

SOUTHWEST LITURGICAL CONFERENCE



STUDY WEEK

2011

FEBRUARY 2-5, 2011

SALT LAKE CITY, UTAH

Exhibitor Prospectus

HAS YOUR COMPETITION BEEN THERE?

See the reverse side for a listing of 2010 Study Week exhibitors.

RESERVE YOUR SPACE NOW!

To reserve booth space contact Robin Mickel at 405.360.5130 or online at www.SWLC.org.

SPONSORSHIP OPPORTUNITIES

Contact Sponsorships.SWLC2011@gmail.com for more information.

To view the many, exciting Sponsorship Opportunities, visit the **Sponsors** page on the Study Week 2011 website at: www.SWLCSLC.org

“Ever Ancient, Ever New: Preparing for the Revised Roman Missal,” the 49th annual Southwest Liturgical Conference Study Week, will present a broad perspective on the celebration of the Mass with the revised text. Attendees will include liturgists, clergy and religious, practitioners, educators and lay ministers.



Dear Prospective Exhibitor

The Catholic Diocese of Salt Lake City is excited to host, “Ever Ancient, Ever New: Preparing for the Revised Roman Missal” the 49th annual Southwest Liturgical Conference Study Week. As the English translation of *Missale Romanum* is nearing completion, Study Week 2011 will present a broad perspective on the celebration of the Mass with the revised text. General session and workshop topics will crosscut all areas of Roman Catholic worship and the celebration of the Sacred Liturgy with the revised Roman Missal.

The Southwest Liturgical Conference (SWLC) is the oldest, continuous regional liturgical conference in the United States. In fact, in 2010 the SWLC Study Week had the greatest number of attendees ever. Please plan to join us in Salt Lake City, February 2-5, 2011, as we undertake one of the most necessary study weeks ever.

The conference site is the Calvin L. Rampton Salt Palace Convention Center in downtown Salt Lake City. All activities will be held in the Convention Center. Salt Lake City is a premier winter destination, and with all the city and the Conference have to offer attendees, we expect Study Week 2011 to be a big draw to the members of the Southwest Liturgical Conference and those in the field of liturgy nationwide.

The Exhibit Hall is located in the hub of the conference proceedings, and activities are being planned to bring attendees into the exhibit area each day.

This prospectus contains the necessary information to make your participation in Study Week 2011 a great success. Exhibitor space for this conference usually sells out quickly, so I urge you to act fast. If you have questions, please contact Mary Lou Bulson, Exhibits Chairperson at Exhibits.SWLC2011@gmail.com.

Thank you for your consideration. We look forward to seeing you in Salt Lake City for the Southwest Liturgical Conference Study Week 2011 – “Ever Ancient, Ever New: Preparing for the Revised Roman Missal.”

Karin A. Hurley, Chairperson
Southwest Liturgical Conference
Study Week 2011

**To register contact
Robin Mickel at 405.360.5130
or visit www.SWLC.org**

Exhibitor **Benefits**

Each 10'x10' booth rental includes the following:

- Pipe & Drape: 8-ft high curtain back wall and 3-ft. high side dividers.
- Identification sign listing company name and booth number.
- 24-hour security during installation, conference exposition and dismantling.
- One (1) full conference registration, which permits access to all conference sessions and the Awards Banquet.
- Face-to-face interaction with buyers.
- Complimentary access to the Hospitality Suite for continental breakfast and daily refreshments.
- Dedicated non-compete exposition time and networking breaks.
- Company listing in the official conference program.
- Company listing on the official conference website with a direct link to your site.
- Increased visibility and name recognition.

Since we believe that the best way to get the most out of your exhibiting experience is to interact with our attendees, activities are being planned to bring the attendees into the exhibit hall each day.

Exhibit **Hours** *(itinerary is specific to exhibits – hours are subject to change)*

Tuesday, February 1, 2011

Exhibitor Move-In	7:00pm	–	9:00pm
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Wednesday, February 2, 2011

Exhibitor Move-In	8:00am	–	12:00pm
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Exhibits Open	1:00pm	–	4:00pm
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Welcome Reception	9:00pm	–	10:00pm
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Thursday, February 3, 2011

Exhibit Hours	7:30am	–	4:00pm
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Continental Breakfast	9:00am	–	10:00am
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AM Networking Break	10:30am	–	11:00am
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Lunch	12:15pm	–	2:00pm
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PM Networking Break	3:15pm	–	4:00pm
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Friday, February 4, 2011

Exhibit Hours	7:30am	–	4:00pm
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Continental Breakfast	9:00am	–	10:00am
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AM Networking Break	10:30am	–	11:00am
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Lunch	12:15pm	–	2:00pm
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PM Networking Break	3:15pm	–	4:00pm
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Awards Reception	6:00pm	–	7:00pm
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Saturday, February 5, 2011

Exhibit Hours	7:30am	–	3:30pm
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Continental Breakfast	9:00am	–	10:00am
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AM Networking Break	10:30am	–	11:00am
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Lunch	11:45am	–	1:15pm
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Exhibitor Move-Out	3:30pm	–	7:00pm
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Exhibit Booth Fees

\$400 – Each 10'x10' Booth Space.

To secure booth space(s), complete the enclosed Exhibit Application & Contract.

Official Conference Hotel

Radisson Hotel Salt Lake City Downtown

215 West Temple

Salt Lake City, Utah 84101

Tel: 801.531.7500

Room Rates: \$139 – multiple occupancy permitted

All rooms are subject to applicable tax.

In order to qualify for the special conference room rate, register online website at www.SWLC.org.

The Radisson Hotel Salt Lake City Downtown offers contemporary accommodations and features newly renovated rooms and facilities, and new Sleep Number® beds. Located in the heart of downtown, this Salt Lake City hotel offers magnificent views of the Wasatch Mountains and downtown Salt Lake City. Hotel guests enjoy the convenient proximity to historic attractions, shopping, dining, ski resorts, Salt Lake City International Airport, Energy Solutions Arena and the Salt Palace Convention Center (adjacent). The Radisson's warm hospitality, inviting atmosphere and top-notch services are sure to please conference attendees.

Airport

Salt Lake City is serviced by Salt Lake International Airport, located 15 minutes from the Salt Palace Convention Center and downtown Salt Lake City. The airport complex is made up of two terminals, 5 concourses and 83 gates. Eight airlines and their affiliates serve Salt Lake International Airport, and it is the second largest hub of Delta Airlines. Salt Lake International Airport boasts 11 international awards for excellence, and is currently first in the nation for on-time performance. Visit www.slcairport.com for additional information.

Ground Transportation

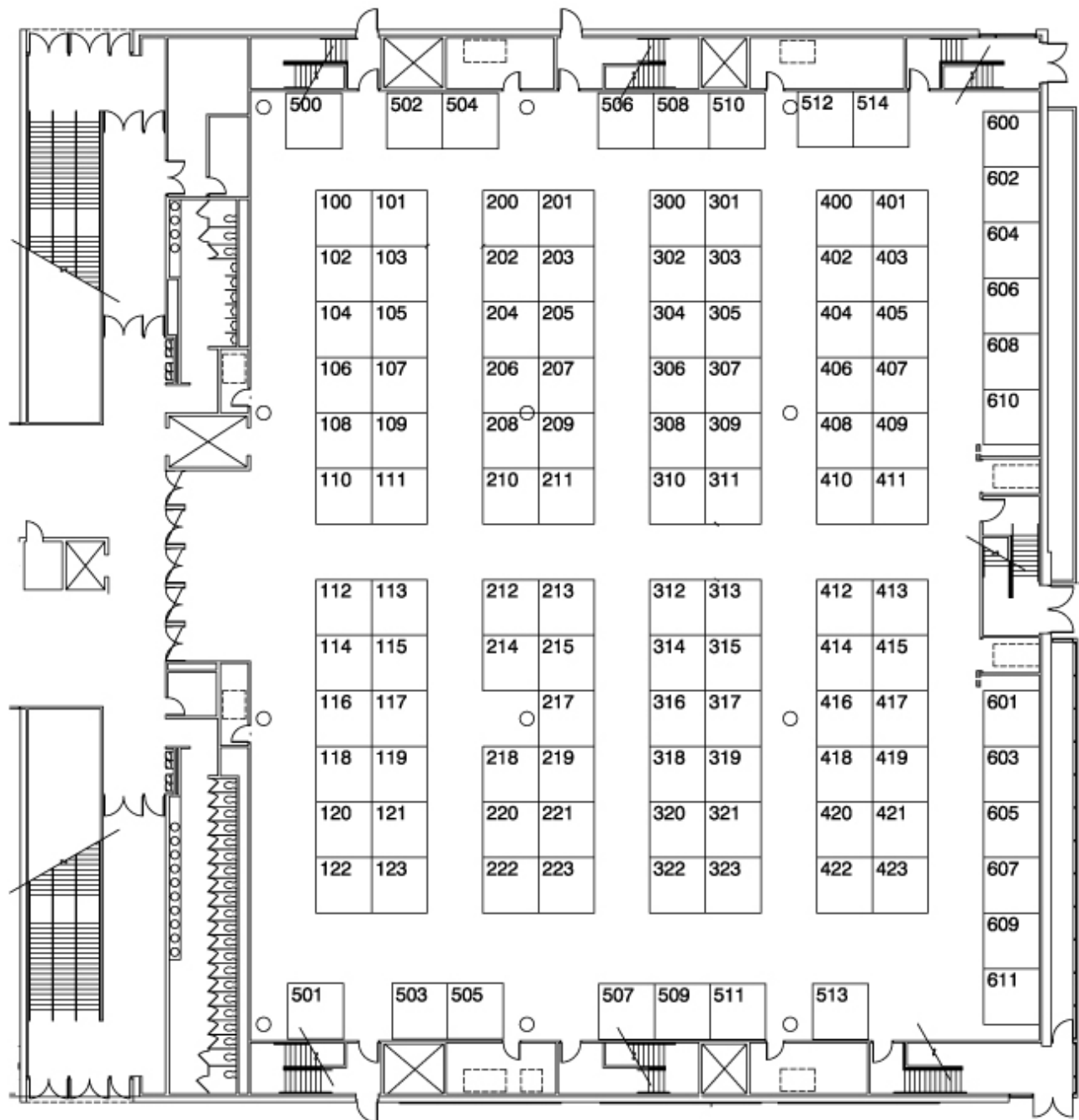
Numerous national and local rental agencies provide vehicles for rent or lease. There are also many transportation options for hire, ranging from 24-hour local taxi service to limousine to shuttle services with a range of more than 300 miles from Salt Lake.

The official ground transportation provider for SWLC Study Week 2011 will be announced soon.

Exhibit Hall Floor Plan

The Study Week 2011 Exhibit Hall Floor Plan is provided below. Please take this opportunity to review the space and select your desired booth location. Booth locations will assigned in the order in which exhibitor contracts are received.

CALVIN L. RAMPTON SALT PALACE CONVENTION CENTER



Southwest Liturgical Conference Study Week 2011: Exhibitor Application Guidelines

Contract for Space: This application for space assignment by the Catholic Diocese of Salt Lake City, Winner's Circle, Inc. and Southwest Liturgical Conference Study Week 2011 (SWLC), hereinafter referred to as SWLC, becomes a contract when signed by the exhibiting company and accepted by SWLC.

Payments for Exhibit Space: Applications must be accompanied by 100% of the total rental space fee, made payable to Winner's Circle, Inc. All rental space must be paid in full no later than **December 11, 2010**. After that date, all reserved booth space not paid for will be released for resale.

Assignment of Exhibit Space: Priority for space assignment will be based upon the order in which applications are received, and on the availability of space requested. Payment in full must be received before exhibit space is confirmed.

Cancellation of Exposition: Should the exposition be canceled, postponed or abandoned thirty days (30) or more prior to the opening date, the exhibitor shall be refunded the amount paid for rental space.

Cancellation of Space: Cancellation notification must be submitted in writing to SWLC Exhibit Management. Refund of the total amount paid less a \$100 processing fee per 10'x10' booth reserved will be made if cancellation is received prior to December 11, 2010. Regretfully, no refunds will be made for cancellations received on or after December 11, 2010.

Application Denial: Exhibit Management reserves the right to cancel or refuse rental of booth space to any person or company whose conduct or display of goods is, in the opinion of Exhibit Management, incompatible with the general character and objectives of the exposition and conference.

Subletting Space: The exhibitor shall not reassign, sublease or share assigned booth space with any person, firm or entity and agrees not to exhibit, advertise or offer for sale goods other than those manufactured and/or sold by him in the regular course of business, without notification to and approval of Exhibit Management.

Relocation: Exhibit Management reserves the right to relocate an exhibitor's booth space due to modifications of the exhibit facility, fire marshal restrictions, or any other reason in the best interest of the overall exposition.

Repair of Damages: The cost of repairing any damage by the exhibitor, its employees, representatives, or agents to the Convention Center will be billed to and paid for the exhibitor. Nothing will be posted on, tacked, nailed, screwed or otherwise attached to the columns, walls, floors, ceiling, furniture or other property of the Convention Center.

Children's Admission to the Exhibit Hall: Children are permitted in the exhibit hall, provided that a registered exhibitor accompany them at all times during their visit. The registered exhibitor who is responsible for the child assumes all responsibility for the child's conduct. Children are not permitted in the exhibit hall during set-up and dismantle.

Exhibit Staffing: Exhibits should be staffed at all times during the Exhibit Hours of the Conference. Booths should remain fully intact until the close of the Conference on Saturday, February 5, 2011, at 3:30 pm. Early dismantle of booths is discouraged.

Sales and Order Taking: Sales and order taking are permitted provided all transactions are conducted in a manner consistent with the professional nature of the exposition and Conference. Products for sale must be exhibitor's own, and be pertinent to the attendees' professional interest. Exhibit Management has the right to restrict sales activities that it deems inappropriate or unprofessional. It is the responsibility of the exhibitor to research and comply with all local sales tax requirements.

Hold Harmless: The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the Catholic Diocese of Salt Lake City, Winner's Circle, Inc., and Southwest Liturgical Conference and its employees and agents harmless against any claims, losses and damages to person or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof.

In addition, exhibitor acknowledges that the Catholic Diocese of Salt Lake City, Winner's Circle, Inc. and Southwest Liturgical Conference does not maintain insurance covering the exhibitor's property and that is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

Sponsorship Opportunities

Welcome Reception - \$5000

Kicks off the opening of the conference and exhibits, and attracts more than 500 people. Opportunity to host conference Welcome Reception. Company recognition on signage, electronic display and mention in the conference program. Co-sponsorship option.

Networking Break - \$1500 (per break) - Five (5) available.

Refreshment breaks are excellent networking opportunities, as well as a great way to gain exposure for your brand. Company recognition on signage, electronic display and mention in the conference program. Co-sponsorship option.

Awards Reception - \$5000

Offer sponsorship of the social hour preceding the banquet, attracting more than 500 people. Recognition of company name on signage and electronic display. Co-sponsorship option.

Cyber Café - \$2500

Sponsorship to support a Cyber Café for our attendees, providing them with a place to sit, relax and catch up on emails and stay in touch with the office. Company recognition on signage and electronic display. Co-sponsorship option.

Conference Tote Bags - \$4000

Want to have your brand in the hand of every attendee? Achieve success with this exclusive sponsorship, by having your company logo featured on Study Week 2011 tote bag. Mention in the conference program.

Name Badge Lanyards - \$1500

Have your company logo seen on everyone and by everyone at Study Week 2011. Sponsor the conference lanyards. Lanyards are always a popular choice amongst sponsors, so act quickly to secure this exclusive sponsorship opportunity. Lanyard sponsor will receive signage at conference Registration area, and your company's logo and mention in the conference program.

Conference Tote Bag Inserts - \$250

(per insert) - Limit seven (7) inserts

A great, low-cost way to gain immediate access to conference attendees. Place a give-away of your choice in each conference attendee's bag. This opportunity is limited to seven (7) companies.

OPTIMIZE Exposure

Sponsorship Deadline: December 11, 2010

Sponsorship Package Benefits - Sample	Gold \$5000	Silver \$3000	Bronze \$2000	Copper \$1000
Full Conference Registration	2	1		
10'x10' Exhibit Booth	1	1		
Exhibit Hall "Proud Sponsor" signage & booth location printed in Conference Program	■	■	■	■
Podium & electronic recognition	■	■	■	
Advertisement in Conference Program	Full Pg	¾ Pg	½ Pg	
Sponsor ribbons for designated Exhibitor badges for your company	■	■	■	■
Name/Logo in Sponsorship List in Conference Programs	■	■	■	■
Name/Logo in Sponsorship List on Conference website	■	■	■	■

There are more benefits to Level Sponsorship. Visit the **Sponsorship** page on the Study Week 2011 website at www.SWLCSLC.org for a detailed list.

Southwest Liturgical Conference Study Week 2011
 Catholic Diocese of Salt Lake City
 Office of Liturgy, 27 C Street
 Salt Lake City, UT 84103



Study Week 2010 Exhibitors & Sponsors

A. I. Root Candle Company
 Aquinas Institute of Theology
 American Pew and Bench
 Architectural Stained Glass, Inc.
 The Bethany Group New
 Holland Church Furniture
 Cathedral Candle Company
 Cavallini Company, Inc.
 Stained Glass Studio
 Chagall Design Limited
 Dekker/Perich/Sabatini
 Federation of Diocesan
 Liturgical Commission (FDLC)
 Flying Paint Ranch Sculpture
 Studio
 The Archbishop Fulton J.
 Sheen Foundation
 Gaspard, Inc.
 G. E. Mullan Studio
 G. B. Heekeren Studio

Good Shepherd Gifts
 HBL Architects
 HoldingCross.com
 Holy Name Passionists Retreat
 Center
 Impressions Architectural
 Millwork
 J. West Jewelry & Crosses
 Jackson & Ryan Architects
 Little Books of the Diocese of
 Saginaw, Inc.
 Liturgical Press – St. John's
 Abbey
 Liturgical Training Publications
 Locke Design & Woodworks
 Lynchburg Stained Glass
 Marklin Candle Design
 Mary Regina, Inc.
 MinistrySchedulerPro.com
 Mizpah

Oregon Catholic Press (OCP)
 RCL Bezinger
 Rohn & Associates Design, Inc.
 Rouen Studios
 Sacco Company
 Studio D'Oro, LLC
 The Verdin Company
 Viva Book Store
 Wiktor Szostalo
 The Wood and Iron Factory
 World Library Publication
 F. C. Ziegler Company

Reserve EARLY
FOR PREMIUM BOOTH SPACE!