



Australian Library and  
Information Association

# EXHIBITING: NEED TO KNOW

ALIA INFORMATION ONLINE  
2017 CONFERENCE

SYDNEY



## WELCOME TO ALIA INFORMATION ONLINE 2017 CONFERENCE

This is your go to manual for everything you need to know about exhibiting; from important need to know dates, registration and general exhibition information. As always our goal is to ensure your success, and we hope this manual will get you off to a great start!

Don't forget to also check out the Exhibitor Marketing Kit, made just for you to make the most out of your investment.

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# NEED TO KNOW — DATES AND DEADLINES

## REGISTRATION FORMS

Deadline: 2 December 2016

## INDEMNITY FORMS

Deadline: 2 December 2016

## EXHIBITOR PASSPORT PRIZES

Deadline: 2 December 2016

## MORETON HIRE EXHIBITION BOOTH FORM

Deadline: 16 January 2017

## LOADING DOCK ACCESS FORMS

Deadline: 23 January 2017

## INTERNET FORM

Deadline: 23 January 2017

## MOVE IN

Monday 13 February 2017  
4:00pm – 7:00pm

## MOVE OUT

Thursday 16 February 2017  
3:30pm – 6:00pm

## EXHIBITION OPENING HOURS

Tuesday 14 February 2017  
8:00am – 7:00pm

Wednesday 15 February 2017  
8:30am – 5:00pm

Thursday 16 February 2017  
8:30am – 3:30pm

## REGISTRATION DESK OPENING HOURS

Monday 13 February 2017  
4:00pm – 7:00pm  
(Exhibitor registrations only)

Tuesday 14 February 2017  
7:30am – 5:00pm

Wednesday 15 February 2017  
8:00am – 5:00pm

Thursday 16 February 2017  
8:00am – 5:00pm



# YOUR CONTACTS

## ALIA CONTACT

Our events team will be available for the duration of the conference should you have any questions, suggestions or need any assistance. Our sponsorship and exhibition coordinator Lisa Thomson will also be available at all times onsite from move-in to move-out to assist you with any aspect of your conference experience. Please don't hesitate to let her know if there is something that we can do to improve your experience.

We also have a conference kit available onsite with various supplies in case you need anything for your booth. Please let Lisa know if you need anything or visit the ALIA Events Team at the registration desk to say hello and let us know of anything we can do to assist.

## CHRISTINA GRANATA

Assistant Director Conferences and Events  
+61 2 6215 8214  
christina.granata@alia.org.au

## LISA THOMSON

Event Coordinator  
+61 2 6215 8220  
lisa.thomson@alia.org.au

## BRIDGIT PLUMMER

Groups and Events Coordinator  
+61 2 6215 8219  
bridgit.plummer@alia.org.au

## EXHIBITION COMPANY AND SERVICES — MORETON HIRE

### ARABELLA ZHANG

Account Coordinator  
+61 2 8394 8228  
arabella.zhang@moreton.net.au

## CONFERENCE VENUE AND VENUE SERVICES — HILTON SYDNEY HOTEL

### ISABEL CECHANSKI

Event Manager – Business Development  
+61 2 9266 2076  
isabel.cechanski@hilton.com



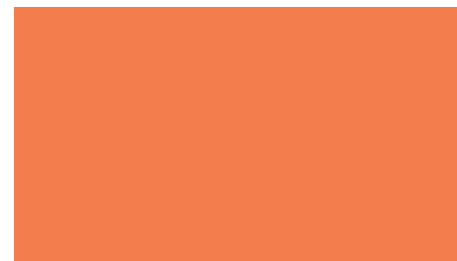
# YOUR BOOTH

## BOOTH INCLUSIONS



<b>SIZE</b>	3m x 2m x 2.5m exhibition booth
<b>WALLS</b>	2500mm high matt anodised aluminium frame with white laminate infills.
<b>FASCIA</b>	Matt anodised aluminium frame 380mm high with white laminate infill.
<b>SIGNAGE</b>	One digital print lettering on white laminate infill per aisle (maximum 30 characters).
<b>LIGHTING</b>	Two 20 watt spotlights per booth mounted on light track inside fascia.
<b>POWER</b>	One 4amp power point.

Please note: all exhibition display, furniture and equipment needs to be kept strictly within your allocated space.



## EXHIBITOR INCLUSIONS

- **One universal access pass** which entitles you to 'access all areas' of the conference sessions. This pass can be used by any of your company representatives at any one particular time to access sessions. This also includes tickets to the welcome and farewell receptions, conference dinner, name badge and daily catering.
- You will receive a name badge, satchel and conference handbook upon registration. You will be required to present your name badge to gain admittance to the exhibition, sessions, and included social functions.
- **One exhibitor pass** with name badge and daily catering. This also includes tickets to the welcome and farewell receptions. Please note this does not include entry into the conference sessions or conference dinner.
- Company name and contact details in the conference handbook as an exhibitor.
- Company logo and contact details included on the conference mobile app.
- One electronic delegate list two weeks prior to the conference and one post conference.
- Unlimited exhibition visitor passes to allow you to invite potential and valued clients to your stand. (We do ask that these visitors not attend during planned catering breaks to allow us to plan catering and venue numbers). See the Exhibitor Marketing Kit for more information.

## ADDITIONAL EXHIBITOR PASSES

Additional exhibition passes can be purchased for \$150 (inc GST) per person, per day for staff who may be attending to help assist in staffing your stand. This includes daily catering and name badge only.

## EQUIPMENT HIRE AND SERVICES

Additional equipment and display needs can be organised through our recommended supplier Moreton Hire. This includes electrical and lighting, signage, audio visual, furniture and plant hire.

Moreton Hire will contact you directly by 16 December 2016 via email to confirm your signage requirements and any additional services you may require.

DEADLINE: 16 JANUARY 2017

## CUSTOM STAND BUILD AND DELIVERY

Please advise Hilton Sydney Hotel and Moreton Hire if you are building a custom stand for this exhibition. Contact details of the stand builder are required.

If you need walls removed, please ensure to let Moreton Hire know directly when booking your requirements.

## WIFI AND HARDLINE INTERNET

Complimentary casual wireless internet is provided for all exhibitors within the exhibition hall. You can also find internet access instructions in your welcome pack on arrival.

Wireless internet instructions:

1. With your computer turned ON, set your wireless adapter SSID to Hilton@Wireless.
2. Launch a web browser.
3. Enter the access code ALIA2017 under wifi access code in the box.

Please note that the wireless access is designed for web browsing and checking web based email. You will not be able to download large files using the venue wireless. Should you require additional internet facilities, phones, facsimiles, modem, EFTPOS lines etc please contact the venue directly.

Hilton Sydney Hotel can also provide hardline internet connection at \$20.00 per line, per connected computer, per day. To book please see the 'internet form'.

DEADLINE: 23 JANUARY 2017

## EXHIBITOR PRIZE COMPETITION

We will be developing a prize draw to actively encourage delegates to visit as many exhibition booths as possible and network with exhibitors. To assist with this we are asking for exhibitors to assist in providing prizes for the prize draw. Prizes will be drawn on the final day (Thursday 16 February 2017) of the conference. If you are able to support this initiative please contact Lisa on +61 2 6215 8220 or email [events@alia.org.au](mailto:events@alia.org.au).

DEADLINE: 1 DECEMBER 2016

## EXTERNAL CONTRACTORS

Should exhibitors engage external contractors direct, it is the responsibility of the exhibitor to advise the Hilton Sydney Hotel to ensure that the contractors comply with the Hotel's grooming and professional behaviour standards and complies with all workplace health and safety requirements. Contractors who fail to do so will be asked to leave the premises. All contractors are required to have adequate public liability insurance.

# REGISTRATION

Please complete and return to ALIA by **1 December 2016**.

## EXHIBITOR DETAILS

Onsite contact name \_\_\_\_\_ Position \_\_\_\_\_

Company name \_\_\_\_\_ Booth number(s) \_\_\_\_\_

Office phone \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_

## INCLUSIVE UNIVERSAL ACCESS PASS

You are entitled to one (1) Universal Access Pass per exhibition booth. This pass includes entry into all conference sessions as well as one (1) ticket to the welcome reception and farewell receptions, conference dinner and daily catering.

First Name	Surname	Email
Booth 1		
Booth 2		

Note: please use BLOCK LETTERS

## INCLUSIVE EXHIBITOR PASS

One (1) additional company representative for each booth will be catered for during the exhibition. Please complete your additional representative details on line 1 in the table below. This pass includes one (1) ticket to the welcome reception and farewell reception, and daily catering, however please note this does not include entry into the conference sessions or conference dinner.

First Name	Surname	Email
Booth 1		
Booth 2		

Note: please use BLOCK LETTERS

## ADDITIONAL PASSES

Additional exhibition passes can be purchased for staff who are attending to assist with your exhibition stand. Exhibitor passes can be purchased for **\$150 (inc GST) per person, per day**. Please note this does not include entry into the conference sessions or any social functions.

First Name	Surname	Email	TUES	WED	THURS
1			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total number of additional passes required					
Total cost of additional passes			\$		

Note: please use BLOCK LETTERS



## NETWORKING OPPORTUNITIES

Please advise how many additional tickets you require to the below social functions.

Please note that each exhibition booth includes two (2) complimentary tickets to the welcome reception and farewell reception is included with the purchase of each exhibition booth.

Event	No. of tickets required	Unit cost (inc GST)	Cost
Welcome reception		\$60 per person	\$
Farewell reception		\$50 per person	\$
Conference dinner		\$150 per person	\$
Total cost of additional tickets			\$

## SPECIAL REQUIREMENTS

Please indicate if any of your attendees have any special catering or accessibility requirements:

First Name	Surname	Requirement
1		
2		
3		

## HANDBOOK AND MOBILE APP

Please complete the below information as you would like it listed in the conference handbook and mobile app. This will be used by delegates when contacting your organisation.

Company name \_\_\_\_\_ Booth number(s) \_\_\_\_\_

Contact name \_\_\_\_\_

Address \_\_\_\_\_

Suburb \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_

Country \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Company blurb (max. 50 words)

ALIA has been supplied with our most up-to-date company logo

Please check that your logo on the conference website is up to date and ensure you provide us with a new copy if it has been changed since you supplied the original version.



## PAYMENT DETAILS

Cost of additional exhibitor passes AUD \$ \_\_\_\_\_ (inc GST)

Cost of additional social tickets AUD \$ \_\_\_\_\_ (inc GST)

**Total amount payable AUD \$ \_\_\_\_\_ (inc GST)**

## PAYMENT METHOD

Payments can be made by EFT, cheque or via credit card. A tax invoice will be issued for payments made by EFT or cheque.

- I am paying via Electronic Funds Transfer (EFT) for the total amount as shown above to the following bank account.

BSB no: 062-905  
 Swift code: CTBAAU2S  
 Account no: 10082198  
 Account name: Australian Library & Information Association Ltd

**OR**

- Please debit the total amount to my credit card

Credit card type  Mastercard  VISA

Card no.

Expiry   /   CVC

Cardholder name \_\_\_\_\_

Cardholder signature \_\_\_\_\_



# INDEMNITY FORM

ALIA Information Online 2017 Conference and Hilton Sydney Hotel does not take responsibility for any damage or loss of items, before, during and after the conference and exhibition and requires that insurance cover be arranged by all exhibitors.

Regulations set by the ALIA Information Online 2017 Conference and Hilton Sydney Hotel require that the latter sight exhibitors' public liability cover.

It is the responsibility of the exhibitor to hold adequate personal and public liability insurance coverage for their employees, guests, invitees or contractors while on site at the ALIA Information Online 2017 Conference at Hilton Sydney Hotel. All exhibitors are financially liable for any damage sustained or loss incurred whilst participating in the ALIA Information Online 2017 Conference, through their own action or through the actions of their employees, guests, invitees or contractors.

Please fax or email the front page of your public liability cover to the ALIA Events Team on +61 2 6282 2249 or [events@alia.org.au](mailto:events@alia.org.au) no later than 1 December 2016. You will not be able to set up your stand at the conference until this documentation is received.

If these documents are not readily available, please sign the following indemnity waiver and return by fax or email.

# INDEMNITY WAIVER

Hilton Sydney Hotel and Australian Library and Information Association shall not be held responsible for any liability whatsoever for damages to exhibits by loss, injury, damage, theft, fire, water, storms, strikes, riots or any other cause whatsoever.

It shall be a precondition that the exhibitor arrange their own insurance of the exhibit and provide evidence of or sign this indemnity form, to cover loss or damage by any of the above mentioned mean and that the organisers shall be entitles to receive such indemnity prior to the exhibitor entering the exhibition.

Booth number \_\_\_\_\_

Name of booth \_\_\_\_\_

Organisation name \_\_\_\_\_

We hereby agree to indemnify all ALIA Information Online 2017 Conference organisers and the contractor parties against any claims arising from loss or damage to exhibits. We accept responsibility for any damage cause to the space, walls, ceilings, furniture, fittings and furnishings caused by us, our agents or contractors at the exhibition venue during the move in period, occupancy and move out period.

Authorised by \_\_\_\_\_

Position \_\_\_\_\_

Signature \_\_\_\_\_

Date   /   /

Please complete and send by **1 December 2016**.



# PRE CONFERENCE

## DELIVERY DATE

Exhibitor goods may be delivered to Hilton Sydney Hotel on Friday 10 February 2017 for the commencement of the conference. Any item delivered to Hilton Sydney Hotel prior to the specified date will not be accepted.

## DELIVERY LABEL

Please ensure that ALL deliveries coming into Hilton Sydney Hotel are labelled with the provided label (see document 'exhibitor delivery label'). Place label on ALL items being sent.

This information will greatly assist the hotel to manage storage of all your equipment prior to arrival and be able to confirm once deliveries have been received. Without this information, the hotel will not be able to assist you tracking your delivery.

## LOADING DOCK ADDRESS

Hilton Sydney Loading Dock  
Entrance via Galleries Victoria Driveway  
259 Pitt Street  
Sydney NSW 2000

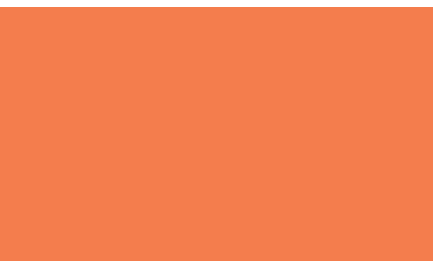
## LOADING DOCK DELIVERIES

In order to gain access to the loading dock, the 'loading dock access form' must be completed and emailed to Isabel Cechanski (isabel.cechanski@hilton.com) at Hilton Sydney Hotel. Otherwise access to the loading dock can be denied on the day.

DEADLINE: 23 JANUARY 2017

## ACCOMMODATION

Sponsors and exhibitors can receive a special rate at Hilton Sydney Hotel. If you wish to book this rate, please [follow this link](#).



# MOVE IN

MONDAY 13 FEBRUARY 2017

4:00pm – 7:00pm

Exhibitors must adhere to the access time specified above. Access into the exhibition space prior to the scheduled time cannot be permitted.

Please note all displays must be set up by **7:30am Tuesday 14 February 2017** ready for the conference and exhibition opening.

## CONFERENCE VENUE

Hilton Sydney Hotel

Address: 488 George Street, Sydney, NSW 2000

Phone: +61 2 9266 2000

Fax: +61 2 9266 6065

Website: [www.hiltonsydney.com.au](http://www.hiltonsydney.com.au)

## LOADING DOCK ACCESS

Access to loading dock for move in is on **7:00am – 7:00pm, Monday 13 February 2017**. No deliveries will be accepted prior to this date.

The loading dock is deemed to be for loading and unloading only. No access or parking is permitted during the event.

## PARKING

Due to one-way road systems on George Street, please note that car access to Sydney Hilton is via Pitt Street only. Please program 255 Pitt Street if using a car navigational device.

There is a secure underground car park located at Hilton Sydney. This car park is owned and managed by Secure Parking. Self parking fee is \$53.30 (at time of writing) for 24 hours from time of entry. Hilton valet parking is available (\$76.00 for 24 hours) or enter the car park directly and Secure will park the car for you at casual parking rates

However, please note parking rates are subject to change without notification.

## RUBBISH

All rubbish brought onsite by exhibitors will have to be packed and removed by exhibitors.

Hilton Sydney Hotel and ALIA accept no responsibility for any rubbish left on site and Hilton Sydney Hotel remains the right to charge you directly for any access rubbish.

## STORAGE

A room has been set aside for your storage needs and can be found on Level 2. As above, all rubbish and remaining boxes **MUST** be taken with you when leaving the site. Please note that this is **NOT** a secure room, please do not leave valuables.

## LIFTING EQUIPMENT

Located within the loading dock, the hotel has 2 manual pallet jacks and 2 loading trolleys.

No fork lift truck or tail gate dock is provided.

## SAFETY — HIGH VISIBILITY VESTS

All contractors, tradespeople, exhibitors, sponsors and anyone else required to access the exhibition hall and loading dock during set-up and tear-down will be required to wear identification tags and high visibility safety vests at all times whilst in the exhibition hall and loading dock areas.

High visibility vests must comply with Australian safety standards and it is the responsibility of the individual to bring their own.

## REGISTRATION DESK

The registration desk will be located on Level 3 of Hilton Sydney Hotel. ALIA Staff will be located at the desk to assist with your conference enquiries.

Registration desk opening hours can be found on page 1.

You can contact the registration desk during conference opening hours on +61 499 330 956.

## EXHIBITION DETAILS

The exhibition will be held on Levels 3 and 4 of Hilton Sydney Hotel.

Exhibition opening hours can be found on page 1.

Please see the conference website for a listing of all exhibitors to date, and page 18 for a map of the exhibition halls.



# MOVE OUT

THURSDAY 16 FEBRUARY 2017

3:30pm – 6:00pm

All exhibitors must be fully packed down by 6:00pm Thursday 16 February 2017.

Please note you will not be allowed access to the exhibition area after 6:00pm due to health and safety regulations.

## PACK DOWN

Ensure all boxes are taped shut, and clearly labelled for dispatch. Leave all hired furniture (and keys) within your booth, and ensure all rubbish has been disposed of accordingly.

## COLLECTION OF GOODS

For shipping; all exhibitor boxes must be sealed and clearly labelled including completed courier documents attached.

It is the exhibitor's responsibility to organise clear and accurate dispatch labels, consignment notes and couriers for the collection of any goods left at Hilton Sydney Hotel on conclusion of the conference. Hilton Sydney Hotel or ALIA Staff will not fill in or sign consignment notes on behalf of the company. Courier companies must be told exactly how many boxes, the size and weight of the freight. All details must be provided by the company organising the collection of goods.

Exhibitors are able to leave packaged items within their allocated booth for dispatch and Hilton Sydney Hotel staff will move the items to the loading dock for collection.

**All items are to be collected on Friday 17 February 2017, between 7:00am and 5:00pm.**

Any goods not collected by this time will be removed at the cost to the individual exhibitor. Hilton Sydney Hotel and ALIA accept no responsibility for goods left behind after the closure of the exhibition.

## LOADING DOCK ACCESS

Access to loading dock for exhibition move out is on Thursday 16 February 2017 between 3:30pm – 5:00pm.



# EXHIBITION DISPLAY INFORMATION

## BALLOONS

Helium balloons are only permitted as fixed features on a booth, or weighed to the ground.

## CABLES

All cables need to be covered with a cable tray or be taped down to ensure that no trip hazard is caused.

## FOOD

Under no circumstances are exhibitors or delegates permitted to provide food and beverage in their stand unless it is provided by Hilton Sydney Hotel. Failure to follow this will result in confiscation of the product until the conclusion of the exhibition.

All catering requirements for booths can be arranged with the hotel event coordinator prior to the exhibition.

## CLEANING

Exhibitors are responsible for keeping their own stands clean and tidy for the duration of the conference. Rubbish such as boxes and printed materials, must be removed from the venue completely by the exhibitor.

Exhibitors can order stand cleaning services through Hilton Sydney Hotel. Please see 'exhibitor cleaning form'.

The Hotel has the right to charge an exhibitor if there is damage made to the hotel infrastructure or if something requires deep cleaning. Public areas, foyers and exhibition aisles are cleaned and rubbish bins emptied by the venues cleaning staff.





## FIXING

No items or material can be taped, tacked, stapled, drilled or affixed to any surface of the venue in any way without the written permission of the venue.

Exhibition panel walls are compatible with self-adhesive velcro only. Please do not use pins, nails, tape or tacks on the exhibition stand or any other surface of the venue.

## SIGNAGE

All signage and banners should be hung within the stand boundaries. Please do not allow your banners to hang over aisles, public areas or encroach upon adjoining exhibition stands.

Your booth comes with standard signage included. Additional signage can be arranged through the exhibition supplier, Moreton Hire.

## TESTING AND TAGGING

It is a legal requirement in all exhibition areas that all electrical equipment be tested and tagged. This applies to all contractors working on site and exhibitors who bring in electrical leads and appliances for their stands during exhibitions.

To have your items tested and tagged please contact your local electrician.



# GENERAL CONFERENCE INFORMATION

## CATERING

Lunch, morning and afternoon teas will all be served in the exhibition halls on Levels 3 and 4.

Every effort will be made to accommodate all special dietary requirements; however, advance notification is required. You will be able to advise us of your dietary requirements during the registration process. See page 6–8 for registration forms.

## CONFERENCE SESSIONS

Conference sessions will take place in the Grand Ballroom located on Level 3 as well as meetings rooms located on Level 2.

You will be required to present your name badge to gain admittance to the conference session.

## DISCLAIMER OF LIABILITY

ALIA will not accept any liability for damages of any nature sustained by participants or their accompanying persons or loss of or damage to their personal property as a result of the conference or related events.

## EVACUATION PROCEDURE

In case of an emergency, please follow the instructions of Hilton Sydney Hotel staff for evacuation procedures.

## FIRST AID

The main first aid station is located behind the front desk of the hotel. First aid kits are also located throughout the hotel.



## INSURANCE

It is recommended that exhibitors arrange adequate insurance cover for their booth, products and personnel.

All exhibitors must hold current public liability insurance before coming onsite. ALIA accepts no responsibility for loss of product or damage by any means whatsoever. Please extend your public liability to cover your display and return the enclosed indemnity form on page 9 or front cover of your public liability policy by fax to ALIA at +61 2 6282 2249 or by email to [events@alia.org.au](mailto:events@alia.org.au).

## PRIVACY

ALIA complies with the National Privacy Principles set out in the *Commonwealth Privacy Act 1988* and reaffirmed in the *Privacy Act (Private Sector) Amendment Act 2000* which came into effect in law in December 2001.

Unless required by law the Association will not disclose personal information about an individual unless the individual has provided consent, either at the time of providing the information or following a specific request.

In registering for this conference, your relevant details (limited to full name, organisation, state and email) have been included on a delegate list which will be distributed to all delegates, sponsors and exhibitors and future conference organisers. Sponsors and exhibitors are entitled to be provided with the delegate list subject to privacy restrictions.

## SECURITY

Whilst every reasonable precaution is taken, Hilton Sydney Hotel and ALIA do not accept responsibility for loss or damage to any goods brought to the venue before, during or after an event.

It is the exhibitors' own responsibility to arrange adequate insurance to cover such potential loss or damage.

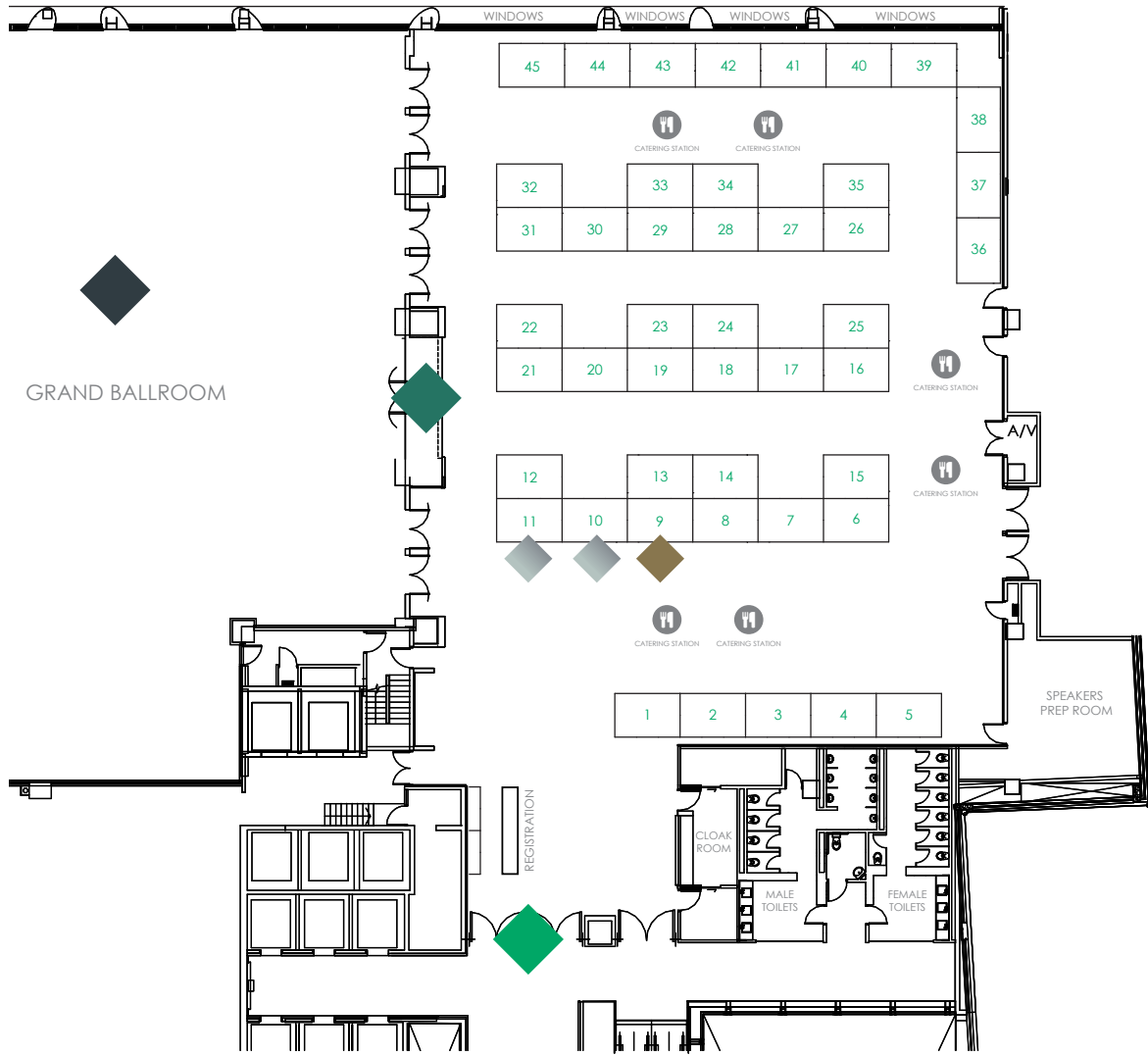
## WEBSITE






Please check the 'exhibitors zone' on the conference website for the most up-to-date information. The website also contains information on things to see and do in Sydney, public transport options and a whole lot more!

[informationline.alia.org.au](http://informationline.alia.org.au)

# EXHIBITION FLOOR PLAN

## LEVEL 3



-  MAIN PLENARY
-  PLATINUM BOOTHS (SOLD)
-  PLENARY ENTRANCE
-  GOLD BOOTH
-  ENTRANCES



# LEVEL 4

