

# 2009 Visual Resources Association Conference Exhibitor Information & Sponsorship Opportunities



**Sheraton Centre Toronto  
Toronto, Ontario, Canada  
March 18 - 22, 2009**

## **VENDOR SLAM, March 20, 2009, 2pm-5pm**

The Vendor Slam is an experimental format for the Toronto conference that will replace the traditional Exhibit Hall. The Vendor Slam is unopposed on the conference schedule, so there will be no event in direct competition.

The entire event is scheduled for three hours and consists of two parts:

- Vendor presentations (2- 4pm) - a general session in which Vendors and Exhibitors will have the opportunity to present their offerings or services to a focused audience.
- Vendor displays (4-5pm) - presenters will be provided with display tables in the room at which they can meet attendees, distribute literature, and gather contact information. Wine and cheese will be offered as refreshments for attendees.

### **VENDOR SLAM PRESENTATION FEE: \$400**

Presenters at the Vendor Slam will be eligible for one of 10 presentation slots, plus a display table for literature distribution. The 10 slots will be allotted on a first-come, first-served basis in order of submission of the registration form. Starting January 5, 2009, this form will be available on the VRA website at <https://web.memberclicks.com/mc/quickForm/viewForm.do?orgId=vra&formId=53909>. If payment has not been received by February 20, 2009, the slot will go to the first exhibitor on the wait list.

This fee includes:

- cost of presentation equipment and network access at the podium
- table for the vendor display
- cost of the refreshments during the vendor displays
- advertising in the conference program, the VRA website and VRA Bulletin
- program credit for the catering



## **VENDOR SLAM DISPLAY-ONLY FEE: \$250**

Vendors who choose not to participate in the Vendor Presentations can opt for the Vendor Display portion at which tables will be provided in the room where vendors can meet attendees, distribute literature, and gather contact information following the presentation portion.

This fee includes:

- table for the vendor display
- cost of the refreshments during the vendor displays
- advertising in the conference program, the VRA website and VRA Bulletin
- program credit for the catering

Extras for the display tables (e.g., electrical power, internet connectivity, etc.) must be contracted independently from the hotel. Contact Brian Shelburne ([bps@library.umass.edu](mailto:bps@library.umass.edu)) regarding information for such extras.

Registration will be available beginning January 5, 2009 through the online form available at <https://web.memberclicks.com/mc/quickForm/viewForm.do?orgId=vra&formId=53909>.

**IMPORTANT CHANGE FROM PREVIOUS YEARS - The \$400 presentation fee and the \$250 vendor display fee cover THIS EVENT ONLY.** Any Vendor who wants to attend the rest of the Conference should register individually. The VENDOR'S DISPLAY fee includes any and all additional booth personnel for this event only. Additional personnel who want to attend other Conference events should register at the full or daily rate using the online general conference registration form on the VRA website at <https://web.memberclicks.com/mc/quickForm/viewForm.do?orgId=vra&formId=53112>.



## **GENERAL AND SPECIFIC CONFERENCE SPONSORSHIP OPPORTUNITIES**

There are some additional exciting VRA 2009 conference sponsorship opportunities available! Please consider supporting a conference session, a workshop, or a special event. Not only is it helpful to the VRA, your company will also get name recognition for such sponsorship. Specifically, your company will be listed in the conference program as a sponsor and a statement of your sponsorship will also appear on session signage. Your company will be listed as a sponsor on all conference or workshop publications, and the moderator or lead speaker will announce your sponsorship at the start of the session or workshop. Please see the list below and select the session or workshop you wish to support.

### **WORKSHOP SPONSORSHIP: \$100 each**

- Workshop 1: Issues in VR Administration
- Workshop 2: Selling Visual Resources: Educating and Engaging the Educators
- Workshop 3: Photoshop© for Artworks
- Mini-Workshop 1: Dynamic Duo: Cataloging with VRA Core 4.0 and CCO
- Mini-Workshop 2: Metadata with Muscle: Flexing the Power of VRA Core 4.0 and CCO via XML

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### **SESSION SPONSORSHIP: \$200 each**

- Session 2: Outside the Canon
- Session 3: New Strategies for Digital Asset Discovery
- Session 4: Engaging New Technologies, Part I and Part II
- Session 5: Roundtable on Issues in Visual Resources Administration
- Session 6: Bricks to Bamboo; Cataloging and Photographing the Materials Library
- Session 7: Metadata in Action: Leveraging Assets with Core 4.0 and CCO
- Session 8: SAH AVRN at launch time
- Session 9: Training Millennials at Work: Strategies for Training a New Generation

### **SPECIAL EVENT SPONSORSHIP**

- VRA Members' Dinner - \$4000
- First-time Attendees' and New Members' Breakfast - \$1500
- VRA Leadership Luncheon - \$1500
- Coffee Breaks between Sessions or Events – est. \$1200 (final cost will cover entire expense of break)

### **GENERAL CONFERENCE SUPPORT: \$500**

Your corporate logo will be featured on the VRA web site through the end of the conference on March 22, 2009 from the date that both the donation and electronic logo are received by Steven Kowalik ([skowalik@hunter.cuny.edu](mailto:skowalik@hunter.cuny.edu))



### **CONFERENCE PROGRAM ADVERTISING RATES**

\$475 color / \$400 bw : Back cover, full page  
\$375 color / \$300 bw : Inside cover, full page  
\$225 color / \$175 bw : Inside cover, half page  
\$275 color / \$200 bw : Interior, full page  
\$175 color / \$125 bw : Interior, half page

Contact Mark Pompelia ([pompelia@rice.edu](mailto:pompelia@rice.edu)) if you are interested in advertising.

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The deadline for Vendor Slam Presentation payment or Display payment is Friday, February 20, 2009. The deadline for sponsorship participation is also Friday, February 20, 2009.

Please contact either Steven Kowalik ([skowalik@hunter.cuny.edu](mailto:skowalik@hunter.cuny.edu)) or Emy Nelson Decker ([edecker@uga.edu](mailto:edecker@uga.edu)) if you have questions or comments regarding VRA sponsorship opportunities.

Thank you for your consideration.

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