



## Join us in 2005!

### SPECIAL LIBRARIES ASSOCIATION 2005 ANNUAL CONFERENCE June 5<sup>th</sup> - 8<sup>th</sup> ▪ Toronto ▪ Canada Putting Knowledge to Work®

**Dear Prospective SLA Exhibitor:**

Investing your marketing dollars wisely means finding the right venues for selling your product or service. The right venues always offer the right people, with the purchasing power that can justify your investment. You can count on SLA 2005 for all this, and more.

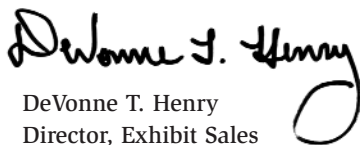
Exhibiting at the **SLA 2005 INFO-EXPO** gives you the opportunity for interaction with decision-makers who know the information industry. You get exposure to the most qualified audience in the information profession, plus high-quality supplemental services to enhance your efforts. It's all waiting for you at the Toronto Metro Convention Centre, in the heart of the business capital of Canada and one of the most international cities in the world.

- PROMOTE your new products and services.
- BUILD a relationship with our members.
- CREATE a presence alongside your competitors
- DIFFERENTIATE your company from the competition
- SPACE fills up quickly, so sign-up today, before it's too late!

As an exhibitor, you can maximize your presence by advertising in our Preliminary Conference Prospectus, our onsite Conference Guide, and Information Outlook®, the SLA monthly magazine. SLA offers a range of sponsorship packages, including activities and events during the conference and in the INFO-EXPO. This is an excellent way for you to deepen brand or product exposure beyond your booth. And SLA can work with you to define customized marketing activities that suit your needs.

Exhibitors are very important to SLA and we are here to assist you from concept to onsite execution. If you have questions or require assistance in making a booth reservation, please telephone 1-703-647-4948 or e-mail [dhenry@sla.org](mailto:dhenry@sla.org). We look forward to working with you to make SLA 2005 a successful experience!

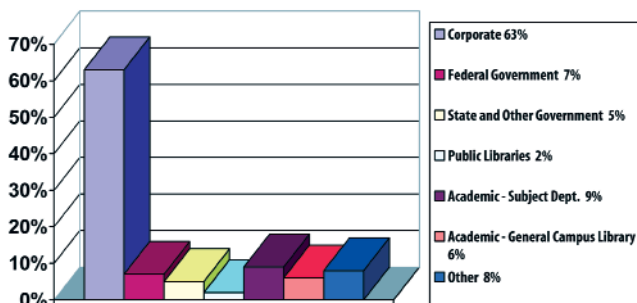
Sincerely,

  
DeVonne T. Henry  
Director, Exhibit Sales

P.S. Patron and sponsor members of SLA receive preferential booth selection. CALL TODAY!

# SLA Conference Participants are Information Industry Customers

Tap into the multi-million dollar information professional market that you can only find in the SLA membership. While the SLA audience is primarily corporate, it is also diverse, covering a variety of economic sectors and geographic regions of the world.



According to a 2003 Outsell survey, 47% of spending is for primary and secondary content resources, and corporate information professionals expect to spend 61% of their content budget on electronic versus print resources in 2004 on average budgets of \$1.6 million.

More than twice as many respondents to Outsell's 2003 survey (41%/20%) reported that their operation supports global or enterprise-wide organization.

## SLA's Members Transform Information into Knowledge

Information professionals are experts in the application and management of information technologies and resources. In fact, most have advanced degrees in library and information science. **This means you are targeting a highly educated and motivated audience by partnering with SLA.**

In addition to locating and gathering information from electronic and paper sources, SLA's members are tasked with information analysis and, in many cases, strategic decision-making. They help their organizations more effectively harness the power of information.

68% of SLA members say that they look to information industry partners for technology solutions to enhance internal and external content delivery.

## SLA Members Make Purchasing Decisions

SLA's membership survey found that our professionals are responsible for purchasing decisions for a variety of different products and services.

- 97% are responsible for or influence purchasing decisions for books, journals and periodicals.
- 86% make purchasing decisions for library software.
- 70% participate in decision-making for computer software.
- 73% purchase or influence the purchase of microforms and microform equipment.
- 88% are instrumental in the selection of database services.
- 84% decide or participate in decision-making on library furnishings.

## What the industry representatives are saying about SLA's Annual Conference:

*SLA is for us a must-do event. It provides the best forum for reaching our existing customers, and for finding new ones in the US, period.*

### James R. Hammond III

Executive Vice President-Marketing  
Internet Securities, Inc

*Each year, the SLA conference and exhibition provides MarketResearch.com with an excellent opportunity to meet with, and thank, librarians who currently use our services while also demonstrating our company's benefits to newcomers. It's a great venue for showcasing the benefits of our published market research reports and website while avoiding a "hard sell."*

### Matthew E. Seward

Marketing and Promotions Coordinator  
MarketResearch.com

*EOS International has been exhibiting at SLA conferences for nearly 25 years now. I have found no other industry-leading conference to be as stimulating and thought-provoking.*

### Tony Saadat

CEO  
EOS International

*SLA is the most important event of the year for Dialog. The information professionals who attend know their business and they are serious about viewing new products and learning what's in development. Plus, the SLA members are some of the most delightful people in the world. We accomplish important business objectives and we enjoy every minute of it. If Dialog could only attend one show a year, it would be SLA.*

### Doreen Jessep

Director of Marketing Operations  
Dialog