



NOCALL Spring Institute

April 8-9, 2011

Sir Francis Drake Hotel:

www.sirfrancisdrake.com

450 Powell Street

San Francisco, CA 94102

I invite you to be an exhibitor at the NOCALL Spring Institute and trade show for 2011. The Institute will take place **Friday and Saturday, April 8 & 9, 2011** at the Sir Francis Drake Hotel in fabulous San Francisco.

Institute theme: Winds of Change: Where the Legal Industry is Going and How to Harness the Power of Opportunity

Our Spring Institute Committee has planned an exciting institute including substantive and research programs on a wide range of topics related to the most pressing issues affecting the practice of law and the law library profession and how to see change as opportunity. There will be also be an evening event in which to network with NOCALL members as well as AALL Board Member Lucy Curci-Gonzalez from Kenyon & Kenyon LLP in New York.

Venue: Sir Francis Drake Hotel www.sirfrancisdrake.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 once again doing a two-day format to allow for more learning, networking, and mingling with the exhibits. With easy accessibility to public transportation and an excellent room rate of \$149.00 for double occupancy at the Sir Francis Drake Hotel, plan to stay the weekend.

Vendor Registration: The following are the exhibitor fees for the 2011 Institute:

Premium Exhibitor (\$700/650 for early bird registration *postmarked by March 10*) 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.

Exhibitor (\$500/450 for early bird registration *postmarked by March 10*) This category includes a six-foot exhibit table, one ticket to each function - the Friday evening reception and Saturday breakfast and 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.

A \$20 late fee will be charged for all registrations postmarked after March 25, 2011.

Accommodations: Sir Francis Drake Hotel www.sirfrancisdrake.com

Rooms at the Sir Francis Drake Hotel are \$149.00 plus tax per night single/double. Rates are good 4/7/2011 through 4/10/2011, but **reservations must be made by 5:00 p.m. on Tuesday, March 8, 2011**. Reservations can be made by using the following URL: <http://tinyurl.com/nocallSI2011>. While the hotel is conveniently located near public transportation (including BART), parking can be obtained at a rate of \$48 for hotel guests, with in and out privileges, and there are additional parking garages within walking distance. (See last page for parking option details.)

Exhibitor Materials: Boxes may arrive on or after Wednesday, April 6, 2011. There is a handling charge of \$6.50 per item with each delivery. Mailing labels should include:

Sir Francis Drake Hotel
Attn: Jordan Nimura, Conference Services Manager
450 Powell Street
San Francisco, CA 94102

**Hold for Arrival:
NOCALL Spring Institute**

April 8, 2011
(Name of Company/Organization)
(Name of On-Site Contact Person)
(Box # of Total # of Boxes)

Please return the enclosed Exhibitor Registration forms to me by e-mail or postal mail to the contact information listed below *as soon as possible* and no later than **March 25, 2011** to avoid a late fee. If you need any additional information, please do not hesitate to call me at (415) 865-7523. I look forward to seeing you in San Francisco!

Sincerely,

Lauri Flynn
NOCALL Spring Institute Committee, Vendor Coordinator
California Judicial Center Library
455 Golden Gate Avenue, Room 4617
San Francisco, CA 94102-7013
(415) 865-7523 Lauri.Flynn@jud.ca.gov

NOTE: 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:

Holly M. Riccio
Vice President, Northern California Association of Law Libraries (NOCALL)
O'Melveny & Myers LLP Two Embarcadero Center 21st Floor
San Francisco, CA 94111
(415) 984-8761, (415) 984-8701 fax
hriccio@omm.com

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 - \$700 (\$650 if postmarked by March 10)

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 - \$500 (\$450 if postmarked by March 10)

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 \$700 (\$650 postmarked by March 10)	<input type="checkbox"/>	
	Exhibitor \$500 (\$450 postmarked by March 10)	<input type="checkbox"/>	= \$ _____
	Additional representatives \$115 x _____		= \$ _____
	Power strips \$30 x _____		= \$ _____
	Extra Meal Tickets Enter total from page 4		= \$ _____
		TOTAL	= \$ _____

Make checks payable to NOCALL and send to:

**Lauri Flynn, NOCALL 2011
California Judicial Center Library
455 Golden Gate Avenue, Room 4617
San Francisco, CA 94102-7013**

Vendor Representative Information

Saturday Luncheon Choice

Name
(as it appears
on name tag)

Regular Vegetarian

Regular Vegetarian

Additional
representative

Regular Vegetarian

Additional
representative

Regular Vegetarian

Extra Meal tickets (guests of registered vendors)

Friday Reception \$35 x _____ = \$ _____

Saturday Breakfast \$25 x _____ = \$ _____

Saturday Luncheon \$40 x _____ = \$ _____

TOTAL
(enter on
exhibitor
registration
form) = \$ _____

Name

Regular Vegetarian

Regular Vegetarian

Return your completed Registration Forms
by March 25, 2011 (*March 10th for early bird pricing*)
with your check payable to **NOCALL** to:

Lauri Flynn
NOCALL Spring Institute Committee, Vendor Coordinator
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San Francisco, CA 94102-7013
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