



Vendor Fair

September 7, 2017
Santa Clara University Library
Santa Clara, California

Inside you will find:

- Session Schedule
- Facility Map
- Vendor Information
- Appreciation

Califa Vendor Fair 2017 Schedule at-a-Glance:

<i>Sign-in and Breakfast</i>	8:30 to 9:15 AM
Morning Sessions	
Session 1	9:15 – 9:55 AM
Session 2	10:05 – 10:45 AM
Session 3	10:55 – 11:35 AM
Session 4	11:45 AM – 12:25 PM
Lunch	12:30 – 1:30 PM
Afternoon Sessions	
Session 5	1:30 – 2:10 PM
Session 6	2:20 – 3:00 PM
Session 7	3:10 – 3:50 PM





Connecting with Vendors:

- Vendor display tables are located in the Arcade area, just outside of the library.
- Each vendor has been scheduled for two 40 minute sessions.
- When vendors are not presenting, you can find them in the Arcade.
- Vendors are here to meet you! You are encouraged to connect with them outside of the classrooms, before or after their sessions.
- Share your ideas and information with vendors so they can continue to bring you the products and services you want and need.
- Vendors will join us for breakfast and lunch, so you can also connect with them while you dine.

Follow the conversation on Twitter **#califavf**



VENDOR SESSIONS

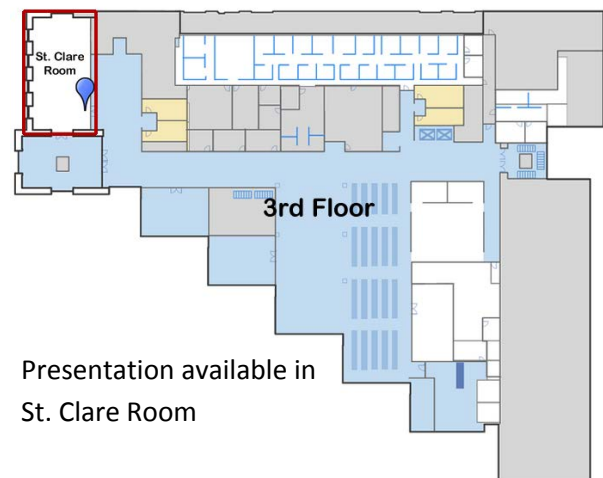
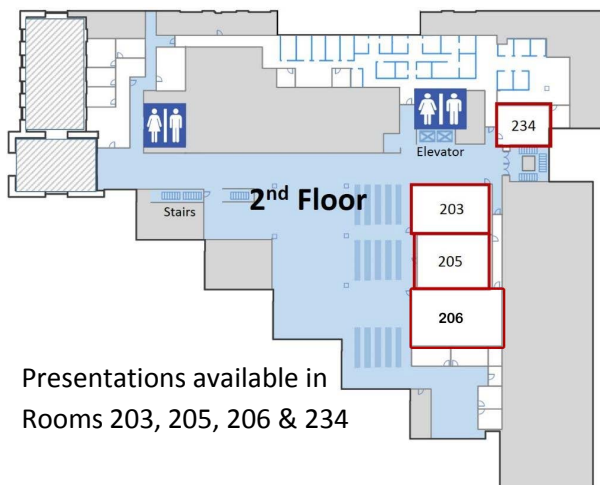
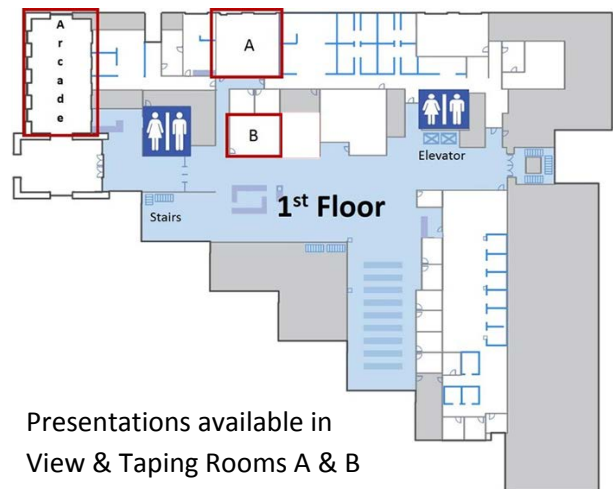
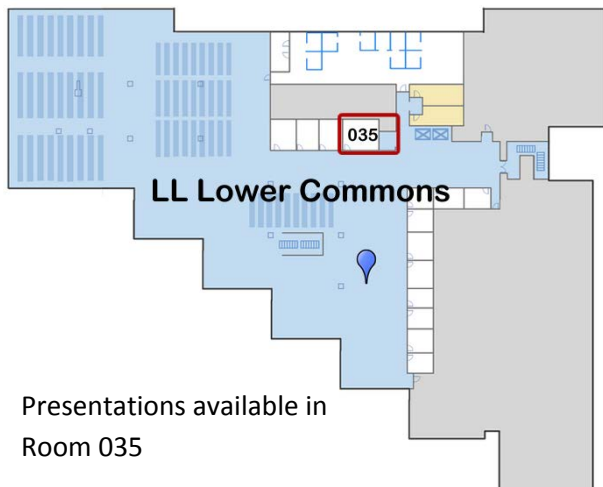
	Arcade	View & Taping A	View & Taping B	Room 035 & Room 206	Room 203	Room 205	Room 234 & St. Clare Room
8:30 – 9:15 AM	Sign-in & Breakfast ★ Breakfast sponsored by  						
9:15 – 9:55 AM	Connect with Vendors	Bibliotheca+3M	Digitalia	Kono Digital 035	SimplyE	DEMCO Software	Baker & Taylor 234
10:05 – 10:45 AM		BiblioBoard / SELF-e	Ingram	BiblioCommons 035	P.V. Supa	Sage Publications	Scholastic 234
10:55 – 11:35 AM		Skillsoft	San Jose State U. iSchool	EBSCO 035	Unique Integrated Communications	VAR Libraries	Gale / Cengage Career Online HS 234
11:45 AM – 12:25 PM		AWE Learning	Library Ideas	Bloomsbury Digital 035	Bibliotheca+3M	Digitalia	Kono Digital 234
12:30 – 1:30 PM	Lunch ★ Lunch sponsored by  						
1:30 – 2:10 PM	Connect with Vendors	SimplyE	DEMCO Software	Baker & Taylor 206	BiblioBoard / SELF-e	Ingram	BiblioCommons 234
2:20 – 3:00 PM		P.V. Supa	Sage Publications	Scholastic 206	Skillsoft	San Jose State U. iSchool	EBSCO 234
3:10 – 3:50 PM		Unique Integrated Communications	VAR Libraries	Gale / Cengage Small Business Builder 206	AWE Learning	Library Ideas	Bloomsbury Digital St. Clare Room



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Santa Clara University Library – Facility Map



Vendor Session Information



AWE Learning

AWE Learning provides comprehensive digital learning and literacy solutions to public libraries for early childhood education. Through our dedication to high quality, STREAM-aligned content that is easy to use, we collaborate with libraries to enhance their role as community learning hubs.

This session will include an overview of AWE Learning's Early Literacy Station™, for ages 2-8, and AfterSchool Edge™, for ages 6-12, including a preview of a few of the 70+ educational titles, offering more than 4,000 learning activities, as well as a brief overview of the administrative functionality designed to be set up once and then no additional staff-time required thereafter. It will also include a short introduction to the recently launched LiteracyGO™ Tablet, for ages 2-5 with content spanning up to age 8, with 18 brand new titles, categorized by STREAM subject areas, offering more than 300 learning activities.

Presentation times/locations: 11:45 AM in View & Taping A, 3:10 AM in Room 203

Baker & Taylor



Session 1 (9:15 Room 234)

Learning to Share: Increasing Literacy through Shared Public/K12 Digital Collections

The Pew Research Center has reported that 85% of Americans want their libraries to work more closely with local schools. Sharing digital resources across the community has demonstrable impact and is a progressive step toward meeting this goal.

Learn how opening your digital media library for direct access by area students at school optimizes your investment in digital content and benefits the entire community. Presentation will include case study data from libraries sharing eBook collections with local schools and demonstrate how resource sharing increases utilization of the library's digital collections, engages students as public library patrons and broadens the library's impact in its community.

Session 2 (1:30 Room 206)

Bridging the Digital Divide with a Lucky Day Program

The highly popular "Lucky Day" collections many libraries offer in their physical branches encourage engagement and create positive feelings about the library. Baker & Taylor has been working with libraries over the last year to develop a digital equivalent to this program, which has proven to be a highly effective tool for introducing digital services to new or reluctant digital patrons. With increasing demand on digital collections, offering a digital equivalent to a physical "Lucky Day" collection can be a great way to reach people in the community who don't use the library today. Phoenix Public Library is one large urban library that has experienced tremendous success with this digital program, which they call "Best ePicks." From this experience, we have created a set of recommendations for other libraries wishing to launch their own digital Lucky Day programs which will be shared in this session.

Presentation times/locations: 9:15 AM in Room 234, 1:30 PM in Room 206

BiblioBoard

Community Engagement & The California Author Project



Learn about the grassroots statewide project that has California librarians finding the best self-published and indie books in California, plus other creative community projects being built on BiblioBoard across the state and North America. The presentation will also cover details of the upcoming November 7, 2017 launch of citywide and countywide geolocated eBook libraries across California & North America and present impact data gathered over the past year showcasing how geolocated access to eBooks is helping libraries drive new usage and new digital patrons to the library in a simple and effective way.

Presentation times/locations: 10:05 AM in View & Taping A, 1:30 PM in Room 203

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BiblioCommons Inc.

BiblioCommons: Love Your Online Library

Learn what's new and what's coming soon with BiblioCommons—including a next generation, FRBRized search and improved readalike lists for the BiblioCore catalog; more widgets and flexible formatting for BiblioWeb, deeper catalog account integration for BiblioEvents; and more—all designed to create an online library experience that reflects all that is welcoming, inspiring and awesome about an in-person visit to your favorite library.



Presentation times/locations:

10:05 AM in Room 035

1:30 PM in Room 234

Bibliotheca+3M

Shared digital collections & new library experiences

Discover solutions that allow you to share digital collections, increase circulation, provide the best self-service user experience and maximize your staff workflow to get items back on the shelf faster.

Presentation times/locations: 9:15 AM in View & Taping A, 11:45 PM in Room 203



Bloomsbury Digital Resources

Bloomsbury Digital Resources, launched in 2017 by Bloomsbury Publishing, is focused on providing essential and cutting edge scholarly content in the Humanities and Social Sciences.



Anchored by the award-winning Bloomsbury Fashion Central and Drama Online, Bloomsbury Digital Resources is in the process of launching multiple new products this year (Bloomsbury Popular Music and Bloomsbury Design Library are already available, with Bloomsbury Food Library coming soon) as well as continuing to expand and update our existing holdings. My presentation will include the new databases coming this year, Popular Music, Design, and Food, along with our current products and those coming out in 2018 that are applicable to Public Libraries. Link to Bloomsbury Digital Resources new website: <https://www.bloomsbury.com/dr/digital-resources/>

Presentation times/locations: 11:45AM in Room 035, 3:10 PM in St. Clare Room

DEMCO Software

Join Patrick Moore to learn about the newest products and updates from Demco Software to help you better engage with your patrons and community!

Demco Software's new DiscoverLocal™ drives greater community awareness and demand for your library through enhanced online search results.

Now you can make it easy for your community to search, click and find your library's resources.

In these sessions you will learn how to:

- Broaden the reach of your programming and event marketing
- Encourage more people to sign up for library cards
- Build awareness about your library's resources

Presentation times/locations: 9:15 AM in Room 205, 1:30 PM in View & Taping B



Follow the conversation on Twitter #califavf

SESSION 1 (9:15 Room View & Taping B)

DIGITALIA PUBLIC LIBRARY EBOOKS

Digitalia Public Library has a Spanish language collection of over 20,000 titles. We have just added 1521 new titles from Alba editorial, Anagrama, Edebé, Impedimenta, Libros del Asteroide, Maeva, Roca editorial and Siruela. You will recognize these publishers as some of the most relevant in Spanish language literature, they are known for their thrillers, suspense, and romance. Specific for Children: CHILDREN COLLECTION and YOUNG ADULTS COLLECTION. Also, CUENTOS DE SIEMPRE is a complete collection of classic children's stories in digital version. With every story, children will be able to read, listen, watch and play. Ideal to entertain and promote children's reading.

SESSION 2 (11:45 Room 205)

DIGITALIA FILM LIBRARY

Digitalia Film Library (streaming video) is a multi-lingual, multi-national collection of films from Spain, France, other European and eastern European countries, North American Classic films, and Latin American films from many countries including Mexico, Argentina, Chile, Brazil (Portuguese), and others. This library now has approximately 900+ films and will grow to over 1000 films this year. We have just added 2 new collections from Cuba and Russia.

Presentation times/locations: 9:15 AM in View & Taping B, 11:45 PM in Room 205

EBSCO Information Services

The EBSCO presentation will focus on new products and provide an overview of important product enhancements. The featured new products are OpenAthens and AutoMate. With OpenAthens, there is no need for users to sign in through multiple logins or for administrators to create complicated authentication processes. OpenAthens is an advanced access management system that delivers all your libraries resources to your users by simply having them sign in via a single login. Powered by the automotive experts at MOTOR, AutoMate provides the most accurate, authoritative and up-to-date service and repair information for thousands of domestic and imported vehicles. All content comes from the Original Equipment Manufacturers (OEM) and includes step-by-step repair information, diagrams, maintenance schedules, parts and labor estimates, service bulletins and recalls.



Presentation times/locations: 10:55 AM in Room 035, 2:20 PM in Room 234

Gale/Cengage Learning

Session 1 (10:55 Room 234)

With San Jose's successful Career Online High School program and their recent graduation ceremony on August 23, we wanted to give libraries the opportunity to hear from San Jose's COHS program directors. Hear directly from Pam Cornelison and Ellen Loeb about basic implementation, staff requirements, the interviewing process, funding ideas, and the status of COHS funding in CA.

Today, nearly 40 million adults lack their high school diploma, and your library can play a crucial role in addressing this educational crisis and creating meaningful outcomes by offering this ground-breaking program. With Career Online High School, students graduate with an accredited high school diploma and a career certificate and are assisted along the way by an academic coach. Learn how libraries are changing lives in the state of California. Career Online High School gives libraries the direct opportunity to impact a life, a community, and our state.

Session 2 (3:10 Room 206)

Learn about Gale's NEW product, Gale Small Business Builder, the first enterprise-level business planning software solution designed exclusively for libraries. In the U.S., there are 28.8 million small businesses, accounting for 54 percent of all sales. Across the country, public libraries are supporting entrepreneurship as a core mission. Gale Small Business Builder provides a gradual, step-by-step introduction to business concepts and tools. Addressing questions from "Is entrepreneurship right for me?" to "When will my company break even?" With proven tools and practical advice, entrepreneurs can

- Vet a business idea by applying a rich variety of recognized frameworks
- Develop a business plan they can submit to lenders
- Create a pitch deck for investor presentations
- Manage day-to-day operations through the tracking of capital expenditures, debt, sales, inventory, staff, and more.

GSBB is a unique tool for public libraries and has garnered support from local SCORE and SBA chapters.

Presentation times/locations: 10:55 AM in Room 234, 3:10 PM in Room 206



Ingram Content Group

Curate Your Own Content: Personalizing Your Library's Collections

Abstract: Exceptional libraries go beyond just shelving the best sellers. They curate the best collections and find new avenues to provide the best content for their patrons. Today people want localized, relevant content. This session will delve into three case studies of libraries that went the extra mile to create new content by self-publishing or repurposing old content to drive engagement. You'll walk away with new insights on how to peak interest and bring old content back to life to get people talking.

Presentation times/locations: 10:05 AM in View & Taping B, 1:30 PM in Room 205

Kono Digital Inc.



How Kono maintains a high digital magazine usage rate and why Asian magazines maybe the next service your patrons want?

Kono is one of the best rated digital magazine reading services in Asia with more than 300 magazine titles on our platform. Through different user research and experiments, Kono has increased article reads per user by more than 250% in the last 12 months.

In the first part of this session, we will talk about different strategies we uses to increase our users' usage rate while maintaining a high retention rate and how some of them can be applicable in library settings. In the second part of the session, we will share Kono's experience working with libraries and why our service maybe beneficial to your patrons even for patrons who don't read Asian languages.

Presentation times/locations: 9:15 AM in Room 035, 11:45 AM in room 234

Library Ideas, LLC



Library Ideas, LLC - A global digital new media company offering turn-key solutions to libraries. Our ever growing product suite includes the Freegal Music Service, with over 13 million songs for download & streaming from 40,000+ labels; the Freading eBook Service with over 70,000 titles from 1,100 publishers; Rocket Languages with language instruction in 14 languages and GoChip Beam- a Movie & TV Hot Spot with current major studio content.

Presentation times/locations: 11:45 AM in View & Taping B, 3:10 in Room 205

P.V. SUPA



P.V. Supa is a global provider of RFID, EM/RFID hybrid and barcode-based library solutions and develops products solely for the library market. P.V. Supa also offers software solutions and innovative library concepts that enable libraries to provide creative solutions that enhance services and engage their communities. A demonstration will be provided of our Holds Management System, a revolutionary new method to manage the request process that eliminates the need for slips or wrapping of requested materials and maintains complete customer privacy. In addition, an overview will be provided of our newest self-service products, the Hublet, a tablet loaning solution, and the Optima, a locker storage/loan solution for technology and other types of equipment. Opportunities to participate in product development will also be discussed.

Presentation times/locations: 10:05 AM in Room 203, 2:20 PM in View & Taping A

SAGE Publications



The global business world is changing quickly, and now it's easier than ever to stay up to date with innovative resources for your patrons. Discover how the SAGE Business and Management collection and SAGE Research Methods foster the needed skills and strategy for transformative research while also benefitting research across multiple disciplines. In this session, we will be demonstrating key features and benefits of SAGE Business Researcher, SAGE Business Cases, SAGE Business Stats, SAGE Video Business and Management Collection, and SAGE Research Methods, including Cases, Datasets and Video

Presentation times/locations: 10:05 AM in Room 205, 2:20 PM in View & Taping B

San Jose State University iSchool



An iSchool representative will be presenting about how the San Jose State University, School of Information prepares individuals for careers in the information professions. Graduates work in diverse areas, such as information governance, user experience design, digital asset management, information architecture, electronic records management, and librarianship. The SJSU iSchool offers several educational programs, including a Master's degree in Library and Information Science, which is fully accredited by the American Library Association; a Master's degree in Archives and Records Administration; a Post-Master's Certificate in Library and Information Science, an Advanced Certificate in Strategic Management of Digital Assets and Services, as well as our iSchool Open Classes program – which offers prospective and current information professionals the opportunity to take graduate level courses on a space available basis. All programs are delivered exclusively online.

Presentation times/locations: 10:55 AM in View & Taping B, 2:20 PM in Room 205

Scholastic Library Publishing



Session 1 (10:05 Room 234)

Leveraging digital platforms to build early literacy skills in every child

Scholastic is a global children's publishing company dedicated to building a love of reading and lifelong learners. Developing literacy skills at an early age is critical to academic success and we are more equipped than ever to ensure all students have access to quality content and resources. Digital platforms leverage multimedia, multisensory, and multileveled content – and offer equitable access – to help build and strengthen these skills. Embedded tools such as a read aloud with word highlighting and vocabulary defined in context are changing the way our littlest learners acquire literacy skills and build their content area knowledge.

Session 2 (2:20 Room 206)

Supporting new science framework implementations with digital resources

Using curriculum-driven content that's integrated with interactive features and intuitive navigation, ScienceFlix provides a solid understanding of science concepts and ideas through hands-on projects, videos, and multiple text types. ScienceFlix offers hundreds of texts and multimedia assets to explore, giving students a complete view of the subject and offering multiple entry points into the topic. Each core idea is thoroughly covered through practice, exploring essential questions, investigating, analyzing data, computing and evaluating. Crosscutting concepts are repeatedly emphasized to help provide students with a broader view of the scientific world and an understanding of how interrelating knowledge can be applied across all science disciplines.

Presentation times/locations: 10:05 AM in Room 234, 2:20 PM in Room 206

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SimplyE

SimplyE is a library-developed, open source eReader and eBook discovery app that simplifies the library user's experience in finding, borrowing and reading library eBooks. Whether it's Overdrive, Cloud Library, Axis 360, RBDigital or enki Library, your patrons can find, download and read all of the eBooks you purchase using a single app.



Califa offers a hosted subscription solution for libraries who want to deploy SimplyE. Our turnkey SimplyE subscription service includes full system implementation from ILS authentication to eBook vendor and SimplyE app integration.

Presentation times/locations: 9:15 AM in Room 203, 1:30 PM in View & Taping A

Skillsoft Books



Skillsoft Books (formerly Books24x7) provides patrons with a unique IT and Digital Skills bundle consisting of 14,000+ eBooks from 300 publisher partners, and 40,000+ instructional videos from certified industry experts. Our On demand Platform allows users to be more productive. We add new content on a regular basis so your patrons are always current and up-to-date with the latest information and instruction.

NEW! Skillport 8i, the platform that delivers a higher level of performance and adds features you need to stay ahead of the competition when preparing for a new job, or pursuing a new career. Skillsoft is the #1 online learning company. See our "multi-modal learning solution" that adds thousands of IT & business skills courses, Audio Books, summaries, leadership videos and Live Events. Patrons can complete their research more efficiently and use what millions of professionals use today to improve their performance. Join me for my demo sessions!

Presentation times/locations: 10:55 AM in View & Taping A, 2:20 PM in Room 203

Unique Integrated Communications

Live Chat and the Library: What, Why, and How

Today's customer prefers live chat because it's faster, easier, and more immediate than phone or email. Adapting to how your patrons like to communicate will empower them to use more library resources and reduce the number of phone calls and emails your staff has to answer. Unique's live chat service model improves upon existing models to unlock the potential of live chat for libraries.



Presentation times/locations:

10:55 AM in Room 203

3:10 PM in View & Taping A

VAR Libraries (Virtual & Augmented Reality)

Getting Virtual

We coordinate the California Virtual Reality Experience grant for the California State Library and CALIFA to install 200 Virtual Reality systems

in libraries throughout the state. Come by and see how libraries are incorporating Virtual Reality into programming and learn about their experiences and best practices.

VARLibraries is partnering with CALIFA to offer libraries the equipment, content and accessories to bring Virtual and Augmented Reality to libraries. We will review equipment options from Oculus and HTC-VIVE, installation and setup requirements, and peek at some new Virtual Reality content. Come by and experience immersive learning first hand, and see how to make this an integral resource for library programming.

Presentation times/locations: 10:55 AM in Room 205, 3:10 PM in View & Taping B



Follow the conversation on Twitter #califavf

Thank You!

We hope you enjoyed this 9th annual Califa Vendor Fair!

We owe enormous thanks to many people for their support in planning and attending this event including:

- The staff of the **Santa Clara University Library** for their generosity in sharing both their space and their time to help prepare for the Vendor Fair.
- **BiblioCommons** and **Scholastic** for sponsoring the breakfast for all attendees.
- **San Jose State University iSchool** and **Gale/Cengage** for sponsoring the buffet lunch for all attendees.
- All of the participating vendors for their willingness to travel to the event and for sharing their time to inform and delight us all with news and info about their latest library solutions.
- **You** - we are grateful that you came out to share your experiences and learn more about the latest library products and services!

Califa Group is a nonprofit library membership consortium of more than 220 libraries and is the largest library network in California. Founded in 2004, Califa brokers and facilitates the procurement of library products; works closely with the California State Library in administering a number of statewide projects supported by federal Library Services and Technology Act funds; offers Continuing Education training through the **Infopeople** project; and manages master contracts and pricing agreements with publishers and vendors. Califa Group is supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act.

Follow the conversation on Twitter #califavf