

Dear Colleague:

Enclosed is your Invitation to Exhibit for the 9th Annual Internet Librarian conference and exhibition, which will be held October 24–26, 2005, at the Monterey Conference Center in Monterey, California. Internet Librarian is the conference and exhibition for librarians and information professionals interested in Internet and technology-based products and services.

Internet Librarian is the *only* conference focused on bringing the latest Internet tools and techniques to librarians and information managers. More than 1,000 librarians and information professionals from academic, corporate, public, government, and other types of library settings were in attendance at last year's conference. This conference attracts a national audience that is highly qualified as buyers of Internet and electronic information products and services. This makes Internet Librarian the most cost-effective way to showcase your products and interact with both existing and potential customers.

We at Information Today, Inc. would like to thank you for your time and hope to see you at this exciting event. **We accept telephone reservations and will hold your booth for 10 days pending receipt of the contract and deposit.** Call or fax either Mike Zarrello, or David Panara at the number below.

We look forward to hearing from you.

Sincerely,

A handwritten signature in cursive script that reads "Carol Nixon".

Carol Nixon
Exhibits Manager

Internet Librarian 2005

The Internet
Conference and
Exhibition for Librarians
and Information
Managers

October 24–26, 2005

Monterey
Conference
Center

PORTOLA PLAZA HOTEL
& MONTEREY MARRIOTT
Monterey, California

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TO EXHIBIT**

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Internet Librarian 2005

October 24–26, 2005

Monterey Conference Center

PORTOLA PLAZA HOTEL & MONTEREY MARRIOTT

Now in its 9th year, Internet Librarian still 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.

Once again, Internet Librarian returns to the popular location of Monterey, California. Attendance is expected to increase, and our format and exhibit hours will help our exhibitors and attendees get the most out of their time in the exhibit hall. The exhibit hall features 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 2005 is the most important technology event in the field, and the conference and exhibition promise to combine for 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. Attendees 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 exhibition 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 engine companies
- 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 network suppliers and facilitators
- 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 September 30, 2005. 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 upon request.
- **Free inclusion of a press release** in press kits.

Exhibits

The floor plan has been configured to provide 8' x 10' and 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 service manual, which will be sent to exhibitors in August 2005.

Exhibit Hours

Monday, October 24, 2005 5 PM to 7 PM
 Tuesday, October 25, 2005 9:45 AM to 4 PM
 Wednesday, October 26, 2005 9:45 AM to 2:30 PM

Setup

Monday, October 24, 2005 8 AM to 5 PM

Breakdown

Wednesday, October 26, 2005 3:30 PM to 8 PM

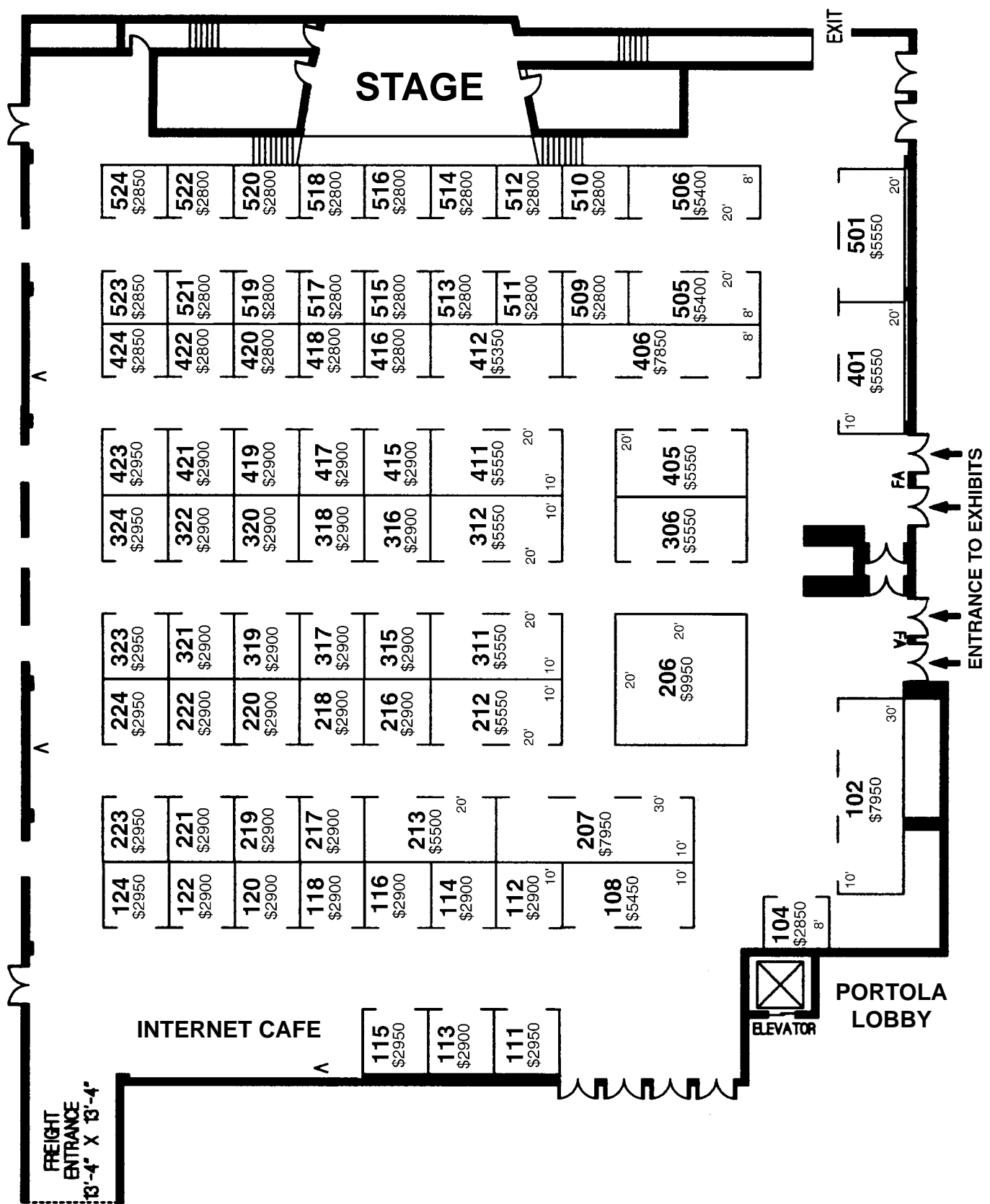
Reserve your space today!

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*



143 Old Marlton Pike, Medford, NJ 08055-8750
 Phone: (609) 654-6266, FAX: (609) 654-4309



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ADDITIONAL PROMOTIONAL OPPORTUNITIES

Portfolio Service

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 16, 2005.

Final Program

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

| | |
|-----------------------------|--------|
| Full Page (7"x 10") 4-color | \$2695 |
| Half Page (7" x 5") 4-color | \$2395 |

Black-and-white advertising is also available. 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 16, 2005.

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 & Internet@Schools*, *EContent*, 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 David Panara at the address below, call (609) 654-6266, or fax: (609) 654-4309.

