



25th Annual

computers in libraries 2010

NORTH AMERICA'S LARGEST TECHNOLOGY CONFERENCE & EXHIBITION FOR LIBRARIANS AND INFORMATION MANAGERS

APRIL 12-14

HYATT REGENCY CRYSTAL CITY
ARLINGTON, VA.



SPONSOR PROGRAM

WWW.INFO TODAY.COM/CIL2010

LEARNING PARTNER



MEDIA SPONSORS



InformationToday



ONLINE

SEARCHER

S P O N S O R S H I P S

Sponsorship OPPORTUNITIES

Pick Your Sponsorship – \$2,995 each

Badge Lanyard

Includes company logo and/or web address on custom lanyards given to all conference attendees. Lanyards are produced by Information Today, Inc. and may include the Computers in Libraries logo.

Exhibit Hall Welcome Reception

Brand this very popular reception as your own! The Welcome Reception will take place on Monday, April 12 from 5:00 p.m. to 7:00 p.m. in the Exhibit Hall. Includes company logo on Exhibit Hall entrance unit, custom signage with company logo near all food and beverage stations, logo hyperlink on conference website, listing in the conference final program, and announcement at opening session.

Notepads

Includes company logo and/or web address on the bottom of every page. Notepads are produced by Information Today, Inc. and may include the Computers in Libraries logo. Notepads are inserted into the conference bags.

Coffee and Danish Hour

Includes sponsorship of the coffee and danish hour each morning before the keynote session. Benefits include custom signage with company logo near all food and beverage stations, ability to place floor-standing banners in this area (banner must be supplied by sponsor), logo hyperlink on conference website, listing in the conference final program, and announcement at opening session.

Coffee Breaks

Includes sponsorship of the coffee breaks each morning and afternoon in the Exhibit Hall. Benefits include custom signage with company logo near all food and beverage stations, space to hang banner (banner must be supplied by sponsor), logo hyperlink on conference website, listing in the conference final program, and announcement at opening session.

Pens

Includes company logo and/or web address on pens given to all conference attendees. Pens are produced by Information Today, Inc. and are inserted into the conference bags.

ADDITIONAL

Sponsorship OPPORTUNITIES

Internet Café

Includes 10 internet-ready stations in a special area on the show floor. Benefits include sponsor identity on computer screens, custom on-site signage, space to hang banner (banner must be supplied by sponsor), logo hyperlink on conference website, mention in the conference final program, and announcement at opening session. Bring your own company mouse pads and/or literature.

\$4,995

Portfolio Bags

Includes company logo and/or web address on the conference bags that attendees will continue to use long after the conference is over. Bags are produced by Information Today, Inc. and will include the Computers in Libraries logo on one side.

\$3,995

Evening Session

Coffee and Cookie Break

Includes sponsorship of the coffee and cookie break that takes place before the evening session on Tuesday. Benefits include custom on-site signage, space to hang banner (banner must be supplied by sponsor), logo hyperlink on conference website, mention in the conference final program, and announcement at opening session. Bring your own giveaways and/or literature.

\$995

& PROMOTIONS

Promotional OPPORTUNITIES

Portfolio Service

This service allows your company to place its promotional messages in the conference bags given to full registrants. Exhibitors can double the impact of their messages with the Portfolio Service, while nonexhibitors can make themselves visible to the CIL buying audience.

CIL exhibitor \$595/insertion

Nonexhibitor \$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 Information Today, Inc. website to learn more about CIL 2010.

\$360

Final Program Advertising

Full-Page Final Program Advertisement (B&W) \$1,745

Half-Page Final Program Advertisement (B&W) \$1,445

For full color please add \$1,195 to the B&W space rate.

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 preregistration 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.

\$240

Reserve

YOUR SPONSORSHIP OR
PROMOTION TODAY!



Hyatt Regency Crystal City | April 12-14, 2010



143 Old Marlton Pike ♦ Medford, NJ 08055-8750
Phone: 609-654-6266 Fax: 609-654-4309

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

APRIL 12-14, 2010 ♦ HYATT REGENCY CRYSTAL CITY, ARLINGTON, VA

SPONSORSHIP & PROMOTION APPLICATION

YES, please reserve my Computers in Libraries Sponsorship

clearly mark all selections

- Badge Lanyard \$2,995
- Exhibit Hall Welcome Reception \$2,995
- Notepads \$2,995
- Coffee and Danish Hour \$2,995
- Coffee Breaks \$2,995
- Pens \$2,995
- Internet Café \$4,995
- Portfolio Bags \$3,995
- Evening Session
Coffee and Cookie Break \$995

YES, please reserve my Computers in Libraries Promotion

clearly mark all selections

- Portfolio Service
- CIL Exhibitor \$595
- Nonexhibitor \$695
- Hotlink, Logo, and Company Description.... \$360
- Final Program Advertising
- Full-Page \$1,745
- Half-Page \$1,445
- Additional Cost for Full Color \$1,195
- Pre-Registration Mailing List..... \$395
- Logo in Final Program \$240

SPONSOR INFORMATION

Primary Contact _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____

Fax _____

Email _____

VISA AMEX MasterCard Discover Exp. Date _____

Credit Card # _____

Signature _____

Payment Terms

Your Computers in Libraries 2010 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 Sponsorship/Promotion Program.

- ◆ 50% of total sponsorship/promotion value is due upon receipt of signed agreement.
- ◆ 100% of total sponsorship is due by February 5, 2010.

Cancellation Terms

If Information Today, Inc. finds it necessary to cancel based upon nonpayment 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 February 5, 2010.
- ◆ 100% of total sponsorship value if cancelled after February 5, 2010.
- ◆ 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.

**To Secure Your
Computers in Libraries 2010
Sponsorship and/or Promotion,
fill out and fax this form today!**

Michael Zarrello

Phone: 609-654-6266, ext. 132 • Fax: 609-714-2159

Email: mzarrello@infotoday.com





HOTLINK

LOGO

COMPANY
 PROFILE

HOTLINK

LOGO

COMPANY
 PROFILE

HOTLINK

LOGO

COMPANY
 PROFILE

ATTENTION EXHIBITORS

Reserve your place now for maximum exposure!

For only \$360, take advantage of a hotlink, logo, and company profile in the Computers in Libraries 2010 section of the Information Today, Inc. website (www.infotoday.com/cil2010).

Computers in Libraries 2010 is fast approaching, and we are gearing up our promotional opportunities.

Your hotlink will serve as a direct link to your products and services, creating 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 on the Information Today, Inc. website to learn more about Computers in Libraries 2010.

Complete and fax back this reservation form. Enter your website address (URL), color logo in GIF or JPEG format (no larger than 200x50 pixels), and 50-word company description at <http://secure.infotoday.com/cilex/submit.asp> before February 12, 2010.

Hotlinks will be posted upon receipt and will be posted for 3 months following the meeting.

.....
 Yes! Please reserve my hotlink, logo, and company profile in the Computers in Libraries 2010 conference website for only **\$360**.

Contact name _____ Email _____

Company _____

Address _____

City _____ State/ZIP _____

Phone _____

Payment enclosed

Send invoice

Charge my credit card:

Visa

MasterCard

AMEX

Discover

Account Number _____ Expiration Date _____

Signature **X** _____

Fax to David Panara:



Information Today, Inc. • 143 Old Marlton Pike • Medford, New Jersey 08055-8750
 Phone: (609) 654-6266 ext. 146 • Fax: (609) 714-2159 • Email: dpanara@infotoday.com



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Arlington, Va.

ATTENTION EXHIBITORS

**For only \$240, display your company logo with your listing
in the Computers in Libraries 2010 Final Program. See sample below:**



Information Today, Inc.

143 Old Marlton Pike
Medford, NJ 08055
PH: 609-654-6266
FAX: 609-654-4309
www.infotoday.com

Booth No. 505

Information Today, Inc. (ITI) is the publisher of *Information Today, Computers in Libraries,...*

Computers in Libraries 2010 is fast approaching, and we are collecting exhibit descriptions for the Final Program.

Your company logo will have a "billboard" effect, creating impact and drawing additional attention to your company listing. Enjoy the increased visibility and competitive advantage, and make your company stand out among the many listings in the Computers in Libraries 2010 Final Program.

Complete the reservation form provided below and return via fax prior to February 12, 2010. You will be sent a link to submit your information online upon receipt.

Yes! Please reserve my Logo Space in the Computers in Libraries 2010 Final Program exhibit descriptions for only \$240.

Contact Name _____ Email _____

Company _____

Address _____

City _____ State/ZIP _____

Phone _____

Payment enclosed

Send invoice

Charge my credit card:

Visa

MasterCard

AMEX

Discover

Account Number _____ Expiration Date _____

Signature **X** _____

Fax to David Panara:



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— 2 5 t h A n n u a l —

computers in libraries 2010

Portfolio Service

The Computers in Libraries (CIL) Portfolio Service offers organizations a unique opportunity to place promotional messages in the registration packets of full registrants at the CIL Annual Conference, April 12-14, 2010, in Arlington, Va. This exciting service ensures broad exposure for your product or service brochures, fliers, samples, or other promotional items at minimum expense. Exhibitors can double the impact of their messages with the Portfolio Service, while nonexhibitors can make themselves visible to the CIL buying audience.

Each insertion for the CIL Portfolio Service must be one piece and cannot weigh more than 1 ounce. All insertions must be approved before being considered for inclusion.

To participate in the CIL Portfolio Service, complete and return this form with a sample of the insertion and a check made payable to Information Today, Inc. We'll notify you as soon as possible if your insertion is accepted and ask you to **send 2,300 copies of the insertion to the following address:**

**Christy Mauro
CIL Portfolio Service
Information Today, Inc.
143 Old Marlton Pike
Medford, NJ 08055-8750**

Please be sure that your company name also appears on the shipment and that your materials arrive at INFORMATION TODAY, INC. NO LATER THAN MARCH 8, 2010. Information Today, Inc. assumes no responsibility or liability for insertions improperly labeled by the sender or insertions lost or slowed by the shipping agent or postal service.



Yes, I would like to place _____ insertion(s) in each meeting packet. I have enclosed payment of \$595/insertion (CIL 2010 exhibitor), or \$695/insertion (nonexhibitor).

Total payment enclosed is \$ _____

Organization _____

Address _____

City/State/ZIP _____

Email _____

Authorized by (please print) _____

Signature **X** _____ Phone _____

For additional information about CIL Portfolio Service contact Mike Zarrello at:



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Phone: (609) 654-6266 ext. 132 • Fax: (609) 714-2159 • E-mail: mzarrello@infotoday.com

COMPUTERS LIBRARIES

ATTENTION ADVERTISERS

BONUS CIRCULATION FOR THE 2010 COMPUTERS IN LIBRARIES CONFERENCE

The monthly magazine *Computers in Libraries* serves as a forum for library professionals to share their technological projects and success stories with one another. *Computers in Libraries* is seen by more than 5,000 librarians every month. As an advertiser interested in reaching these librarians, you will receive a fantastic advertising opportunity in the April 2010 "Show Issue."

This Show Issue of *Computers in Libraries* will be mailed to the regular 3,200 subscribers, and more than 1,000 additional copies will be distributed at the Computers in Libraries (CIL) 2010 conference. The CIL annual conference is the most comprehensive North American conference and exhibition focused on library technology. The conference addresses practical ideas and solutions that allow librarians, information managers, and other information professionals to transfer proven strategies to their own libraries or information services.

Now is the time to take advantage of this advertising opportunity in the April 2010 issue. The deadline is as follows:

<u>Issue</u>	<u>Closing Date</u>
April 2010	February 24, 2010

You may also wish to advertise in the Computers in Libraries 2010 Final Program. As a special incentive, the publisher of *Computers in Libraries* will count any ad insertion in the Conference Program toward your frequency discount in the magazine. The reservation deadline for the Program ad is February 12, 2010; the ad material deadline is February 26, 2010 (\$1,745 full page [gross]; \$1,445 half page [gross]). Add an additional \$1,195 (gross) for a 4-color ad or \$895 (gross) for a 2-color ad.

Computers in Libraries can deliver your message now! For more information and to submit space reservations (or to request later reservations), call:

Michael Zarrello

General Display Advertising: (609) 654-6266 x132, fax: (609) 714-2159, email: mzarrello@infotoday.com

Chuck Fiorello

Library Tech Connection: (212) 689-2855

Space reservations should be made at least 2 weeks prior to the *Computers in Libraries* magazine closing date. For later reservations, call for space availability.



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FINAL PROGRAM INSERTION ORDER

SIZE	RATE	STANDARD AD DIMENSIONS	FULL-PAGE BLEED SIZES
Full-Page	\$1,745	7" wide x 10" high	Bleed 9" wide x 11-3/8" high
Half-Page	\$1,445	7" wide x 5" high	Trim 8-1/2" wide x 10-7/8" high
			Live 8" wide x 10-3/8" high

ADDITIONAL CHARGES

Full Color per page:	\$1,195
Bleeds:	additional 15% of page rate
Covers: Inside	\$475
Back Cover	\$525
Specified Far-Forward Page Positions	\$195

DEADLINES

Reservations: February 12, 2010
 Materials: February 26, 2010

Go to www.infotoday.com/advert/CTPAdSpecs.pdf for details on submitting ads on disc or electronically.

PLEASE RESERVE

Advertising space in the 2010 Computers in Libraries **Final Program** (check one)

_____ Full Page(s) _____ Half Page(s) \$ _____

Other charges (specify) _____ \$ _____

Less 15% Advertising Agency Discount \$ _____

(Applies to recognized advertising agencies only)

Total \$ _____

Company _____ Agency (if applies) _____

Address _____ Address _____

City/State/ZIP _____ City/State/ZIP _____

Authorizing Person _____ Authorizing Person _____

Signature _____ Signature _____

Phone _____ Phone _____

Email _____ Email _____

For additional information about Computers in Libraries advertising opportunities, contact Mike Zarrello at:



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PREREGISTERED ATTENDEE MAILING LIST

Attention Exhibitors and Advertisers

Maximize your visibility by ordering the Computers in Libraries 2010 Preregistered Attendee List. Mail a preconference promotional piece to approximately 1,500 attendees and drive traffic to your booth or gain exposure for your company's products and/or services. The list must be ordered by March 12, 2010.

Exhibitors and advertisers may purchase the entire Preregistered Attendee List for \$395.

To order, simply fill out the coupon below or email billing information along with credit card information and return by March 12, 2010. If you have any questions, call Michael Zarrello at (609) 654-6266 ext. 132, fax (609) 714-2159, or email mzarrello@infotoday.com.

Yes, please send me the Computers in Libraries 2010 Preregistered Attendee Mailing List for \$395 (plus \$25 postage and handling for UPS Second Day Air Service).

I need: Four-across Cheshire labels Four-across pressure-sensitive labels
 Diskette (add \$35) Email delivery (add \$10)

Check enclosed Charge My: MasterCard Visa AMEX Discover

Account # _____

Exp. Date _____

Signature _____

Name _____

Department _____

Company _____

Address _____

City/State/ZIP _____

Phone _____ Fax _____

Email _____

Authorization **X** _____

I understand this list rental is for a one-time use only.

Return to: Michael Zarrello, Information Today, Inc., 143 Old Marlton Pike, Medford, NJ 08055-8750 or fax (609) 714-2159; email: mzarrello@infotoday.com