These are the tools you need to effectively market your library products and services.

Reach your best customers and prospects, cultivate new business partners, build brand and product awareness, and sell more goods and services.

- Print
- Online
- White Paper Sponsorships
- Live Streaming Webcasts
- Enewsletters
- Library Conferences

WWW.INFOTODAY.COM
FROM THE DIRECTOR OF SALES

I’m pleased to present you with our 2019 Library Media Kit. Inside you will find a broad array of print and online marketing tools all designed to help you and your organization reach your best customers and prospects, cultivate new business partners, build brand and product awareness, and move more goods and services.

When it comes to libraries and the communities they serve, we’ve got you covered.

Our publications, Computers in Libraries, Information Today, and Online Searcher, offer you the easiest and possibly the very best opportunity to connect with public, academic, special, and government librarians, information professionals, online researchers, industry consultants, content managers, and business and publishing executives.

When it comes to the tools you need to deliver your message, you can’t do better.

We offer print and online advertising in our publications and on our websites, white paper sponsorships, live streaming webcasts, specialized business and library-driven enewsletters, and the opportunity to display your products and discuss your services in front of our library conference attendees throughout the year.

The products, technologies, and services we cover are virtually endless and the ones your customers and prospects specify, budget for, and purchase on a regular basis.

Here are just a few of the products, technologies, and services we’ve covered in Computers in Libraries, Information Today, and Online Searcher:

• 3D printers
• authentication solutions
• automation systems
• cloud-based IT and information storage systems
• digital collections
• digital storage equipment
• discovery systems
• document delivery systems
• document imaging systems
• ebooks
• handheld and mobile systems
• library automation systems
• makerspace equipment
• OPAC systems
• podcasting equipment
• streaming media
• web-scale management systems

As you look through this media kit, please do so with an eye for the many marketing opportunities available to you and feel free to contact me and move the conversation forward.

All the best for a prosperous and rewarding 2019.

Lauri Weiss-Rimler
Advertising/Exhibits Sales Director
REACH OUT TO THE LIBRARY AND INFO PRO MARKET

**REACH KEY LIBRARIANS**
and other influential professionals ready to recommend, specify, and purchase your products and services.

**Information Today, Inc. (ITI)'s prime audience** includes paid subscribers, readers, and users of our respected publications, enewsletters, blogs, and databases. They attend and participate in ITI-sponsored conferences and webinars. They buy our books and directories, as well as research services and reports.

They are frontline professionals with the influence and the budgets to purchase everything from databases, ejournals, and ebook collections to subscription systems, information platforms, discovery systems, and more.

They work at public, academic, special (corporate, government, legal, medical, association-affiliated), and STM libraries and schools. They are information professionals, researchers, consultants, publishing executives, web and content managers, acquisition specialists, and business managers.

Let ITI help you attain your marketing objectives and maintain your presence and position in the library market.

Build and sustain brand awareness, generate qualified leads, and grow revenues with these proven marketing programs …

- **Online:** Live-streaming webinars, enewsletter sponsorships (dedicated and out with the news), and digital advertising (banners, eblasting, and more)
- **ITI-hosted conferences and sponsorships:** Computers in Libraries and Internet Librarian
- **Corporate article reprints** and PDFs, mail list rentals, and more

Please contact Lauri Weiss-Rimler, Advertising/Exhibits Sales Director, for complete lead-generation, branding, and revenue-building opportunities.

Call 908-219-0088 or email lwrimler@infotoday.com.

- **Print:** Advertise your products and services in Computers in Libraries, Information Today, and Online Searcher magazines. Premium positioning is available. Place a white paper, case study, or advertorial.
MIX YOUR MESSAGE
With the publications librarians and info pros love to read

Information Today
The Newspaper for Users and Producers of Digital Information Services
Brandi Scardilli, Editor

*Information Today* (*IT*) is published nine times a year and keeps information professionals in the know about news and industry trends that shape our world. *IT* offers hard-hitting features that provide insight and analysis into the world of information technology, while delivering updates about the latest innovative services and products. *IT* tackles the news from all angles to make sure its readers are kept informed on all fronts.

Computers in Libraries
Complete Coverage of Library Information Technology
Dick Kaser, Executive Editor

*Computers in Libraries* (*CIL*) is published 10 times a year and serves as a showcase and forum for library tech professionals to share their success stories. The magazine’s focus is on practical applications of technology in public, academic, corporate, special, and school libraries.

*CIL* is the librarian’s only independent, peer-to-peer resource on library systems. It’s all tech, all the time.

Be a part of the *CIL* community by joining us at CIL ’19, Internet Librarian, and Internet Librarian International.

Online Searcher
Information Discovery, Technology, Strategies
Marydee Ojala, Editor-in-Chief

*Online Searcher* is published six times a year. It is the definitive voice for information professionals engaged with the online search world. It provides information and insights on managing online research projects, conducting successful searches, evaluating new technologies, assessing the value of new resources, strategizing to provide excellence in information services, warnings of potential pitfalls, and delivering data in multiple media and formats. Written by experts in the field, *Online Searcher* provides practical, down-to-earth considerations for those searching on the web and in subscription databases. It also covers best practices for creating websites, finding open source and open access solutions, and publicizing library resources.

Combined Reach (%)

- Academic Libraries
- Government Libraries
- Public Libraries
- Special Libraries
- Industry/Info Pros
- Other

The combined reach of all three publications is:

- 14% Information Professionals
- 27% Academic Librarians
- 24% Special Librarians
- 10% Government Librarians
- 21% Public Librarians
- 4% Other
## Information Today 2019

Prices quoted as four-color rates.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DIMENSIONS</th>
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<tbody>
<tr>
<td>Full-Tab Spread</td>
<td>19”w x 11-3/4”d</td>
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<tr>
<td>Full-Tab Page</td>
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**Bleeds**—add 1/4 inch to trim size all around for bleed

*Bleeds are available for Full Page and Full-Page Spread sizes only.

<table>
<thead>
<tr>
<th>SIZE</th>
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<tr>
<td>Trim Size</td>
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</tr>
<tr>
<td>Live Copy</td>
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</tr>
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## Computers in Libraries 2019

Prices quoted as four-color rates.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DIMENSIONS</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Full-Page Spread</td>
<td>15-1/2”w x 10”d</td>
<td>$5,890</td>
</tr>
<tr>
<td>Full Page</td>
<td>7” x 10”</td>
<td>$2,990</td>
</tr>
<tr>
<td>Half Horizontal</td>
<td>7” x 5”</td>
<td>$2,390</td>
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</table>

**Bleeds**—add 1/4 inch to trim size all around for bleed

*Bleeds are available for Full Page and Full-Page Spread sizes only.

<table>
<thead>
<tr>
<th>SIZE</th>
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<tr>
<td>Bleed Size</td>
<td>8-7/8”w x 11-1/2”d</td>
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</tr>
<tr>
<td>Trim Size</td>
<td>8-3/8” x 11”</td>
<td></td>
</tr>
<tr>
<td>Live Copy</td>
<td>7-7/8” x 10-1/2”</td>
<td></td>
</tr>
</tbody>
</table>
CHASE OUT TO THE LIBRARY AND INFO PRO MARKET

RATES AND SPECS [PLEASE INQUIRE ABOUT DISCOUNT PACKAGES FOR MULTI BUYS]

**OnlineSearcher** 2019

Prices quoted as four-color rates.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DIMENSIONS</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
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<td>15-5/8&quot;w x 10&quot;d</td>
<td>$5,780</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-1/4&quot; x 10&quot;</td>
<td>$2,890</td>
</tr>
<tr>
<td>Half Horizontal</td>
<td>7&quot; x 4-1/2&quot;</td>
<td>$2,290</td>
</tr>
</tbody>
</table>

**Advertising Regulations**

› A 15% commission is paid to recognized agencies.
› Advertisers using multi-buy rates will be billed for short-rate adjustments if contracted space is not used within 1 year of first insertion.
› All advertising is subject to the publisher’s approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.

**Cancellations**

› Cancellations must be made in writing 30 business days prior to material deadlines.

Cover and premium positions are noncancelable.

**Premium for Covers**

› $550

**Special Positions**

› A 20% premium.

**Online Searcher**

<table>
<thead>
<tr>
<th>CLOSING DATES:</th>
<th>SPACE RESERVATIONS</th>
<th>AD MATERIALS DUE</th>
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<tbody>
<tr>
<td>Jan/Feb</td>
<td>11/12/18</td>
<td>11/27/18</td>
</tr>
<tr>
<td>March/April</td>
<td>1/23/19</td>
<td>2/4/19</td>
</tr>
<tr>
<td>May/June</td>
<td>3/26/19</td>
<td>4/5/19</td>
</tr>
<tr>
<td>July/August</td>
<td>5/24/19</td>
<td>6/5/19</td>
</tr>
<tr>
<td>Sep/Oct</td>
<td>7/25/19</td>
<td>8/6/19</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>9/25/19</td>
<td>10/7/19</td>
</tr>
</tbody>
</table>

**Online Searcher 2019 SPACE RESERVATIONS CLOSING DATES:**

Jan/Feb 11/12/18 11/27/18
March/April 1/23/19 2/4/19
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**For more information, contact:**

Lauri Weiss-Rimler • Advertising/Exhibits Sales Director • (908) 219-0088 • lwrimler@infotoday.com
Each issue of Information Today provides lead stories that analyze current events affecting info pros. Contact editor Brandi Scardilli (bscardilli@infotoday.com) to propose a news story. Recent featured topics have included the following:

**Copyright:**
- Creative Commons Licenses
- Copyright Clearance Center
- Linking to Photos Via Social Media

**Digital and the Web:**
- Repositories of Specialized Information
- Digital Preservation
- Access to Research and Data
- Cybersecurity
- Social Media
- Privacy
- Misinformation

**Education:**
- Digital Literacy
- STEAM Learning in Libraries
- Open Educational Resources (OERs)
- Data Science Courses
- iSchools

**Government and the Law:**
- Library Funding
- Presidential Activities
- Government Data
- Supreme Court
- PACER
- LibGuides on the President
- Library of Congress
- European Union’s GDPR
- Campaign Financing

**Library Resources:**
- Fandom and Popular Culture

**Organizations and Advocacy Groups:**
- American Library Association (ALA)
- Special Libraries Association (SLA)
- International Federation of Library Associations and Institutions (IFLA)
- Association for Information Science and Technology (ASIS&T)
- IMLS (Institute of Museum and Library Services)
- National Federation of Advanced Information Services (NFAIS)
- Public Library Association (PLA)
- Pew Research Center

**Scholarly and Trade Publishing:**
- STM Association
- Open Access
- Rise of Audiobooks

**Please Note:** In addition to ITI-hosted conferences such as Computers in Libraries and Internet Librarian, our library publications are distributed at other notable industry events such as ALA, SLA, AIIP, PLA, AALL, ACRL, and others. Ask Lauri Weiss-Rimler for a current list.

**In Every Issue:**
- Book Review
- Product News
- Conference Report
- International Report
- Upcoming Conferences (domestic/international)
- Legal Issues
- Database Review

Contact Lauri Weiss-Rimler • Advertising/Exhibits Sales Director • (908) 219-0088 • lwrimler@infotoday.com
Libraries United By Technology

Jan/Feb
Emerging Technology
› Drones and Robots in Libraries
› VR, AR, and AI & Machine Learning
› Internet of Things (IoT)
› Conference preview: Computers in Libraries ’19*

March
Inside IT
› Evaluating OPACs, ILSs, and Library Platforms
› RFID and Self-Check-Out Systems
› Kiosks, Scanners, and Makerspace Equipment
› ITI Bonus conference distribution: Computers in Libraries ’19*

April
Access & Accessibility
› User Authentication
› Supporting Remote & Mobile Users
› Building Websites for Accessibility

May
Open Access, Open Data
› Managing Print Plus Electronic Collections
› Tracking the Library’s Own Digital Assets
› Enhancing the User Experience

June
Digitization & Discovery
› Curation and Digitization of Special Collections
› Metadata, Linked Data, and Discovery Tools
› Search

Jul/Aug
DIY (Do It Yourself) vs. Off-the-Shelf
› Projects Involving Existing Systems
› Using APIs to Deliver Better Services
› Digital Asset Management

September
All Things Social
› Crowdsourcing and Collaboration
› Tagging, Ratings, Blogs, and Tweets
› Revisiting Your Facebook Strategy
› ITI Conference preview: Internet Librarian ’19*

October
Digital Experience
› Evaluating Discovery Services
› Usability Testing, Journey Mapping
› Assessing User Engagement and User Experience
› Bonus conference distribution: Internet Librarian and Internet Librarian International

November
Security, Privacy, & Digital Literacy
› Cybersecurity Best Practices
› Teaching Patrons About Risk Management
› How to Thwart a Cyberattack
› Bonus conference distribution: KMWorld, Enterprise Search and Discovery, Taxonomy Boot Camp, and Text Analytics Forum*

December
Digital Media
› Building Special Collections
› Curating Streaming Media
› Producing Digital Media Assets

Editorial content focuses on vertical markets:
› Public Libraries
› Academic Libraries
› Research & Special Libraries
› Government Libraries
› Archives & Museums

In every issue:
› Library Platforms and ILS Systems
› Ebooks, E-Resources, & Ecollections
› Digital Resources, Web Tools, & Mobile Solutions

*Please Note: In addition to ITI-hosted conferences, our library publications are distributed at other notable industry events such as ALA, SLA, AIIP, PLA, AALL, ACRL, and others. Ask Lauri Weiss-Rimler for a current list.
Information Discovery, Technology, Strategies

Jan/Feb
› Copyright Confusion
› Assessment
› Emerging Technologies
› **ITI Bonus conference distribution:** Computers in Libraries ‘19*

Mar/Apr
› Government Information
› Getting the GLAM Gig
› Engaging With Your Community
› **ITI Bonus conference distribution:** Computers in Libraries ‘19*

May/Jun
› Predictive Analytics for Libraries
› Data Management
› Privacy
› **Bonus conference distribution:** Data Summit*

Jul/Aug
› Researching Legally
› Metrics
› Global Searching

Sep/Oct
› Open Educational Resources
› Big Data Encounters
› Instruction Tips & Techniques
› **ITI Bonus conference distribution:** Internet Librarian and Internet Librarian International

Nov/Dec
› Digitization
› Amplifying Online Information
› Standards
› **Bonus Conference Distribution:** KMWorld, Enterprise Search & Discovery, Taxonomy Boot Camp, and Text Analytics Forum*

*Please Note: In addition to ITI-hosted conferences, our library publications are distributed at other notable industry events such as ALA, SLA, AIIP, PLA, AALL, ACRL, and others. Ask Lauri Weiss-Rimler for a current list.

Editorial content focuses on subjects of topical interest to librarians and other information professionals:
› Science & Technology
› Business & Finance
› Medical & Pharmaceutical
› Social Sciences & Humanities
› News & Current Awareness
› Legal, Tax, Regulatory, & Intellectual Property
› Competitive Intelligence
› User Experience

In every issue:
› Online Search Technologies
› Information Literacy
› Website Design
› Open Access
› Internet Express
› Conference Coverage
› Information Industry News
› Book Reviews

Contact  Lauri Weiss-Rimler • Advertising/Exhibits Sales Director • (908) 219-0088 • lwrimler@infotoday.com
PRODUCTION REQUIREMENTS

itez REACH OUT TO THE LIBRARY AND INFO PRO MARKET

Ad Specs & Submission Deadlines

Full Page Ads (Trim)
Add 1/4” (3.4mm) on all sides for bleed

Information Today
› Trim Size 9-1/2"w x 11-3/4"h (241.3mm x 298.45mm)
› Jan/Feb – 11/11/2018
› Mar – 2/12/2019
› Apr – 3/12/2019
› May – 4/11/2019
› Jun – 5/13/2019
› Jul/Aug – 6/11/2019
› Sep – 8/13/2019
› Oct – 9/11/2019
› Nov/Dec – 10/11/2019

Computers in Libraries
› Trim Size 8-3/8"w x 11"h (212.725mm x 279.4mm)
› Jan/Feb – 12/7/2018
› Mar – 2/6/2019
› Apr – 3/7/2019
› May – 4/9/2019
› Jun – 5/8/2019
› Jul/Aug – 6/7/2019
› Sep – 8/7/2019
› Oct – 9/9/2019
› Nov – 10/9/2019
› Dec – 11/6/2019

Online Searcher
› Trim Size 8-1/2"w x 11"h (215.9mm x 279.4mm)
› Jan/Feb – 11/27/18
› Mar/Apr – 2/4/2019
› May/Jun – 4/5/2019
› Jul/Aug – 6/5/2019
› Sep/Oct – 8/6/2019
› Nov/Dec – 10/7/2019

Multiple Insertions
› Use one ad for 3 Pubs - Information Today, Computers In Libraries, and Online Searcher
› Trim Size: 8-1/2"x11" (216mm x 279mm)
› For Bleed: Add 1/4" on all sides - 8-3/4" x 11-1/4" (220mm x 283mm)

Ad production requirements

Please identify material by name of advertiser, publication, and issue date.

We accept the following formats:
› Press-quality PDF files are preferred.
  › Fonts must be embedded
  › Set black to overprint
  › Convert PMS to CMYK
  › Images must be in CMYK
  › 300 dpi images only
  › Flattened transparencies
  › Bleeds and crops included

We can also accept high-resolution Macintosh format Photoshop TIFF files.
› Photoshop TIFF files for Macintosh—Flattened layers, CMYK color, 300 dpi, page dimensions, and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

› When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif).

File submission instructions:
› To upload files via the web:
  › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

For questions contact
Ad Trafficking Coordinator jcrawford@infotoday.com
TARGET YOUR WHITE PAPER, CASE STUDY, AND SPONSORED CONTENT

Place your organization’s story in front of all our library readers with a special promotional package!

- Publish your white papers, case studies, sponsored content, testimonials, new product announcements, or reviews in any of our publications.
- One-page, two-page spread, or multiple pages
- A call-out on the front cover with an invitation to review your special content inside
- An option to post a link to your special content on our website, infotoday.com, giving you exposure to 50,000-plus searches monthly

If you’ve got the message, we’ve got the library and information professionals!

ITI’s readers are interested in learning how other librarians and info pros have overcome diverse matters in their libraries and organizations. Extend the reach of your special content by placing it in front of our readers who are searching for practical and workable solutions to their unique problems and issues. Our portfolio of publications is the perfect vehicle to deliver your special content to public, academic, and special librarians, as well as information professionals. We have the market covered from top to bottom.

For more information, contact:
Lauri Weiss-Rimler • Advertising/Exhibits Sales Director • (908) 219-0088 • lwrimler@infotoday.com
DIGITAL CAMPAIGNS 2019

Sponsor our email newsletters

ITI NewsLink

NewsLink is a free email newsletter designed by Information Today, Inc. to highlight the information that users and producers of information products and services need to do their jobs as effectively as possible.

NewsLink is sent out once a week (Tuesday) to our nearly 10,000 subscribers. Each issue contains original content, which is composed of news digests, spotlighted stories, and long-form analysis. Each issue of NewsLink has an exclusive sponsor. As a sponsor of this enewsletter, you can make a direct impact on your core audience.

Located at the top of the issue, your sponsorship includes:

- 468x60 or 468x120 banner ad in JPEG, GIF or PNG format.
  No larger than 50k file size.
  Flash is prohibited.
- 75 WORDS OF TEXT
- LINKING URL

ITI Bulletin—dedicated email

In addition to our sponsorships, we are offering you exclusive, standalone email offers to our 7,400-plus subscriber base.

- COST: $1,500
- YOU provide HTML creative and Subject Line.
- WE send it out on your behalf.

Bulletins are sent out on Wednesdays.

For more information, contact: Lauri Weiss-Rimler • Advertising/Exhibits
Sales Director • (908) 219-0088 • lwrimler@infotoday.com
INFOTODAY.COM
ONLINE ADVERTISING OPPORTUNITIES 2019

infotoday.com—the No. 1 online destination for the information industry

Our mission is to remain the leading information provider serving the library and information professional community. The audience for the Information Today, Inc. website comprises subscribers to our various publications—including Computers in Libraries, Information Today, and Online Searcher—as well as professionals who want information on our conferences, webinars, directories, or other ITI content. This website includes our conference pages for the popular Computers in Libraries and Internet Librarian conferences.

Traffic

The Information Today, Inc. website is now averaging more than 50,000 visitors each month, delivering more than 380,000 ad impressions monthly.

Creative Specifications

› File size: maximum of 200K
› Acceptable formats: GIF, Animated GIF, JPG, PNG, and HTML5.
› We no longer accept Flash (.SWF) creatives.

HTML5 File Size Specifications

› Initial Load (Asset files are immediately loaded when the ad tag is inserted in the page.): 150K
› Politely Loaded (All of the creative’s subsequent assets are loaded once the host webpage has completed loading.): 2MB

Recommended resources to migrate from Flash/SWF to HTML5

› Google Web Designer – you may use this tool to build creatives in HTML5
https://www.google.com/webdesigner/

For more information on any of these advertising opportunities, contact:
Lauri Weiss-Rimler • Advertising/Exhibits Sales Director • (908) 219-0088 lwrimler@infotoday.com

ONLINE ADVERTISING RATES 2018

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>AD SIZE (PIXELS)</th>
<th>MAX FILE SIZE</th>
<th>LOCATION</th>
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<td>Top</td>
<td>20,000</td>
<td>$75 CPM</td>
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<tr>
<td>Skyscraper</td>
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<td>Right</td>
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<td>Bottom</td>
<td>1 month/unlimited</td>
<td>$750 month</td>
</tr>
</tbody>
</table>

File formats: JPG, GIF, PNG, or Flash (SWF) files are acceptable.
Webinars

ITI webinar sponsorships offer your organization a unique opportunity to engage existing customers and prospects in the discussion of new solutions, best practices, and actual case studies.

› We offer our clients a practical turnkey solution for the complete organization, management, marketing, and execution of your web event. ITI will provide one of our industry-expert editors to facilitate all aspects of your event.

› Topics can range anywhere from information search and discovery, digital content, and ebook evolution to data science, special collections and repositories, analytics, and more. Whatever topics drive your brand and organization. The choice is yours.

› We deploy all the support tools necessary to assure that your event is successful including online advertising plus print advertising in our library publications, banner advertising on the ITI website, real-time polling, attendee registration, event archiving, a content staging producer, online rehearsal services, detailed monitoring and reporting and more.

› Your entire event will be created, managed, and executed by ITI in partnership with members of your team.

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