20TH ANNUAL

COMPUTERS IN LIBRARIES 2005

North America's Largest Technology Conference & Exhibition for Librarians and Information Managers

Sponsor Program

Hilton Washington | March 16–18, 2005

www.infotoday.com

Sponsorship OPPORTUNITIES:

Pop-Out Map

Provide Computers in Libraries attendees with a Pop-Out Map of Washington, D.C. The map cover can be customized with your logo and message.

2,500 maps **$11,995**
1,000 maps **$4,995**

Internet Café

Help attendees keep in touch by providing computers and Internet access in a special area on the conference floor. Benefits include prominent on-site signage, sponsor identity on the computer screens, space to hang banner, logo hyperlink on conference Web site, mention in conference program, and announcement at opening session. Sponsorship includes eight Internet-ready computers. Bring your own company mouse pads.

$7,995

Badge Lanyard

All attendees will be given a custom lanyard for badge holders highlighting your company name and/or Web address. Lanyards are produced by Information Today, Inc. and include the Computers in Libraries logo.

$4,995

Wine and Cheese Reception *Two available*

The very popular wine and cheese receptions take place during the last hour of the exhibition on Wednesday and Thursday evenings. Your company logo will be in print throughout the Exhibit Hall near all food and beverage stations and will also be printed on custom napkins. Other benefits include logo hyperlink on conference Web site, mention in conference program, and announcement at opening session.

$3,995*

Portfolio Bags

Put your logo on the portfolio bags that attendees will continue to use long after the conference is over. Conference bags are produced by Information Today, Inc. and include the Computers in Libraries logo.

$3,995

Notepad

Notepads will be given out to all conference attendees. Put your company logo on the bottom of every page.

$3,995

Popcorn Break *Two available*

Liven up the afternoon with a popcorn break in the Exhibit Hall. The popcorn cart will be placed near your exhibit booth (space permitting) and your company logo will be printed on each popcorn bag! Signage will be placed near the popcorn cart, designating your company as the break sponsor.

$2,995*

Coffee and Danish Hour *Three available*

Help the conference attendees get the day off to a great start with a Continental Breakfast and imprint your company on their memory as they start the conference sessions. Benefits include prominent on-site signage, space to hang banner, logo hyperlink on conference Web site, mention in conference program, and announcement at opening session.

$2,995*

Pens

Put your company logo on the highlighter pens that are given out to all conference attendees. Pens are inserted into the conference bags.

$2,995

Mid-Morning Coffee Breaks *Three available*

Take credit for waking attendees up in the morning. Sponsorship includes sponsor recognition on morning break signage. Breaks are scheduled for one hour on each morning, giving you maximum exposure to Exhibit Hall traffic and conference attendees. Other benefits include logo hyperlink on conference Web site, mention in conference program, and announcement at opening session.

$1,995*

Evening Session
Coffee and Cookie Break

Provide attendees to the lively evening session with coffee and cookies. Bring your own giveaways to put out on the tables!

$995

***Receive a 15% discount with a 2- or 3-day sponsorship**

& PROMOTIONS

Promotional OPPORTUNITIES:

Portfolio Service

This service allows your company to place its promotional messages in the registration packets of full registrants. Exhibitors can double the impact of their messages with the Portfolio Service, while non-exhibitors can make themselves visible to the CIL-buying audience.

CIL exhibitor **$595**/insertion
non-exhibitor **$695**/insertion

Hotlink, Logo, and Company Description

Your hotlink will serve as a direct link to your products and services, creating an online impact and drawing additional attention to your company. Enjoy the increased visibility of your logo and the competitive advantage of making your company stand out as attendees and prospects click onto the ITI Web page to learn more about CIL 2005.

$295

Advertising

Full-Page Show Guide Advertisement (B&W)	**$1,650**
Half-Page Show Guide Advertisement (B&W)	**$1,295**

(color available at extra cost)

Pre-Registration Mailing List

Get your promotional material to our attendees before the show to ensure that they will stop by your booth. Purchase the pre-registration mailing list and get your company's name out there before the show. Available 2-3 weeks before show date.

$395

Logo Space in the Final Program

Your company logo will have a "billboard" effect, creating impact and additional attention to your company listing. Enjoy the increased visibility and competitive advantage while making your company stand out among the many listings in the CIL Final Program.

$195

Reserve YOUR SPONSORSHIP OR PROMOTION TODAY!

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North America's Largest Technology Conference & Exhibition for Librarians and Information Managers

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MARCH 16-18, 2005 ✦ HILTON WASHINGTON

YES, please reserve my Computers in Libraries 2005 Sponsorship

clearly mark all selections

Pop-Out Maps
○ 2,500 maps $11,995
○ 1,000 maps $4,995

○ Internet Café $7,995
○ Badge Lanyard $4,995
○ Wine and Cheese Reception $3,995
○ Portfolio Bags $3,995
○ Notepad $3,995
○ Popcorn Break $2,995
○ Coffee and Danish Hour $2,995
○ Pens $2,995
○ Mid-Morning Coffee Breaks $1,995
○ Evening Session
Coffee and Cookie Break $995

YES, please reserve my Computers in Libraries 2005 Promotion

clearly mark all selections

Advertising
○ Full-Page Show Guide Advertisement $1,650
○ Half-Page Show Guide Advertisement $1,295
(Color available at Extra Cost)

Portfolio Service
○ CIL Exhibitor $595
○ Non-Exhibitor $695

○ Pre-Registration Mailing List $395

○ Hotlink, Logo, and Company Description $295

○ Logo Space in CIL 2005 Final Program $195

To Secure Your Computers in Libraries 2005 Sponsorship and/or Promotion, fill out and fax this form today!

Michael Zarrello
Phone: 609-654-6266, ext. 132 • Fax: 609-714-2159
E-mail: mzarrello@infotoday.com

Payment Terms

Your Computers in Libraries 2005 Sponsorship and/or Promotion is not confirmed until a deposit is made. All accounts with Information Today, Inc. must be current in order to participate in the Computers in Libraries 2005 Sponsorship/Promotion Program.

✦ **50%** of total sponsorship/promotion value is due upon receipt of signed agreement.
✦ **100%** of total sponsorship is due by January 7, 2005.

Cancellation Terms

If Information Today, Inc. finds it necessary to cancel based upon non-payment in accordance with the terms of this agreement, or if any exhibitor requests a cancellation of the assigned sponsorship/promotion program, the exhibitor **will be assessed a cancellation fee as follows:**

✦ **50%** of total sponsorship/promotion value if cancelled on or before January 7, 2005.
✦ **100%** of total sponsorship value if cancelled after January 7, 2005.
✦ **All cancellations must be in writing.**

I have read this agreement and shall abide by the information held within this document.

ACCEPTED BY:

_____
Sponsor Name

_____
Authorized Signature & Title

_____
Information Today, Inc. Signature & Title

Fax transmittal will serve as acceptance of this agreement and shall be treated as an original.

SPONSOR INFORMATION

Primary Contact _____
Company _____
Address _____
City _____ State _____ ZIP _____
Phone _____
Fax _____
E-mail _____