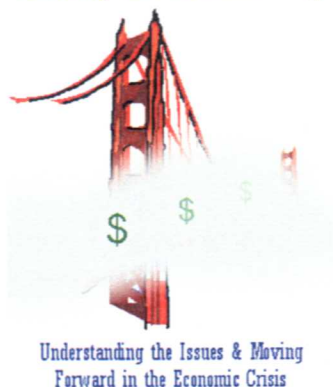


Clearing the Economic Fog



## **NOCALL Spring Institute**

April 24-25, 2009

Hotel Whitcomb:

[www.hotelwhitcomb.com](http://www.hotelwhitcomb.com)

1231 Market Street

San Francisco, CA 94103

I would like to invite you to be an exhibitor at the NOCALL Spring Institute and trade show for 2009. The Institute will take place **Friday and Saturday, April 24 & 25, 2009** at the Hotel Whitcomb in fabulous San Francisco.

**Institute theme:** Clearing the Economic Fog: Understanding the Issues & Moving Forward in the Economic Crisis

Our Spring Institute Committee has planned an exciting institute including substantive & research programs on the state of the legal economy, the mortgage crisis, bankruptcy, using competitive intelligence to keep up with it all and predict the next big thing, and much more! We will also have networking opportunities and a visit from AALL Board Member David Mao of the Library of Congress.

**Venue:** Hotel Whitcomb [www.hotelwhitcomb.com](http://www.hotelwhitcomb.com)

The Institute's programs will take place in the same room as the location for the exhibitors, thus allowing you to attend the programs and have the opportunity to demonstrate or discuss your products and services during the ample exhibit breaks, which we have included in the Institute schedule. We know how important these networking breaks are for both our attendees and our exhibitors, so we are returning to our two-day format which allows for more learning, networking, and mingling with the exhibits. With easy accessibility to public transportation and an excellent rate of \$122.50 for double occupancy at the Hotel Whitcomb, plan to stay the weekend.

**Vendor Registration:** In the spirit of our theme and recognizing the economic struggles we all face, we have lowered the exhibiting fees for the 2009 Institute.

**Premium Exhibitor (\$650/600 for early bird registration *postmarked by March 27*)**

This category includes a six-foot exhibit table, two tickets to each function -- and acknowledgement in the program. Two representatives from your company may staff your table. Additional representatives may be included for an additional fee of \$115.

**Exhibitor (\$450/400 for early bird registration *postmarked by March 27*)** This category includes a six-foot exhibit table, one ticket to each function - the Friday evening reception, Saturday breakfast and Saturday afternoon luncheon - and acknowledgement in the program. One representative from your company may staff your table. Additional representatives may be included for an additional fee of \$115.

A late fee of \$20 will be charged for all registrations postmarked after April 10, 2009.

If you would like to make a donation to the Institute or to be a sponsor above and beyond the Exhibitor's arrangement, please contact:

Diane M. Rodriguez  
Vice President, Northern California Assoc. of Law Libraries (NOCALL)  
Hassard Bonnington LLP  
Two Embarcadero Center, Suite 1800  
San Francisco, CA 94111-3993  
(415)288-9800, (415)288-9801 fax  
[dmr@hassard.com](mailto:dmr@hassard.com)

**Accommodations:** Hotel Whitcomb [www.hotelwhitcomb.com](http://www.hotelwhitcomb.com)

Rooms at the Hotel Whitcomb are \$122.50 plus tax per night single/double, \$142.50 for triple, and \$162.50 for quadruple occupancy. Rates are good 4/23/2009 through 4/25/2009, but **reservations must be made by 5:00pm 4/2/2009**. Reservations can be made by calling **415-626-8000** and referencing Northern California Association of Law Libraries or NOCALL. While the hotel is conveniently located near public transportation (including BART), parking can be obtained at a rate of \$28 for hotel guests, including overnight, or a daily rate for non-guests.

**Exhibitor Materials:** Boxes may arrive on or after Wednesday, April 22, 2009. Mailing labels should include:

Hotel Whitcomb  
Attn: Sharon Chism, Catering Sales Director  
1231 Market Street  
San Francisco, CA 94103  
**Hold for Arrival:**  
**NOCALL Spring Institute**  
April 24, 2009  
(Name of Company/Organization)  
(Name of On-Site Contact Person)

Please return the enclosed Exhibitor Registration forms to me by email, fax or postal mail to the contact information listed below *as soon as possible* and no later than **April 10, 2009** to avoid a late fee. If you need any additional information, please do not hesitate to call me at 415-422-2249. I look forward to seeing you in San Francisco!

Sincerely,



Shannon S Burchard  
NOCALL Spring Institute Committee, Vendor coordinator  
USF Zief Law Library  
2130 Fulton St.  
San Francisco, CA 94117-1080  
415-422-2249 voice 415-422-2345 fax  
[burchards@usfca.edu](mailto:burchards@usfca.edu)

# Exhibitor Registration Form

Company/Affiliation:

(Company name exactly as it should appear in programs and on signs.)

Main Contact Person:

Will the main contact person be attending? (Circle one) Yes No

Address:

Phone:

E-mail:

Please DO NOT locate us next to the following companies:

We would PREFER to be placed near the following companies:

(We will make every attempt to honor these requests but may not be able to do so in all instances.)

Will you be bringing a backdrop? (Circle one) Yes No

## Premium Exhibitor - \$650 (\$600 if postmarked by March 27)

One 6' exhibit table and two representatives. Includes: two tickets to the Friday breakfast and Friday luncheon. Additional representatives are \$115 each and includes Friday reception, Saturday breakfast and Saturday luncheon for one.

## Exhibitor - \$450 (\$400 if postmarked by March 27)

One 6' exhibit table and one representative. Includes: one ticket to the Friday breakfast and Friday luncheon. Additional representatives are \$115 each and includes Friday reception, Saturday breakfast and Saturday luncheon for one.

Exhibitor level: Premium Exhibitor \$650

(\$600 postmarked by March 27)

☐

Exhibitor \$450

(\$400 postmarked by March 27)

☐

= \$

Additional representatives \$115 x

= \$

Power strips

\$10 x

= \$

Extension cords

\$15 x

= \$

Flip chart w/paper

\$35 x

= \$

Easel

\$35 x

= \$

T-1 Internet Connection

\$125 x

= \$

Note: Wireless Internet will be the primary/default service for this event. We will need to know if you will need "wired/T-1" Internet access so that arrangements can be made.

Do you need "wired/T-1" Internet access? (Circle One)

Yes

No

Extra Meal Tickets

Enter total from page 4

= \$

**TOTAL**

= \$

Make checks payable to: NOCALL

Send to: Shannon S Burchard, USF Zief Law Library, 2130 Fulton St., San Francisco, CA 94117-1080



# Vendor Representative Information

## Saturday Lunch Options:

**Roasted Chicken Breast** Garlic Mashed Potatoes, Seasonal Vegetables and Lemon Beurre Blanc

**Grilled Salmon** Chive Butter, Garlic Mashed potatoes, Seasonal Vegetables

**Seasonal Vegetable Ravioli** Hazelnut Beurre Noir, Balsamic Reduction

<b>Name</b> (as it appears on name tag)	_____	<input type="checkbox"/> <b>Chicken</b> <input type="checkbox"/> <b>Salmon</b> <input type="checkbox"/> <b>Vegetable</b>
	_____	<input type="checkbox"/> <b>Chicken</b> <input type="checkbox"/> <b>Salmon</b> <input type="checkbox"/> <b>Vegetable</b>
Additional representative	_____	<input type="checkbox"/> <b>Chicken</b> <input type="checkbox"/> <b>Salmon</b> <input type="checkbox"/> <b>Vegetable</b>
Additional representative	_____	<input type="checkbox"/> <b>Chicken</b> <input type="checkbox"/> <b>Salmon</b> <input type="checkbox"/> <b>Vegetable</b>

## Extra Meal tickets (guests of registered vendors)

<b>Friday Reception</b>	\$35 x _____	= \$ _____
<b>Saturday Breakfast</b>	\$25 x _____	= \$ _____
<b>Saturday Luncheon</b>	\$55 x _____	= \$ _____
<b>TOTAL</b> (enter on exhibitor registration form)		= \$ _____

<b>Name</b>	_____	<input type="checkbox"/> <b>Chicken</b> <input type="checkbox"/> <b>Salmon</b> <input type="checkbox"/> <b>Vegetable</b>
	_____	<input type="checkbox"/> <b>Chicken</b> <input type="checkbox"/> <b>Salmon</b> <input type="checkbox"/> <b>Vegetable</b>

Return your completed Registration Forms  
by April 10th, 2009 (*March 27<sup>th</sup> for early bird pricing*)  
with your check payable to **NOCALL** to:

Shannon S Burchard  
NOCALL Spring Institute Committee, Vendor coordinator  
USF Zief Law Library  
2130 Fulton St.  
San Francisco, CA 94117-1080  
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