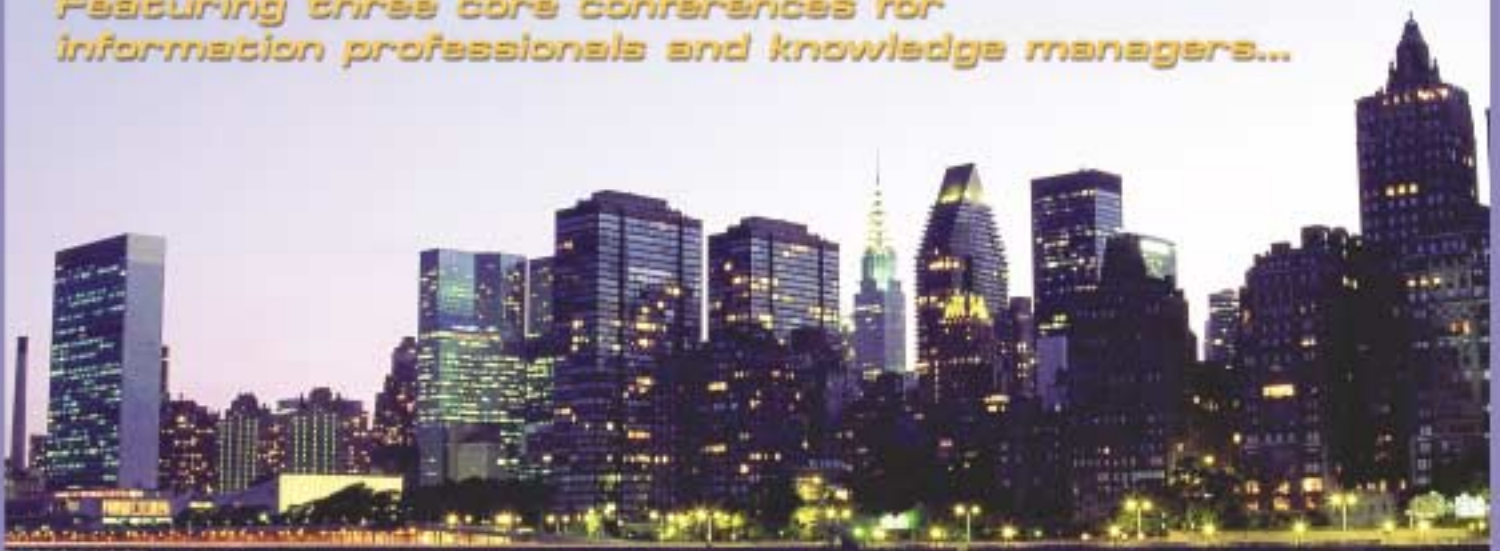


InfoToday⁺ 2003

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

Sponsor
PROGRAM

May 6–8, 2003

New York Hilton and Towers

www.infotoday.com

SPONSORSHIPS

Sponsorship OPPORTUNITIES:

Pop-Out Map

Provide InfoToday 2003 attendees with a Pop-Out Map of New York City. 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. Bring your own company mouse pads.

Call for pricing

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 InfoToday logo.

\$10,995

Wine and Cheese Reception

The very popular wine and cheese reception takes place during the last hour of the exhibition on Tuesday evening. 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.

\$4,995

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 InfoToday logo.

\$5,495

Notepad

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

\$5,495

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) \$2,995

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.

(15% discount on three-day sponsorship) \$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.

\$1,995

Conference Tutorials

Add value and credibility to your presence in the InfoToday 2003 Exhibit Hall by presenting a Tutorial or training session about your product. Scheduled as 45-minute sessions during the regular conference tracks, the Tutorials offer an opportunity for attendees to get in-depth, inside knowledge, and tips and techniques about how to use a product or service, direct from company trainers or product developers. Six Tutorials are available for the National Online conference, six at KnowledgeNets, and three at E-Libraries.

\$1,995

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.

(15% discount on three-day sponsorship) \$2,195

& PROMOTIONS

Promotional OPPORTUNITIES:

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 on our Web page to learn more about InfoToday 2003.

\$275

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 InfoToday Final Program.

\$175

Advertising (color available at extra cost)

Full-Page Final Program Advertisement (B&W)

\$1,945

Half-Page Final Program Advertisement (B&W)

\$1,545

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 InfoToday-buying audience.

IT exhibitor . . . \$695/insertion

Non-exhibitor . . . \$795/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.

\$395

Reserve

YOUR SPONSORSHIP
OR PROMOTION TODAY!



Information Today, Inc.

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Michael Zarrello

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Fax: 609-714-2159

E-mail: mzarrello@infotoday.com

MAY 6-8, 2003 ♦ NEW YORK HILTON AND TOWERS

SPONSORSHIP & PROMOTION APPLICATION

YES, please reserve my InfoToday 2003 Sponsorship

- Pop-Out Maps
- 2,500 maps \$11,995
 - 1,000 maps \$4,995
 - Internet Café Call for pricing
 - Badge Lanyard \$10,995
 - Wine and Cheese Reception \$4,995
 - Portfolio Bags \$5,495
 - Notepad \$5,495
 - Popcorn Break \$2,995
 - Coffee and Danish Hour \$2,995
 - Pens \$1,995
 - Conference Tutorials \$1,995
 - Mid-Morning Coffee Breaks \$2,195

clearly mark all selections

YES, please reserve my InfoToday 2003 Promotion

- Advertising (color available at extra cost)
- Full-Page Final Program Advertisement (B&W) \$1,945
 - Half-Page Final Program Advertisement (B&W) \$1,545
- Portfolio Service
- IT Exhibitor \$695
 - non-Exhibitor \$795
 - Pre-Registration Mailing List \$395
 - Hotlink, Logo, and Company Description \$275
 - Logo Space in IT 2003 Final Program \$175

clearly mark all selections

Payment Terms

Your InfoToday 2003 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 InfoToday 2003 Sponsorship/ Promotion Program.

- ◆ 50% of total sponsorship/promotion value is due upon receipt of signed agreement.
- ◆ 100% of total sponsorship is due by March 14, 2003.

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 January 17, 2003.
- ◆ 100% of total sponsorship value if cancelled after March 14, 2003.
- ◆ 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 _____

To Secure Your InfoToday 2003 Sponsorship and/or Promotion, fill out and fax this form today!

Michael Zarrello

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E-mail: mzarrello@infotoday.com