

Internet

Librarian 2002

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

November 4-6, 2002

*Palm Springs Convention Center
Palm Springs, California*



THE INTERNET • LIBRARY SYSTEMS • WORLD WIDE WEB • INTRANETS

Media Sponsors: Information Today **COMPUTERS LIBRARIES** **MultiMedia** **SEARCHER** **ONLINE**

www.infotoday.com

SPONSORSHIPS

SPONSORSHIP OPPORTUNITIES:

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. Bring your own company mouse pads.

Call for pricing

Lunch Reception

Providing lunch to the conference attendees is a great way to win over potential customers! Luncheon reception will take place Tuesday, November 5. Provide your own customized partyware and giveaways to brand the reception as your own. Please call for more information as catering costs vary.

Call for pricing

Grand Opening Reception in the Exhibit Hall

This very popular Wine and Cheese Reception will take place during the grand opening of the exhibition on Monday evening from 5:00 – 7:00 p.m. Your company logo will appear in signage 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.

\$9,995

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 Internet Librarian logo.

\$6,995

Portfolio Bags

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

\$4,995

Notepad

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

\$4,995

Exhibit Ticket Mailing

Get word out to your customers and prospects that you will be at Internet Librarian 2002! Exhibit tickets are printed with your company name and logo.

\$3,495

Internet@Schools Luncheon

Make an impact on hot prospects attending the Internet@School track by providing lunch for them on Sunday, November 3. Speaking opportunity is available. Call for details.

\$2,995

Pens

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

\$2,495

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, designating your company as the Popcorn Break sponsor.

(15% discount on two-day sponsorship)

\$2,495

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.

(15% discount on three-day sponsorship)

\$2,495

Mid-Morning Coffee Breaks *Two 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.

(15% discount on two-day sponsorship)

\$1,495

Evening Session

Sponsor a coffee and cookie break for attendees during this very-well-attended Monday evening session hosted by SCOUG (Southern California Online Users Group). Sponsorship includes prominent on-site signage and announcement in program.

\$995

& PROMOTIONS

PROMOTIONAL OPPORTUNITIES:

Hotlink, Logo, and Company Profile

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 on our Web page to learn more about Internet Librarian 2002.

\$240

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 and make your company stand out among the many listings in the Internet Librarian Final Program.

\$155

Advertising *(B&W available)*

Full-Page Final Program Advertisement *(4-color)* \$2,395
Half-Page Final Program Advertisement *(4-color)* \$1,995

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 Internet Librarian-buying audience.

IL Exhibitor \$595/insertion
Non-exhibitor \$695/insertion

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.

\$325

R E S E R V E

your **sponsorship** or **promotion** today!

**Internet**
Librarian 2002

*The Internet Conference
and Exhibition
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Information Today, Inc.

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NOVEMBER 4-6, 2002 • PALM SPRINGS, CALIFORNIA

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.



 Information Today, Inc. • 143 Old Marlton Pike • Medford, NJ 08055-8750

SPONSORSHIP & PROMOTION APPLICATION

YES, please reserve my Internet Librarian 2002 Sponsorship

clearly mark all selections

- Internet Café Call for pricing
- Lunch Reception Call for pricing
- Grand Opening Reception \$9,995
- Badge Lanyard \$6,995
- Portfolio Bags \$4,995
- Notepad \$4,995
- Exhibit Ticket Mailing \$3,495
- Internet@Schools Luncheon \$2,995
- Pens \$2,495
- Popcorn Break \$2,495
- Coffee and Danish Hour \$2,495
- Mid-Morning Coffee Breaks \$1,495
- Evening Session \$995

YES, please reserve my Internet Librarian 2002 Promotion

clearly mark all selections

- Advertising (*B&W available*)
- Full-Page Final Program
Advertisement (*4-color*) \$2,395
 - Half-Page Final Program
Advertisement (*4-color*) \$1,995
- Portfolio Service
- IL Exhibitor \$595
 - Non-Exhibitor \$695
 - Pre-Registration Mailing List \$325
 - Hotlink, Logo, and Company Description \$240
 - Logo Space in IL 2002 Final Program \$155

**To Secure Your
Internet Librarian 2002
Sponsorship and/or Promotion,
fill out and fax this form today!**

Mike Zarrello

Phone: 609-654-6266 • Fax: 609-654-4309

E-mail: mzarrello@infoday.com

PAYMENT TERMS

Your Internet Librarian 2002 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 Internet Librarian 2002 Sponsorship/Promotion Program.

- ◆ 50% of total sponsorship/promotion value is due upon receipt of signed agreement.
- ◆ 100% of total sponsorship is due by September 6, 2002.

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 before July 5, 2002.
- ◆ 100% of total sponsorship value if cancelled after September 6, 2002.
- ◆ 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 _____

