

# More Ways To Reach Our Members

Exhibitors regularly take advantage of SLA's marketing opportunities to get the most benefit from their trade show experience. With an integrated marketing approach to SLA's Annual Conference, you will:

- Increase awareness of your products and services.
- Educate information and knowledge management professionals on the benefits of your products and services.
- Enhance strong relationships with existing customers and suppliers. Identify prospective customers.
- Make a statement that your company is prominent in this industry.
- Evaluate the competition.

## Preliminary Conference and Final Conference Programs

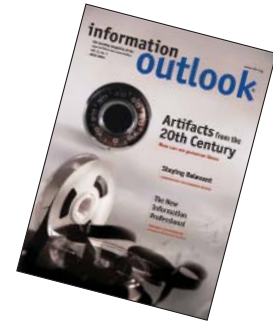
A great way to increase qualified traffic at your booth and generate excitement for your products and services is to advertise in the Conference Program.



## Information Outlook®

SLA's monthly magazine, *Information Outlook*®, reaches more specialized librarians than any other professional publication. SLA members trust the monthly magazine to bring them the most accurate and up-to-date information on developments and trends in their profession.

*Information Outlook*® is the only official magazine of the SLA 2005 conference, and the only one that will be given to all attendees in their registration packets. An ad in the June issue of *Information Outlook*® will drive home your conference sales message and draw more traffic to your booth.



For details, contact John T. Adams III, the editor and publisher of *Information Outlook*®, at [jadams@sla.org](mailto:jadams@sla.org).

# Interested in Sponsorship Opportunities? Consider this...

- SLA's Conference has become the launching pad for new products and services for over 90% of our exhibitors.
- Over 20 million dollars in business was generated from SLA's Conference last year.
- Over 94% of SLA Conference attendees have an influence in purchasing decisions within their company.

These three points alone illustrate the importance of your four days in June. Having an impact over those four days may be critical to your annual success. Take the time to consider these opportunities and our willingness in helping you maximize your four days in June... four days that can make or break your year.

**Here are some of the sponsorship opportunities available at SLA 2005:**

**SLA 2005 Conference Website** (non-exclusive)

**PDA Stations and Pavilion:** Showcase the latest in PDA's and provide a service for attendees access their PDA's

**Wireless Technology Pavilion:** Showcase new technologies in Wireless Broadband and much more.

**PC Pavilion:** Showcase the latest PC-based content advancements and much more

**Cyber Connection** (exclusive)

**Registration Area** (exclusive)

**SLA Marketplace** (exclusive)

**Bus Tours**

**Opening General Session/Keynote Speaker** (exclusive)

**Closing General Session/Keynote Speaker** (exclusive)

Customized Sponsorships. Who is your customer? Let us customize an event to fit your needs.

For more information on these and other sponsorship opportunities please contact Lashawn Charlton at 1-703-647-4942 or [Lashawn@sla.org](mailto:Lashawn@sla.org)

*In order to participate in sponsorship opportunities you must be an exhibitor.*