

INVITATION TO EXHIBIT

Internet

Librarian 2002

*The Internet Conference and Exhibition
for Librarians and Information Managers*

November 4-6, 2002

*Palm Springs Convention Center
Palm Springs, California*



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After five years, Internet Librarian stands out as THE conference and exhibition for librarians and information professionals interested in Internet and technology-based products and services. Every year, all types of librarians gather to learn about the latest technologies and trends, to evaluate products and services, and to network with their friends and colleagues.

This year we've moved to a wonderful new location in sunny Palm Springs, California, and we expect attendance to reach new heights. Also new for this year, we've changed our exhibit hours to help our exhibitors and attendees get the most out of their time in the exhibit hall. The exhibit hall will now feature a grand opening reception on Monday night, bringing all of the conference attendees and exhibitors together to kick off the event.

Whatever your products or services, we invite you join us this year. Internet Librarian 2002 is the most important technology event in the field, and the conference and exhibition promises to be the one event you cannot afford to miss.

Delivering the right audience

This meeting attracts an audience from the U.S., Canada, and all over the world. They all have one thing in common. Visitors to Internet Librarian are, most importantly, **buyers** of Internet and electronic information products and services. They are:

- Corporate, public, academic, special, and school librarians
- Information professionals, information managers, and technical managers
- Decision-makers with purchasing power

Who should exhibit?

Internet Librarian is the most comprehensive exhibit of Internet products and services being offered to today's librarian and information manager. Attendees are able to see, test, and compare the newest systems, products, and services related to the Internet. Exhibitors will include:

- Database publishers and producers
- Electronic publishers
- Search engines
- Online vendors and hosts
- Internet connectivity, software, and services suppliers
- Library automation and information management systems suppliers
- Scanning, data entry, and conversion services
- Hardware suppliers: PCs, modems, Internet appliances, etc.
- Intranet solutions vendors
- Software suppliers: browsers, training, recruiting, etc.
- Internet communications providers
- Industry associations and government and educational institutions
- Document delivery companies
- Information management consultants, brokers, and suppliers
- Suppliers of information retrieval software
- Search engine software suppliers
- Telecommunications networks and facilities
- Application service providers
- And more

Press announcements and media coverage

Internet Librarian attracts widespread media attention, and key press representatives are invited to attend. Exhibitors who wish to announce new products or services at Internet Librarian may send 100 copies of their press releases to Information Today, Inc. by October 4, 2002. These will be included in the press kits that are distributed at the meeting.

Exhibitor benefits include:

- **ONE FREE full-conference registration** (a \$345 value) for a member of your organization. Additional staff members wishing to attend conference sessions may purchase a registration for half price!
- **Free listing and product description** in conference program.
- **Unlimited free exhibition tickets** for your clients and potential clients. Exhibitors will automatically receive 200 tickets, and additional tickets may be obtained upon request.
- **Free inclusion of a press release** in press kits.

Exhibit Hours

Monday, November 4, 2002 5 PM to 7 PM
 Tuesday, November 5, 2002 9:45 AM to 5 PM
 Wednesday, November 6, 2002 9:45 AM to 3:30 PM
Setup
 Sunday, November 3, 2002 10 AM to 6 PM
Breakdown
 Wednesday, November 6, 2002 3:30 PM to 9 PM

Exhibits

The floor plan has been configured to provide 10' x 10' booths, as well as larger in-line booths. Please consult the floor plan to determine the actual dimensions of the booth of your choice. All booths include backdrop and siderails. The exhibit hall is carpeted. Details on how to order additional carpet and fittings, furniture, electricity, and telecommunications will be available in the exhibitor pack, which will be sent to exhibitors in August 2002.

Reserve your space today!

Due to the interest we have received, we expect booth space to sell quickly, so we advise you to reserve your booth without delay by contacting:

David Panara, *Exhibit Sales Manager*
Mike Zarrello, *Exhibit and Advertising Sales Director*
Carol Nixon, *Exhibits Manager*

 **Information Today, Inc.**
 143 Old Marlton Pike, Medford, NJ 08055-8750
 Phone: 609/654-6266, FAX: 609/654-4309

ADDITIONAL PROMOTIONAL OPPORTUNITIES

Conference Portfolio

Exhibitors wishing to include their product literature in the portfolio given to each registrant may do so. An insertion in the portfolio should weigh no more than 1 ounce and each insertion costs \$595. Reservations should be made before September 20, 2002, and material should be shipped to Information Today, Inc. for arrival no later than October 4, 2002.

Meeting Program

Full-page and half-page advertisements may be reserved in the Meeting Program at the following rates:

Full Page (7"x 10") \$1350

Half Page (7" x 5") \$1075

Premiums for inside covers are \$450 and the premium for the back cover is \$525. Premiums for special positions are \$195. Closing date for materials is September 23, 2002.

Advertising in associated publications

Information Today, Inc. publishes numerous titles for the information and library community. These include *Information Today*, *Computers in Libraries*, *Searcher*, *MultiMedia Schools*, and *ONLINE*, all of which will have bonus circulations to be distributed at Internet Librarian.

Sponsorship

There are a variety of sponsorship opportunities available for exhibitors to highlight their presence at the event.

Whom to contact

For further info on any of the above promotional opportunities please call Mike Zarrello at 609/654-6266 x132 or e-mail mzarrello@infotoday.com.



Please use the enclosed contract for your exhibit space reservation.

For further information, contact Mike Zarrello or Dave Panara at the address below, call 609/654-6266, or fax: 609/654-4309.



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