



NOCALL Spring Institute March 21-22, 2014

[Sir Francis Drake Hotel](#)
450 Powell Street
San Francisco, CA 94108

Greetings!

I would like to invite you to be an exhibitor at the [NOCALL](#) Spring Institute and trade show for 2014. The Institute will be held at the Sir Francis Drake Hotel in San Francisco on **Friday and Saturday March 21 & 22, 2014**. The registration deadline is February 21, 2014. A \$20 late registration fee will be charged for registrations postmarked after February 21, 2014.

Northern CA Association of Law Libraries (NOCALL) is a Chapter of the American Association of Law Libraries. NOCALL has more than 400 members representing over 100 libraries in the Bay Area and surrounding counties. Members come from all segments of the legal community including law firms, academic libraries, federal and state courts and agencies, county and public law libraries, corporate legal departments, law school and library school students, publishers, and vendors. NOCALL's annual Spring Institute is a premiere continuing education program for law librarians. Please see our website at <http://nocall.org>

Institute theme: Navigating Rough Seas: Charting a Course for Success

Venue: Sir Francis Drake Hotel

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 a room rate of \$185 at the Sir Francis Drake Hotel, plan to stay the weekend and see the city!

Vendor Registration:

*** Premium Exhibitor (\$750 regular / \$700 early bird registration if postmarked by February 7, 2014)**

This category includes a six-foot exhibit table, two tickets to each meal – Friday box lunch, Saturday breakfast and Saturday afternoon luncheon – and acknowledgment in the program. Two representatives from your company may staff your table. Additional representatives are \$135 each.

*** Exhibitor (\$550 regular / \$500 early bird registration if postmarked by February 7, 2014)**

This category includes a six-foot exhibit table, one ticket to each meal – Friday box lunch, Saturday breakfast and Saturday afternoon luncheon – and acknowledgment in the program. One representative from your company may staff your table. Additional representatives are \$135 each.

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

Jean Willis
NOCALL President
Assistant Director for Support Services
Sacramento County Public Law Library
609 9th St, Sacramento, CA 95814
916-874-8917 jwillis@saclaw.org

Accommodations: Sir Francis Drake Hotel www.sirfrancisdrake.com
Rooms at the Sir Francis Drake Hotel are available to Institute attendees at a reduced rate from March 20- 22, but must be booked no later than **February 21, 2014** to be eligible for the discounted rate of \$185 plus tax. You may call 1(800)795-7129 to make reservations, using the group code 'NOCALL Spring Institute 2014.' If [booking online](#), use the Group Code 12300603705.

Parking at the Sir Francis Drake Hotel is \$50 for regular and \$55 for oversized vehicles, plus tax, which includes in/out privileges.

Exhibitor Materials: Boxes may arrive on or after Wednesday, March 19, 2014. There is a handling charge of \$10 for boxes less than 10 lbs. and \$25 for boxes 10-50 lbs. Mailing labels should include:

Sir Francis Drake Hotel
450 Powell Street
San Francisco, CA 94102
Hold for Arrival:
NOCALL Spring Institute
March 21-22, 2014
(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 **February 21, 2014** to avoid a late fee. Remember that we can accommodate a limited number of exhibitors. Should we receive more registrations than we have space for, we will allocate space according to the postmark dates of the returned, paid registrations. If you need any additional information, please do not hesitate to call me at (916)874-5296. I look forward to seeing you in San Francisco!

Sincerely,

Jen Richter

Vendor Outreach
Sacramento County Public Law Library
609 9th Street
Sacramento, CA 95814
916-874-5296
Fax 916-244-0699
jrichter@saclaw.org

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: _____

Email: _____

We would prefer NOT to be placed next to the following companies:

We would PREFER to be placed near the following companies:

(We will make every attempt to honor these requests. Due, however, to the constraints imposed by the layout of the room, we may not be able to do so in all instances.)

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

Premium Exhibitor - \$750 regular / \$700 early bird if postmarked by Feb. 7, 2014

One 6' exhibit table and two representatives. Includes: two tickets to the Friday box lunch, Saturday breakfast and Saturday luncheon. Additional representatives _____ (number) at \$135 each includes Friday box lunch, Saturday breakfast and Saturday luncheon for one.

Exhibitor - \$550 regular / \$500 early bird if postmarked by Feb. 7, 2014

One 6' exhibit table and one representative. Includes: one ticket to the Friday box lunch, Saturday breakfast and Saturday luncheon. Additional representatives _____ (number) at \$135 each includes Friday box lunch, Saturday breakfast and Saturday luncheon for one.

Level of Support	Premium Exhibitor/Exhibitor	=	\$ _____
Power strips, \$30 each	Number needed _____	=	\$ _____
Extension cords, \$30 each	Number needed _____	=	\$ _____
Easel \$25	Number needed _____	=	\$ _____
Internet connection (hard wired): \$300 per line for 2 days			
	Number needed _____	=	\$ _____

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

Additional representatives (\$135 per person, includes meals) = \$ _____

EXTRA MEAL TICKETS (See page 4) = \$ _____

TOTAL: = \$ _____

Make checks payable to: NOCALL

Send to: Jen Richter

Sacramento County Public Law Library

609 9th Street

Sacramento, CA 95814

Vendor Representative Information

Saturday Lunch Options:

- * Salmon Involtini
- * Grilled Chicken Waldorf
- * Provencal Vegetable Tian

REPRESENTATIVE NAME	FRIDAY BOX LUNCH (Choose One: Grilled Portobello Sandwich, Grilled Chicken Sandwich, Chef's Salad)	SATURDAY LUNCH SELECTION (Choose One: Salmon, Chicken, or Veggie)

Representative's Guest Information (Extra Meal Tickets)

Extra Tickets:

_____ Saturday Luncheon	\$43 per person	=	\$ _____
_____ Saturday Breakfast	\$53 per person	=	\$ _____
_____ Friday Box Lunch	\$65 per person	=	\$ _____
Total enclosed:		=	\$ _____

<u>EXTRA MEAL TICKETS</u> NAME (as to appear on name tag)	FRIDAY BOX LUNCH (Choose One: Grilled Portobello Sandwich, Grilled Chicken Sandwich, Chef's Salad)	SATURDAY LUNCH SELECTION (Choose One: Salmon, Chicken, or Veggie)

Return your completed Registration Forms
by February 21, 2014, with your check payable to NOCALL to:

Jen Richter
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Sacramento, CA 95814
(916)874-5296 · jrichter@saclaw.org