

Invitation to Exhibit

InfoToday⁺ 2003

The Global Conference & Exhibition on Electronic Information and Knowledge Management

*Featuring three core conferences for
information professionals and knowledge managers...*

NationalOnline⁺
2003

KnowledgeNets⁺
2003

E-Libraries⁺
2003

Media Sponsors:

**Information
Today**

KMWorld

**COMPUTERS
LIBRARIES**

May 6–8, 2003

New York Hilton and Towers

www.infoday.com



InfoToday 2003

May 6-8, 2003 ♦ New York Hilton and Towers, NYC

InfoToday Covers the World of Electronic Information and Knowledge Management

What we have witnessed firsthand is a convergence of interest among information professionals, IT professionals, and knowledge managers. The needs of today's enterprises demand collaboration among the communities responsible for providing resources and platforms for **sharing information and knowledge**.

What we have done is to create an event in which these communities can interact and learn from each other's experiences and knowledge. We have organized the program into three core conferences—**National Online 2003, KnowledgeNets 2003, and E-Libraries 2003**. The exhibition, however, spans all three conferences under the **InfoToday 2003** umbrella, and exhibitors will therefore have access to a unique blend of attendees interested in all facets of the information and knowledge management industries.

InfoToday provides a gathering place broad enough to embrace all members of the information, online and electronic publishing, and knowledge communities. We believe that exhibitors in 2003, as in previous years, will continue to see a brisk and steady stream of their traditional customers while benefiting from the presence of a broad base of potential customers and business partners.

Please consider these many compelling reasons for exhibiting at **InfoToday 2003** and then let us hear from you very soon!

Thomas H. Hogan
President
Information Today, Inc.

Delivering the right audience

At InfoToday 2003 you will meet decision makers from all over the world. They are:

- ♦ Information professionals and information managers
- ♦ Knowledge managers
- ♦ Corporate, academic, public, law, special, and government librarians
- ♦ C-level executives
- ♦ Internet researchers
- ♦ Intranet developers & managers
- ♦ Chief knowledge officers
- ♦ Competitive intelligence professionals
- ♦ Publishers (new media & traditional)
- ♦ IS/IT professionals
- ♦ E-business strategists and consultants
- ♦ E-content managers
- ♦ Investment analysts
- ♦ Market researchers

Meet all the right people...with all the right titles:

InfoToday 2003 brings together the professionals responsible for implementing information, content, and knowledge management solutions in their organizations. Attendees have the job titles that are a perfect match for your products and services. Actual job titles from InfoToday 2002 included:

- ♦ CEO ♦ President ♦ Information Specialist ♦ Corporate Librarian ♦ CKO ♦ Knowledge Manager ♦ Library Director ♦ IT Director ♦ CIO ♦ IS Director ♦ Web Manager ♦ Director of Knowledge Management ♦ Reference Librarian ♦ CTO ♦ HR Systems Manager ♦ VP of Sales and Marketing ♦ Knowledge Architect ♦ COO ♦ Electronic Publishing Director ♦ Network Administrator ♦ Systems Librarian ♦ Researcher ♦ Director of Information Services ♦ Director of Business Development

Who should exhibit?

- ♦ Electronic database publishers
- ♦ Suppliers of knowledge management solutions
- ♦ Publishers of Web content
- ♦ New media publishers
- ♦ Suppliers of information retrieval software
- ♦ Corporate portal and intranet solutions providers
- ♦ Online vendors and hosts
- ♦ Industry associations and government and education institutions
- ♦ E-business solutions providers
- ♦ Suppliers of electronic publishing services of all kinds
- ♦ Library automation and information management systems suppliers
- ♦ Providers of competitive and business intelligence solutions
- ♦ Hardware suppliers
- ♦ Information suppliers and brokers



Press announcements and media coverage

InfoToday 2003 will attract widespread media attention, and key press representatives are invited to attend. Attendees will include journalists from leading national, international, and industry media. Exhibitors who wish to announce new products or services at InfoToday may send 100 copies of their press releases to Information Today, Inc. by April 11, 2003. These will be included in the press kits distributed at the meeting.

Exhibit Hours

Tuesday, May 6, 200310 AM to 6 PM
Wednesday, May 7, 2003.....10 AM to 6 PM
Thursday, May 8, 2003.....10 AM to 3 PM
Setup—Monday, May 5, 2003.....10 AM to 5 PM
Breakdown—Thursday, May 8, 2003.....3 PM to 12 AM

Exhibitor benefits include:

- ◆ ONE FREE Gold Pass conference registration (a \$595 value) for a member of your organization—additional staff members wishing to attend conference sessions may purchase a registration for half price!
- ◆ Free listing in all promotional materials.
- ◆ 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 press releases in press kits.
- ◆ Numerous sponsorship opportunities.



Hotel and travel

For your convenience, InfoToday 2003 exhibitors and attendees will be offered special discounts on hotel and airline reservations. Expo Travel Services, Inc. has been designated the official housing bureau and travel agency for the show, and further information will be sent to you following booth reservation.

Exhibits and Pricing

Standard exhibit booth size is 8' x 10'. However, the floor plan for 2003 has been configured to provide some 10' x 10' booths, as well as larger in-line and island booths. **Please consult the floor plan to determine the actual dimensions and price of the booth of your choice.** All booths include backdrop and siderails. The Exhibit Hall is not carpeted. Details on how to order carpet, furniture, electricity, and telecommunications will be available in the exhibitor manual, which will be sent to exhibitors approximately 3 months prior to the conference.

Whom to contact

Dave Panara, Exhibits Sales Manager
dpanara@infoday.com

Mike Zarrello, Exhibits & Advertising Sales Director
mzarrello@infoday.com

Carol Nixon, Exhibits Manager
cnixon@infoday.com



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E-mail: custserv@infoday.com Web site: www.infoday.com

FROM THE ATTENDEES:

"The meeting included an excellent variety of sessions and workshops."

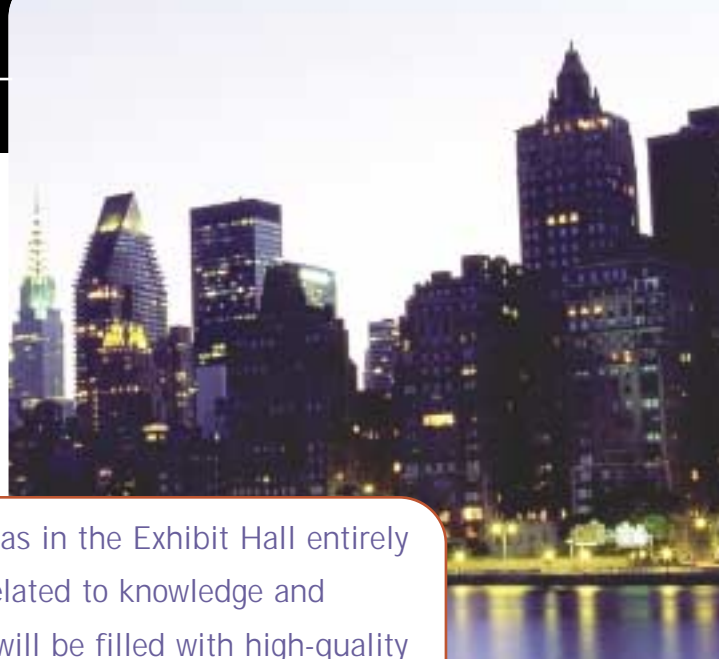
"The conference was well-organized with excellent speakers. You did a great job."

"Excellent conference! Very high quality of programs and speakers!"

"I thoroughly enjoyed this conference, and learned a lot. Especially effective were the exhibit hall theatre presentations—excellent! I attended as many as possible."



Special Exhibit Sections



KMWorld Village and E-Libraries Village are specific areas in the Exhibit Hall entirely devoted to companies displaying products or services related to knowledge and content management and virtual libraries. These areas will be filled with high-quality prospects who have a special interest in a particular type of product or service.

KMWorld Village

Knowledge management, content management, intranets, and portals make up an integral part of the information industry, with new products and services being added every day.

KMWorld Village in the Exhibit Hall provides a focus area for those companies wishing to highlight these products. From knowledge management solutions to intranet toolkits, this section promises to have a diverse mix of exhibitors that will surely attract a crowd.

To view KMWorld Village Booths refer to the Exhibit Hall floor plan on the overleaf.



KMWorld Village is sponsored by *KMWorld Magazine*

E-Libraries Village

E-Libraries 2003 is one of the three core conferences at InfoToday 2003, allowing library managers and practitioners an opportunity to attend one event covering electronic information, knowledge management, and library systems.

This section of the Exhibit Hall is reserved for providers of online library systems and closely related services. E-Libraries attendees are your highest-quality prospects by virtue of their presence at the meeting, and the E-Libraries Village is always a favorite stop for them.



E-Libraries Village is sponsored by *Computers in Libraries magazine*

RESERVE YOUR SPACE TODAY!

Floor plans for the exhibits are on the overleaf. Booth space is selling quickly, so we advise you to reserve your booth without delay by calling our Exhibits Department at 609-654-6266. The exhibit contract must be received within 2 weeks of space reservation.

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 one ounce, and each insertion costs \$695. Reservations should be made before March 14, 2003, and material should be shipped to Information Today, Inc. for arrival no later than April 4, 2003.

Meeting Program

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

Full Page (7" x 10"): \$1,945

Half Page (7" x 5"): \$1,545

Premiums for inside covers are \$400, and the premium for the back cover is \$525. Premiums for special positions are \$195. Closing date for advertising materials is March 21, 2003.

Advertising in associated publications

Information Today, Inc. publishes numerous titles for the information and library communities. These include Information Today, *ONLINE*, *EContent*, *Computers in Libraries*, *Searcher*, *KMWorld*, and *MultiMedia Schools*, all of which will have bonus circulations to be distributed at InfoToday 2003.

Sponsorship

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

Whom to contact

For further information on any of the above promotional opportunities please call Mike Zarrello at 609-654-6266.

Last Year's Exhibitors

Antarctica Systems Inc.	infoUSA
Applied Semantics	Inmagic, Inc./
ASIDIC	Lafferty & Associates
Basch Subscriptions/ The Reference Shelf	Innovative Interfaces
BioOne	Inxight Software
Blue Angel Technologies, Inc.	ISI
CASPR Library Systems	Knovel Corporation
ClearForest	KnowledgeLEAD by Cadenza
Cuadra Associates, Inc.	Leadership Directories Inc.
Data Harmony	The Library Corporation
Dialog	LingoMotors
Digital Publishing International Ltd.	MuseGlobal, Inc.
divine/Faxon Library Services	National Technical Info Services
EBSCO Information Services	New York Times Co.
einfo Dynamics LLC	NewsBank, inc.
Elsevier Science	NewsEdge
Engenium Corp	Nihon Keizai Shimbun America, Inc.
EOS International	NOTEbooks Library Automation
epixtech, inc.	OCLC
FT.com—Financial Times	Online, Inc.
Gale Group	Pacific Data Conversion Corp.
Global Securities Information	Plumb Design
The H. W. Wilson Company	ProQuest
Information Express	reviews.com
Information Today, Inc.	

SIRS/Mandarin	TDNet, Inc.
Sirsi Corporation	Tech Source, Inc.
Smooth Solutions	TechBooks
Snapshots International Ltd.	TheBrain Technologies Corp.
Standard & Poor's	TripleHop Technologies
Stratify	U.S. Government Printing Office
Swets Blackwell	Vivisimo Inc.
SydneyPLUS International	WizSoft Inc.
Tacit	

FROM THE EXHIBITORS:

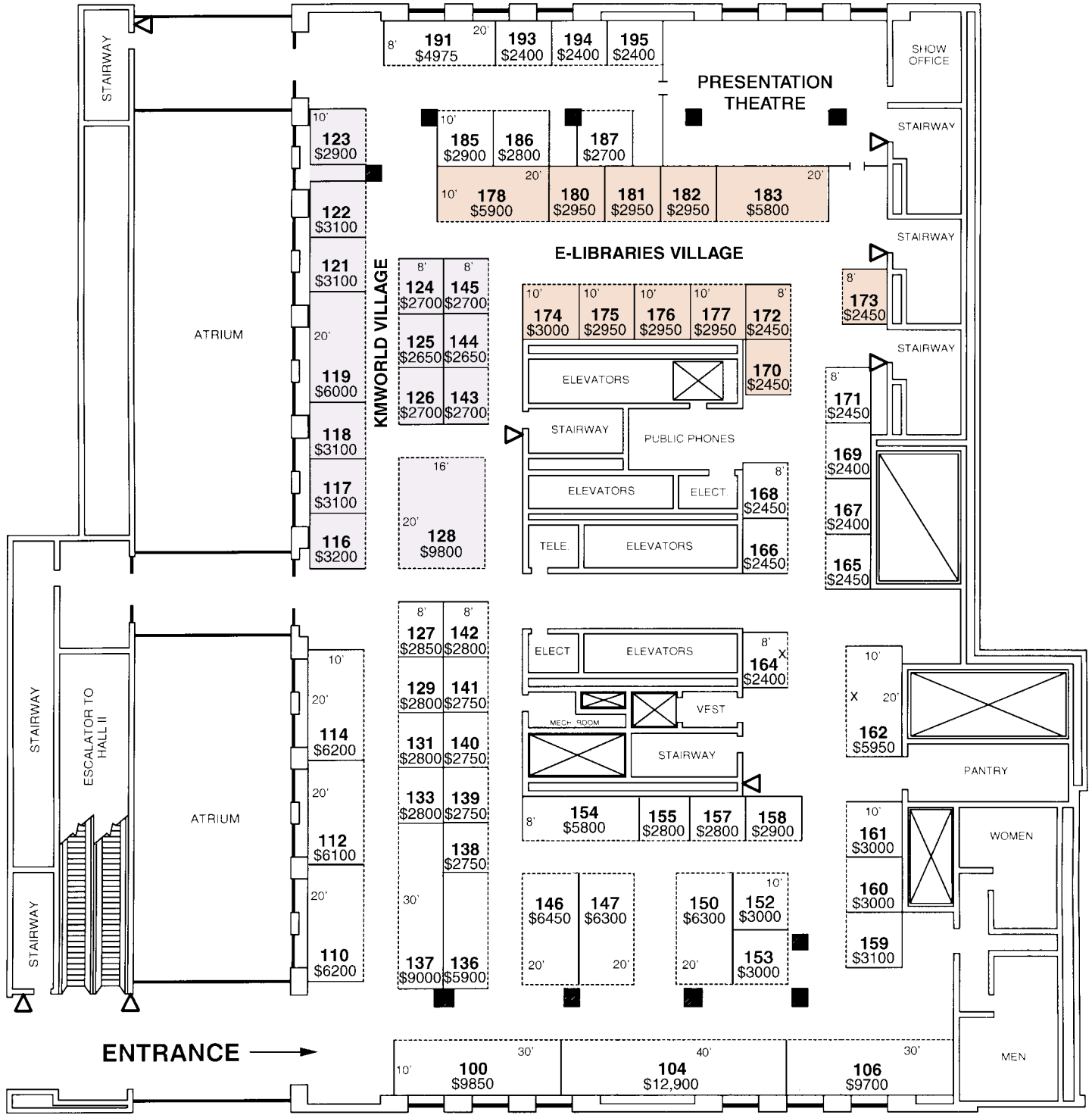
"The professionalism of the attendees makes this show a valuable 'one stop' source for leads, feedback, and great customer dialogue."

Wayne Strickland, Product Manager
National Technical Information Service

"All of the organizers at InfoToday were extremely helpful, supportive, and friendly. Snapshots would like to thank the whole team."

Debra Curtis, Managing Director
Snapshots International





BOOTH PRICES ARE LISTED UNDER BOOTH NUMBER. All booths are 8' x 10' unless otherwise noted.

EXHIBIT HOURS

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10 AM to 6 PM

Wednesday, May 7
10 AM to 6 PM

Thursday, May 8
10 AM to 3 PM

■ = E-Libraries Village
■ = KMWorld Village

Reserve your Space Today! Call the Exhibits Department at 609-654-6266