

23RD ANNUAL

# COMPUTERS IN LIBRARIES 2008

North America's Largest Technology Conference & Exhibition for Librarians and Information Managers

[www.infotoday.com/cil2008](http://www.infotoday.com/cil2008)



Hyatt Regency Crystal City  
April 7-9, 2008

*Arlington, VA*

*Sponsor  
Program*

LEARNING PARTNER



MEDIA SPONSORS



InformationToday



ONLINE



# 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 7 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 Web site, 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, space to hang banner (banner must be supplied by sponsor), logo hyperlink on conference Web site, 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 Web site, 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 Web site, 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 Monday. Benefits include custom on-site signage, space to hang banner (banner must be supplied by sponsor), logo hyperlink on conference Web site, 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. Web site to learn more about CIL 2008.

\$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.*

### Preregistration 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!

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**COMPUTERS  
IN LIBRARIES 2008**

Hyatt Regency Crystal City | April 7–9, 2008

 **Information Today, Inc.**

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

E-mail: [mzarrello@infotoday.com](mailto:mzarrello@infotoday.com)

APRIL 7–9, 2008 ♦ HYATT REGENCY CRYSTAL CITY, ARLINGTON, VA

# SPONSORSHIP & PROMOTION APPLICATION

## YES, please reserve my Computers in Libraries 2008 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 2008 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
- Preregistration Mailing List ..... \$395
- Logo in Final Program ..... \$240

## SPONSOR INFORMATION

Primary Contact \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

VISA  AMEX  MasterCard  Discover Exp. Date \_\_\_\_\_

Credit Card # \_\_\_\_\_

Signature \_\_\_\_\_

### Payment Terms

Your Computers in Libraries 2008 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 2008 Sponsorship/Promotion Program.

- ◆ 50% of total sponsorship/promotion value is due upon receipt of signed agreement.
- ◆ 100% of total sponsorship is due by February 1, 2008.

### 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 on or before February 1, 2008.
- ◆ 100% of total sponsorship value if cancelled after February 1, 2008.
- ◆ 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 2008  
Sponsorship and/or Promotion,  
fill out and fax this form today!**

**Michael Zarrello**  
Phone: 609-654-6266, ext. 132 • Fax: 609-714-2159  
E-mail: mzarrello@infotoday.com



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Dear Colleague,

Again this year, Information Today, Inc. (ITI) will be accepting advertising in the *Computers in Libraries 2008 Collected Presentations*. Currently, covers and far-forward premium positions are available. As always, space reservations will be accepted on a first-come, first-served basis. The base page rate is \$695, and the premium position charges range from \$150 to \$300, depending on the location of your advertisement.

The *Collected Presentations* are distributed to each full-conference registrant. Additional copies are available for purchase at the Conference and through the Information Today catalog, so attendees and those who missed the meeting can have a permanent record of the papers presented at the Computers in Libraries 2008 Conference. These presented papers serve as excellent sources of reference, so the *Collected Presentations* will be utilized for a myriad of reasons and purposes, giving your advertising message continuous repeat exposure.

This is an **important** opportunity to efficiently maximize your exposure and penetration among information professionals by placing your message in this indispensable volume of the *Computers in Libraries 2008 Collected Presentations*.

All ads will be full-page. Advertising dimensions are 7" wide x 10" deep, black/white. Ads should be submitted electronically or on disk. For details, go to <http://www.infotoday.com/advert/CTPAdSpecs.pdf>. The advertising **material deadline is February 8, 2008**. Space reservations should be made at least 1 week prior to material deadline.

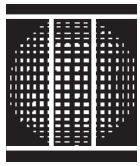
Don't delay—SPACE IS LIMITED! I look forward to speaking with you soon!

Sincerely,

Chuck Fiorello  
Account Executive  
(212) 689-2855  
(270) 738-4305 fax  
cfiorello@infotoday.com



**Information Today, Inc.** 143 Old Marlton Pike, Medford, NJ 08055-8750  
Phone: (212) 689-2855 • Fax: (270) 738-4305 • E-mail: cfiorello@infotoday.com



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**ATTENTION EXHIBITORS**

For only \$240, display your company logo with your listing  
 in the Computers in Libraries 2008 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 2008 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 2008 Final Program.

**Complete the reservation form provided below and return via fax. E-mail your 4-color (300 dpi) TIFF or EPS logo to [gprifte@infotoday.com](mailto:gprifte@infotoday.com) by February 15, 2008.**

**Yes!** Please reserve my Logo Space in the Computers in Libraries 2008 Final Program exhibit descriptions for only \$240.

Contact Name \_\_\_\_\_ E-mail \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Payment enclosed       Send invoice

Charge my credit card:       Visa       MasterCard       AMEX       Discover

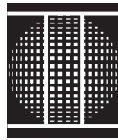
Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

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 • E-mail: [dpanara@infotoday.com](mailto:dpanara@infotoday.com)



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# COMPUTERS IN LIBRARIES 2008

## 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 13, 2008

Materials: February 20, 2008

Go to [www.infotoday.com/advert/CTPAdSpecs.pdf](http://www.infotoday.com/advert/CTPAdSpecs.pdf) for details on submitting ads on disc or electronically.

### PLEASE RESERVE

Advertising space in the 2008 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 \_\_\_\_\_

E-mail \_\_\_\_\_ E-mail \_\_\_\_\_

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



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

Phone: (609) 654-6266 x132 • Fax: (609) 714-2159 • E-mail: [mzarrello@infotoday.com](mailto:mzarrello@infotoday.com)

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# COMPUTERS IN LIBRARIES 2008

## 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 7-9, 2008, 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 2,700 copies of the insertion to the following address:**

**Michael Zarrello  
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 FEBRUARY 15, 2008.** 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 2008 exhibitor), or \$695/insertion (nonexhibitor).

Total payment enclosed is \$ \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

E-mail \_\_\_\_\_

Authorized by (please print) \_\_\_\_\_

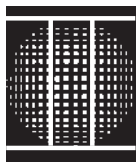
Signature **X** \_\_\_\_\_ Phone \_\_\_\_\_

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



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

Phone: (609) 654-6266 x132 • Fax: (609) 714-2159 • E-mail: mzarrello@infotoday.com



# 23<sup>RD</sup> ANNUAL COMPUTERS IN LIBRARIES 2008

April 7–9, 2008  
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Arlington, VA

## 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 2008 section of the Information Today, Inc. Web site ([www.infotoday.com](http://www.infotoday.com)).**

Computers in Libraries 2008 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. Web site to learn more about Computers in Libraries 2008.

**Complete and fax back this reservation form. Enter your Web site address (URL), color logo in GIF or JPEG format (no larger than 200 x 50 pixels), and 50-word company description at <http://secure.infotoday.com/cilex/submit.asp> before February 15, 2008.**

*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 2008 section of the ITI Web site for only **\$360**.

Contact name \_\_\_\_\_ E-mail \_\_\_\_\_

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 • E-mail: [dpanara@infotoday.com](mailto:dpanara@infotoday.com)

HOTLINK

LOGO

COMPANY  
PROFILE

HOTLINK

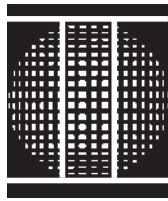
LOGO

COMPANY  
PROFILE

HOTLINK

LOGO

COMPANY  
PROFILE



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## PREREGISTERED ATTENDEE MAILING LIST

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### Attention Exhibitors and Advertisers

Maximize your visibility by ordering the Computers in Libraries 2008 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 7, 2008.

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

To order, simply fill out the coupon below or e-mail billing information along with credit card information and return by March 7, 2008. If you have any questions, call Michael Zarrello at (609) 654-6266 ext. 132, fax (609) 714-2159, or e-mail [mzarrello@infotoday.com](mailto:mzarrello@infotoday.com).

Yes, please send me the Computers in Libraries 2008 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)     E-mail delivery (add \$10)

Check enclosed      Charge My:       MasterCard       Visa       AMEX       Discover

Account # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_

Department \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

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; e-mail: [mzarrello@infotoday.com](mailto:mzarrello@infotoday.com)