



TO: SLA Exhibitors

FROM: DeVonne Henry, Director, Exhibits

DATE: 2006 SLA Annual Conference - Baltimore

RE: SLA's Strategic Technology Alliance Series

We invite your participation in our next **Strategic Technology Alliance Series** at the SLA 2006 Annual Conference in Baltimore, MD, June 11 - 13. The series is a joint effort of the Special Libraries Association and our meeting exhibitors, aimed at helping association members and meeting attendees better understand technology and its beneficial impact on their profession and place of employment. Meeting attendees will learn from the technology experts as they demonstrate a strategic and interactive look at trends and technologies designed to make information professionals the knowledge leaders for the next millennium.

Objective:

It is the object of this series to present a selection of programming sessions at the SLA Annual Conference that focus on the current as well as advance use of technology in the information community. These sessions would focus on not just what is available in state-of-the-art practices used by the information professional in current day-to-day operations, but what the future may hold. Hence, our goal is to create a partnership between SLA and our exhibitors for the benefit of the meeting attendee.

Procedures:

Session topics to be considered may be submitted by SLA exhibitors. The exhibitors are defined as those companies who are exhibiting at the Annual Conference. Programs must be educational/instructional in nature, may cover existing or developing services/products/procedures, and be void of sale solicitations.

These sessions would be scheduled in conjunction with other programming opportunities. Duration would last one standard time period--hour and fifteen minutes. Applications are received on a first-come, first-serve basis.

Sessions may consist of a single speaker making a presentation or a panel review of a given subject. Programs may be organized as demonstrations, of an interactive nature or practical explanations of applications.

All logistics as well as direct costs incurred by each program would be the responsibility of the exhibiting sponsor. These costs would include, but not limited to: speaker fees, additional audio/visual equipment rental, and food and beverage charges.

Your company's participation in this series will be promoted through several avenues including:

- SLA Web page
- 2 signs (one at registration and the other at the room location area)
- Info-Expo Guide (if received before April deadline)
- The Final Conference Program (if received before April deadline)

This is a great opportunity for your company to show its support of the continuous education of information professionals. Each session within the series would be listed as being "sponsored" by the producing vendor.

This program is an essential part of the SLA Annual Conference; therefore, exhibiting companies whose programs are received will be charged a fee of **\$1,650**. Included in this fee are the following: LCD projection (available upon request), one Internet connection (available upon request), microphone, podium, and signage. **The standard set-up for this room will be set for 50 - 100 Theatre style.** No changes to this format will be permitted. The fee is due and payable upon acceptance of the program application. The Strategic Technology Alliance Series will **ONLY** be located in the INFO-EXPO - Booth 2550 (Exhibitor Presentations). An invoice will be mailed. No refunds are permitted.

Exhibitors would be encouraged to promote the series and their session to all meeting attendees, either by direct mail, additional signage, and/or booth hand-outs, etc.

Attached to this memo is an application form that all interested exhibitors are requested to complete and return to SLA. The deadline for receipt of the completed application is **Monday, April 3, 2006** for programs to be included in the Final Conference Program. All completed applications should be mailed, faxed, or e-mailed to:

DeVonne Henry
Director, Exhibits
Special Libraries Association
331 S. Patrick Street
Alexandria, VA 22314 USA
Phone: 703.647.4948 Fax: 703.647.4903
E-mail: dhenry@sla.org

SLA Strategic Technology Alliance Series
Application Form
2006 SLA Annual Conference
June 11 - 13, 2006
Baltimore, MD

Contact Information:

(Full Company Name)

(Individual Name of Contact)

Mailing Address

_____ City,
State, Zip, Country

Phone Number: _____ Fax Number: _____

E-mail Address: _____

Proposed Session Title: (To be used in promotional materials)

Learning Objectives:

Program Format: (Lecture, demonstration, panel discussion, etc.)

Program Description: (To be used in promotional materials--50 words)

Potential Speaker(s): (Please include full name and affiliation)

(Signature)

(Print name)

- Session will only be located in the INFO-EXPO - Booth 2550.
- Each session is an hour and a half.
- These are the only time slots available—only one session per time slot.
- First-come, first-served basis.

Circle a time slot according to preference:

Sunday, June 11

12:30 p.m. – 2:00 p.m.
2:30 p.m. – 4:00 p.m.
4:30 p.m. – 6:00 p.m.

Monday, June 12

10:00 a.m. – 11:30 a.m.
11:45 a.m. – 1:15 p.m.
1:30 p.m. – 3:00 p.m.
3:15 p.m. – 4:45 p.m.

Tuesday, June 13

11:00 a.m. – 12:30 p.m.
1:00 p.m. – 2:30 p.m.
3:00 p.m. – 4:30 p.m.

Confirmations will be e-mailed in April along with AV forms and food and beverage menus.

Please check:

- | | |
|--|---|
| <input type="checkbox"/> I need Internet connection (included in fee) | <input type="checkbox"/> I need additional AV |
| <input type="checkbox"/> I would like to order food and beverage fee) | <input type="checkbox"/> I need an LCD (included in fee) |
| <input type="checkbox"/> Check Enclosed (\$1650) | |
| <input type="checkbox"/> Please Charge our: | |
| Visa/MasterCard/American Express (circle one) | |

Card Number

Expiration Date

Name on card

Address

Signature: _____