi-level ballroom and its location makes it a natural gathering place. The Conference Registration Desk, as well as the daily "Ask the Experts" sessions, the VRA Commons and the Cyber Café, will also be located in the Grand Promenade Room. I have worked with Sheryl Brittig, VRA Vice President for Conference Programs, to ensure close and informal contact with your target audience.

In addition to Exhibit Hall, we have placed the ever-popular *VRAffle* & mid-morning coffee breaks in the Grand Promenade Room as well. The *VRAffle* was held at both the 2002 Houston conference and the 2003 Portland conference and were very well attended by both VRA members and vendors alike. We expect this year will be even better!

Please feel free to contact me with your questions.

[Jeanne M. Keefe](#), Rensselaer Polytechnic Institute
VRA Vice President for Conference Arrangements & Exhibits Coordinator



Aerial View along Collins Ave, Miami Beach



Wyndham Hotel Façade, Collins Avenue, Miami Beach



Wyndham Resort Entrance Foyer



Wyndham Resort Grand Promenade Room – Exhibit Hall site

Exhibit Specifications

The cost per table is \$275 for VRA members and \$300 for non-members. Fee includes one 6 ft. draped table, one complimentary conference registration, a company identification sign, a listing in the exhibitor directory to be part of the final conference program, access to a central posting board to advertise special product service demonstrations, and a secured room from the close of the hall on Tuesday evening March 9th to the re-opening of the exhibits at 9:00 am on Wednesday, March 10th.

Please note, there will be a fee of \$50 for each company representative over and above the one registration that is included in the exhibit space rental fee. There will be a fee of \$100 for each additional table and \$150 per day for an Internet connection.

All exhibitors who wish to participate in ticketed events, workshops, or special tours must register in advance and pay any related fees for these events. A registration form for these events is available for download from the conference website and should be completed by all company representatives.

Electrical Outlet and Telephone Line Requirement

Access to most standard electrical wall units is covered in the exhibitor fee; Exhibitors having special electrical and/or audiovisual requirements will be assessed supplemental fees based on charges levied by The Wyndham Miami Beach Resort for such equipment and/or services.

Vendors must provide all electronic and computer equipment, including hook-up cables and modems. Equipment may be rented through the hotel's A/V company. This equipment will not be available through VRA. Details will be included in the confirmation packet.

Security

The room will be secured at night beginning on Tuesday evening, March 9th and will continue through the opening of the exhibits at 9:00 am on Wednesday, March 10th.

Shipping Information

Details on shipping will be mailed following confirmation.

Exhibit Hall Reservation Deadline

Space reservations must be received no later than February 15, 2005 so that companies may be listed in the final conference program. Space will not be confirmed without receipt of payment on or before that date. More detailed specifications will be sent with confirmation.

Cancellation Policy

Unfortunately VRA is unable to issue refunds due to exhibitor cancellation. Questions or comments regarding exhibits should be directed to:

Jeanne M. Keefe, Exhibits Coordinator
Rensselaer Polytechnic Institute
Architecture Library
Greene Building, Room 326
110 Eighth Street
Troy, NY 12180
Tel: 518-276-2727 / Fax 518-276-6763
Email: keefej@rpi.edu

Installation and Removal of Exhibits

Tuesday March 8th

Exhibit Installation: 8:00 am – 11:00 am
Exhibit Hall Open: 11:00 am – 5:30 pm.

Wednesday March 9th

Exhibit Hall Open: 9:00 am – 5:00 pm
Exhibit Removal: 5:00 – 6:30 pm



Ceiling of the Grande Promenade Room

Advertising Information

Full and half page advertising space is available in the 2005 Conference Program Book which will be distributed to all of the expected 300 registered conference attendees. Insertion orders and camera-ready advertising materials must be received no later than **February 15, 2005**, fees are listed below.

A literature table will also be available for a small fee. Companies may display up to 750 brochures or up to 100 catalogs.

Size Dimensions - Maximum size of page, width and depth, without border. Prices in U.S. dollars.

Location	Width x Height	Price
Back cover -	Full page 8.5" w x 7" h	\$475 color \$400 b&w
Inside cover -	Full page 8.5" w x 7" h	\$375 color \$300 b&w
Inside cover -	Half page 4.25" w x 7" h	\$225 color \$175 b&w
Interior -	Full page 8.5" w x 7" h	\$275 color \$200 b&w
Interior -	Half page 4.25" w x 7" h	\$175 color \$125 b&w

Payment and copy / artwork must accompany order.

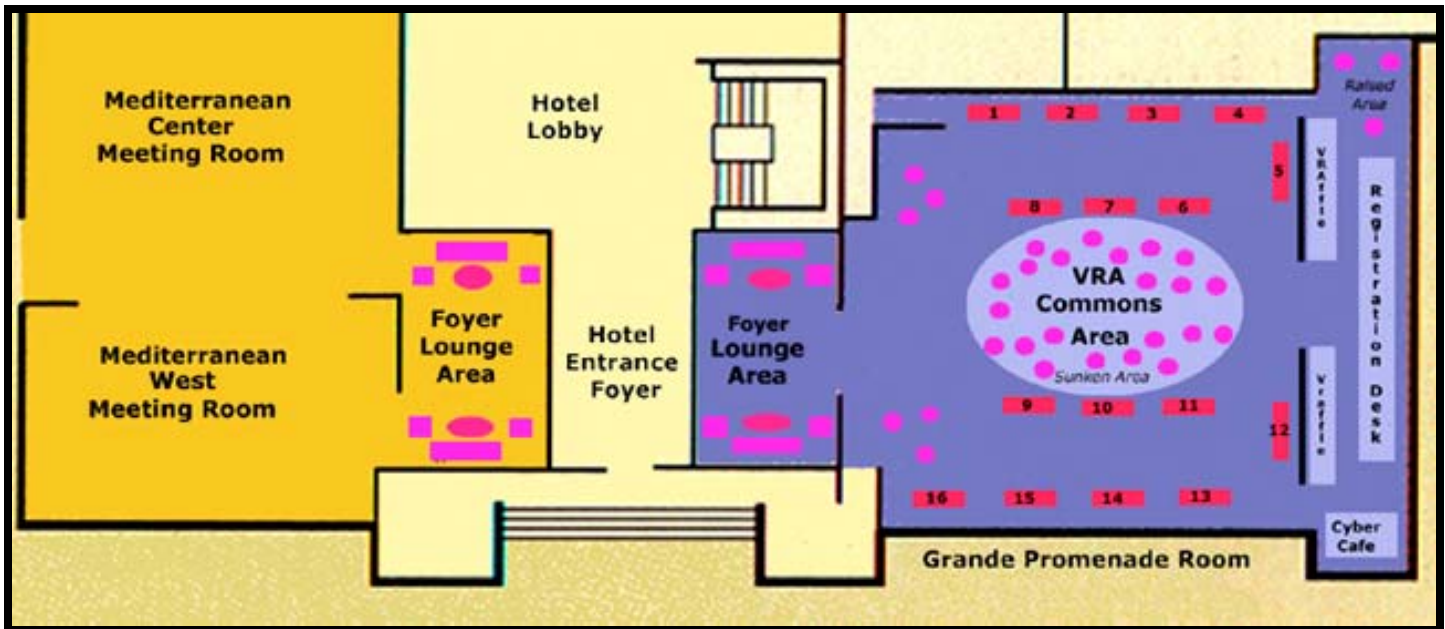
Make checks payable to VRA and send with order form to:

Christine E. Hilker

VRA Public Relations and Communications Officer

School of Architecture
University of Arkansas
209 Vol Walker Hall
Fayetteville, AR 72701
Tel: 479-575-3677
Fax: 479-575-7429
chilker@comp.uark.edu

Exhibit Hall



* Placement of Exhibit tables noted with numbers

The Grande Promenade Exhibit Area

The Grand Promenade Room is at the center of all the conference action. Located off the entrance foyer of the hotel, this area will be the site of the *VRA Commons*. Most conference programs will be taking place in the Mediterranean rooms. This very spacious room has a long ceiling to floor glass wall which gazes over lush palms and the Intercoastal waterway. Located opposite the Mediterranean meeting rooms, the room has a sunken area in the middle and a raised dais area along the far wall. This raised area will be the site of the Conference Registration Desk, the Cyber Café, and the VRAffle display tables. The sunken area will be the Commons area complete with tables and chairs for coffee, informal snacks and meetings. This room will also be the site of special events such as the *Ask the Experts* sessions and the ever popular *VRAffle*.



Grand Promenade Room – Exhibit Hall Site

2004 EXHIBITORS & SPONSORS

Alphabetical List of Exhibitors



[Archivision](#)



[Cinetech](#)

corbis.

[Corbis - Images for Education](#)



[Davis Art Images](#)

GALLERY SYSTEMS

[Gallery Systems](#)



[Luna Imaging](#)



www.oclc.org

[OCLC](#)



[Saskia Ltd. Cultural Documentation](#)



[Visionary Technology in Library Solutions](#)



[H.W. Wilson](#)

Exhibitors at Previous VRA Conferences

Archivision
ARS LIBRI
Art Museum Image Consortium, Inc.
(AMICO)
Arts Bibliographic/Specialists in Art
Ashgate Publishing
Aux Amateurs de Livres
John Benjamins Publishing
Antiquariat, Philadelphia/Amsterdam
F.A.Bernett Inc.
Biering & Brinkmann Verlag, Projekt
Dyabola
Books on Design
Andrew Cahan: Bookseller, Ltd.
Califia Books
Cambridge Scientific Abstracts (CSA)
Casalini Libri
Cinetech
J.M. Cohen, Rare Books
Corbis
Davis Art Slides
Delano Greenidge Editions
design and applied arts index
Duncan Systems Specialists, Inc.
Erasmus .Amsterdam/Paris
Everetts: Art Books from the UK
Gallery Systems
Anthony Garnett Fine Books
Getty Publications
Grove's Dictionaries Inc.
Harrassowitz Booksellers
Harp Week
Thomas Heneage Art Books .London
IDC Publishers/VAN Eyck
Inch 's Books .England
Howard Karno Books, Inc.
Kennedy and Sons, Fine Printers
Locus Solus Rare Books, Ltd.
Luna Imaging, Inc.
MARC Link Retrospective Conversion
Laurence McGilvery
OCLC
Puvill Libros
R.A.M. Publications & Distributions, Inc.
The Research Libraries Group
Saskia Ltd. Cultural Documentation
The Scholar 's Choice
Scobey and Stahlecker Artists ' Books
Michael Shamansky, Bookseller Inc.
The Journal of Contemporary Photography
Jean Touzot Librarie Internationale
Visionary Technology in Library Solutions
Watson Label Products
Willoughby Associates Limited
The H.W. Wilson
Worldwide Books
www.prices4antiques.com
YBP Library Services

Visual Resources Association Annual Conference, March 6–10, 2005 Exhibitor Reservation & Payment Form

***Conference Registration is a separate and if you wish to attend any sessions, workshops, events or tours, you must register and pay for these separately by using the online conference registration form available at:**

https://quickforms.memberclicks.com/apps/384/app_899/application.asp

_____ Yes _____ No *Is this your first VRA annual conference?*

Name _____

First name or nickname preferred on badge _____

Company _____

Address _____

City _____ State/Province _____ Zip _____ Country _____

Phone (____) _____ Fax(____) _____ E-mail _____

Company Website Address: _____

Anticipated days of arrival _____ & departure _____

Total Number of Tables Requested: _____

List companies you **DO NOT** care to be located next to: _____

Booth Personnel: (includes one paid conference registration; please complete registration forms for each individual)

(Name) _____ (Title) _____

1. _____

Additional Booth Personnel: (\$50.00 per person)

2. _____

3. _____

Company Signage Should Read (one line only please):

Please attach/forward a product or service description for inclusion in the onsite directory. This description should be one hundred (100) words or less and included with your registration form or forwarded to keefej@rpi.edu.

Please note all descriptions must be received prior to February 15, 2005.

Terms and Agreement

Exhibiting Company assumes complete responsibility and liability for all loss, damage, or destruction of the property of the exhibitor, its guests, and property of The Hilton Hotel used by the exhibitor or brought upon the Hotel premises in its behalf. Exhibitor also assumes full responsibility and liability for injury to any and all persons or property in any way connected with exhibitor's display caused by the exhibitor's negligence. Exhibitor indemnifies and agrees to hold harmless VRA and The Hilton Hotel and the legal entities which own, lease and/or operate the hotel, their members, officers, directors, and employees against any and all liability whatsoever arising from any/all damage to property or personal injury caused by exhibitor or his agents, representative(s), employees, and other persons so identified. In addition, Exhibitor acknowledges that VRA and/or The Hilton Hotel do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.

Authorized Signature: _____

Title: _____ **Date:** _____

Exhibitor Fees:

Booth Rental

\$275.00 for first table (member) \$ _____

\$300.00 for first table (non-member) \$ _____

Additional table rental: \$100.00 X _____ tables = \$ _____

Booth Personnel

Additional Booth Personnel: \$50.00 X _____ personnel = \$ _____

Internet Connection: \$150.00 X _____ days = \$ _____

Program Advertising: (NOTE: Copy/artwork should be included with registration)

Size of Ad: _____ \$ _____

Literature Display

\$100.00 per company (for-profit organizations) \$ _____

\$50.00 per company (non-profit organizations) \$ _____

Sponsorship (Please see [Conference Website](#) for sponsorship information and contacts)

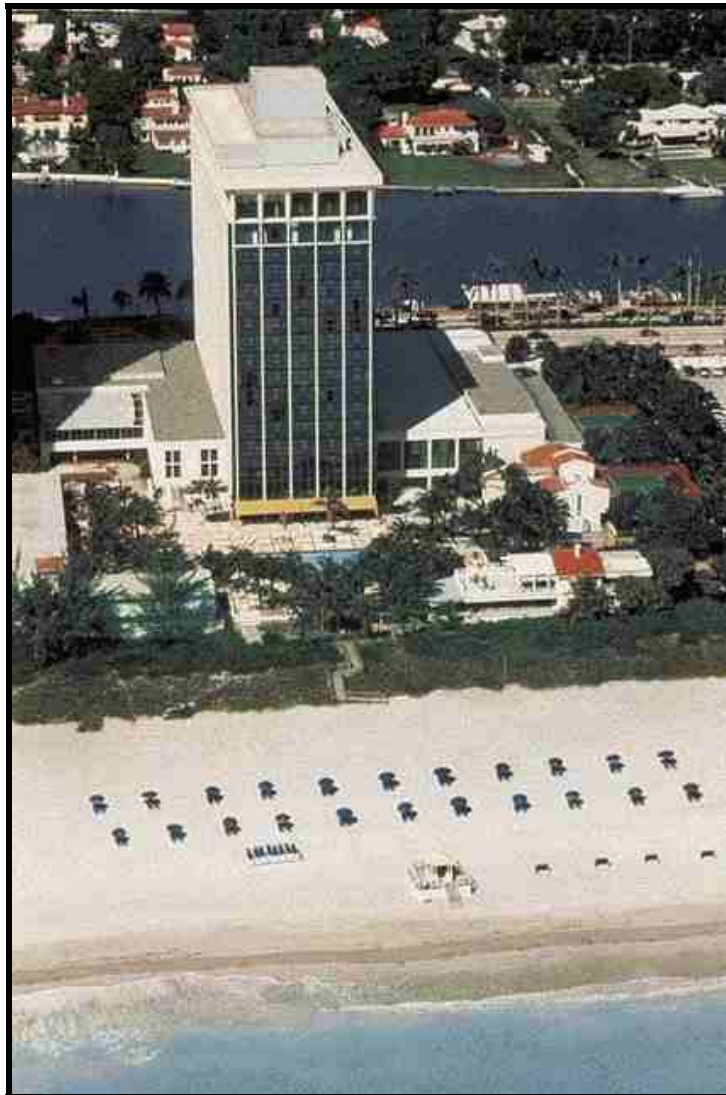
Event Requested: _____ \$ _____

***** TOTAL ENCLOSED: \$ _____

Method of Payment: Check # _____ (Payable to Visual Resources Association).

MAIL COMPLETED APPLICATION WITH PAYMENT **after December 1, 2004** (one for each representative) to:

Margo Ballantyne,
Art Department MSC 92,
Lewis & Clark College,
0615 S.W. Palatine Hill Rd.,
Portland, OR. 97219.
Office Telephone: 503-768-7387,
Office Fax: 503-768-7401,
email: margo@lclark.edu



The Wyndham Miami Beach Resort

Visual Resources Association

c/o Margo Ballantyne, VRA Secretary
Art Department MSC 92
Lewis & Clark College
0615 S.W. Palatine Hill Rd.
Portland, OR. 97219
USA

The **Visual Resources Association** is incorporated as a General Not for Profit Corporation in the State of Missouri, August 13, 1982, under No. N0028029. Federal Tax ID number is: 43-1293169.

V R A*2 3 ___ March 6-to-10, 2004 ___Wyndham Miami Beach Resort