



INVITATION TO EXHIBIT

Invitation to Exhibit

# INFO-EXPO 2007

3 - 5 June Denver, Colorado USA



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**SLA**  
Connecting People  
and Information

Join us for the SLA 2007 Annual Conference & Exhibition in Denver, 3-5 June at the Denver Convention Center!

Denver is a beautiful city, surrounded by mountain views and enriched in history. Located at the eastern foot of the Rocky Mountains, Denver is also a major transportation hub that connects the coastal United States together, so expect great crowds for SLA 2007.

Experience the diverse environment in Denver that ranges from outdoor activities to cultural experiences to a wide variety of ethnic, casual, or gourmet dining options.

Discover Denver and expand your worldview at SLA 2007!

**REAP THE BENEFITS OF EXHIBITING AT SLA THAT GIVES YOU MORE FOR YOUR MARKETING DOLLARS IN 2007:**

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- **INTERACTION** with decision-makers who know the information industry
- **EXPOSURE** to the most qualified audience in the information profession
- **EXTENDED REACH** through supplemental services to enhance your efforts
- **GROW** relationships with information professionals from around the world

The opportunities are endless—especially in 2007!

SLA offers a complete range of opportunities to expand your visibility at SLA 2007 and deepen your connection with the information profession.

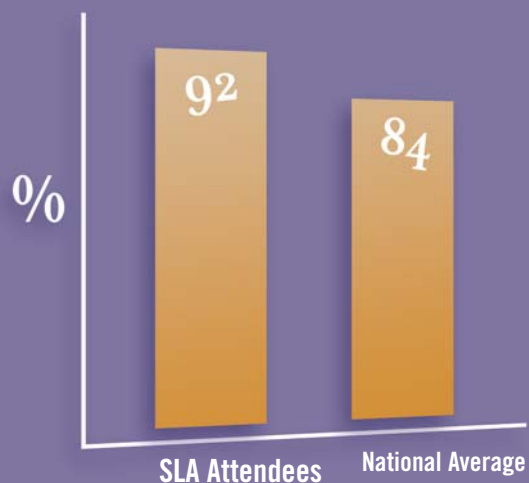
If you want to learn more about exhibiting at SLA 2007 contact:

**DeVonne T. Henry, Director, Exhibits**

1-703-647-4948 • [dhenry@sla.org](mailto:dhenry@sla.org)

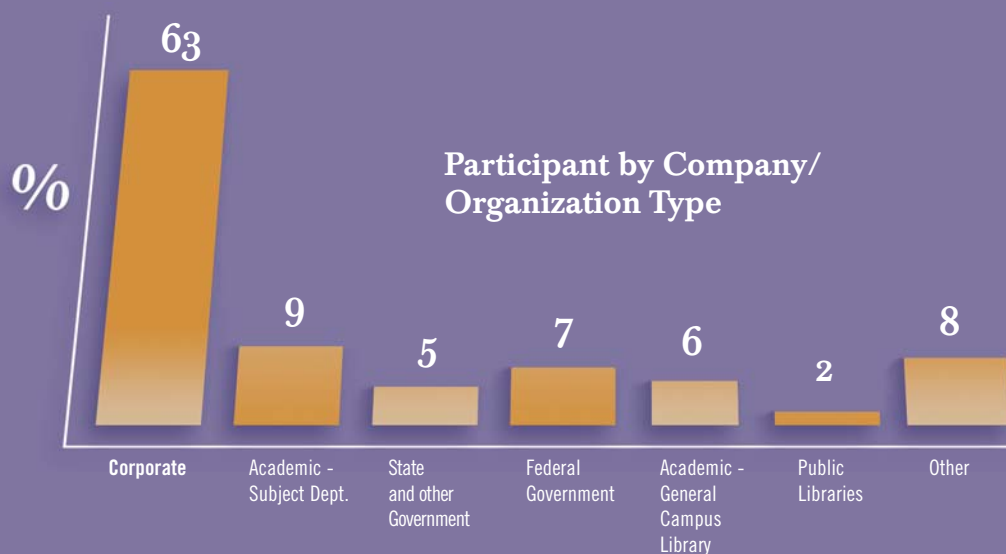
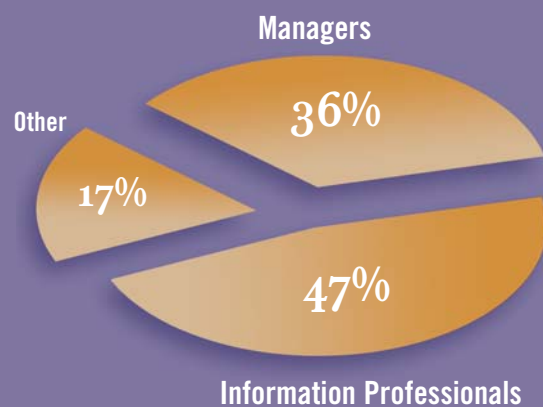
## SLA Conference Participants

# Make Purchasing Decisions



SLA's 2005 Conference Participant Survey found that ninety-two percent of the attendees have the ability to authorize, specify, or recommend products and services for purchase. For comparison, the national average in the trade show industry is eighty-four percent.

Thirty-six percent of SLA conference participants hold managerial positions. An additional forty-seven percent are librarians or information specialists.





## SPACE RENTAL FEES

See insert in the back of the Exhibitor Prospectus. All booth prices are also listed online. Visit [www.sla.org/Denver2007](http://www.sla.org/Denver2007).

### Member Rate

10' x 10' (inline) = \$2850  
10' x 10' (corner) = \$3150

### Non-Member Rate

10' x 10' (inline) = \$3350  
10' x 10' (corner) = 3650

### SPACE RENTAL FEES INCLUDE:

- One (1) 7" x 44" two line ID (company name, city and state) sign (with SLA logo) and booth number
- 8' high backwall and 3' high side drape
- One (1) wastebasket
- 2 exhibitor registrations per 10' X 10' space
- 200 INFO-EXPO passes for distribution
- A seat at the exhibitor breakfast meeting
- Company name, contact name, address, phone and fax numbers, e-mail address, booth number, 6 category listings, company URL, company description, and logo (if provided) on the Virtual Info-Expo Center (online & printed version)

## EXHIBITOR CONFERENCE REGISTRATION

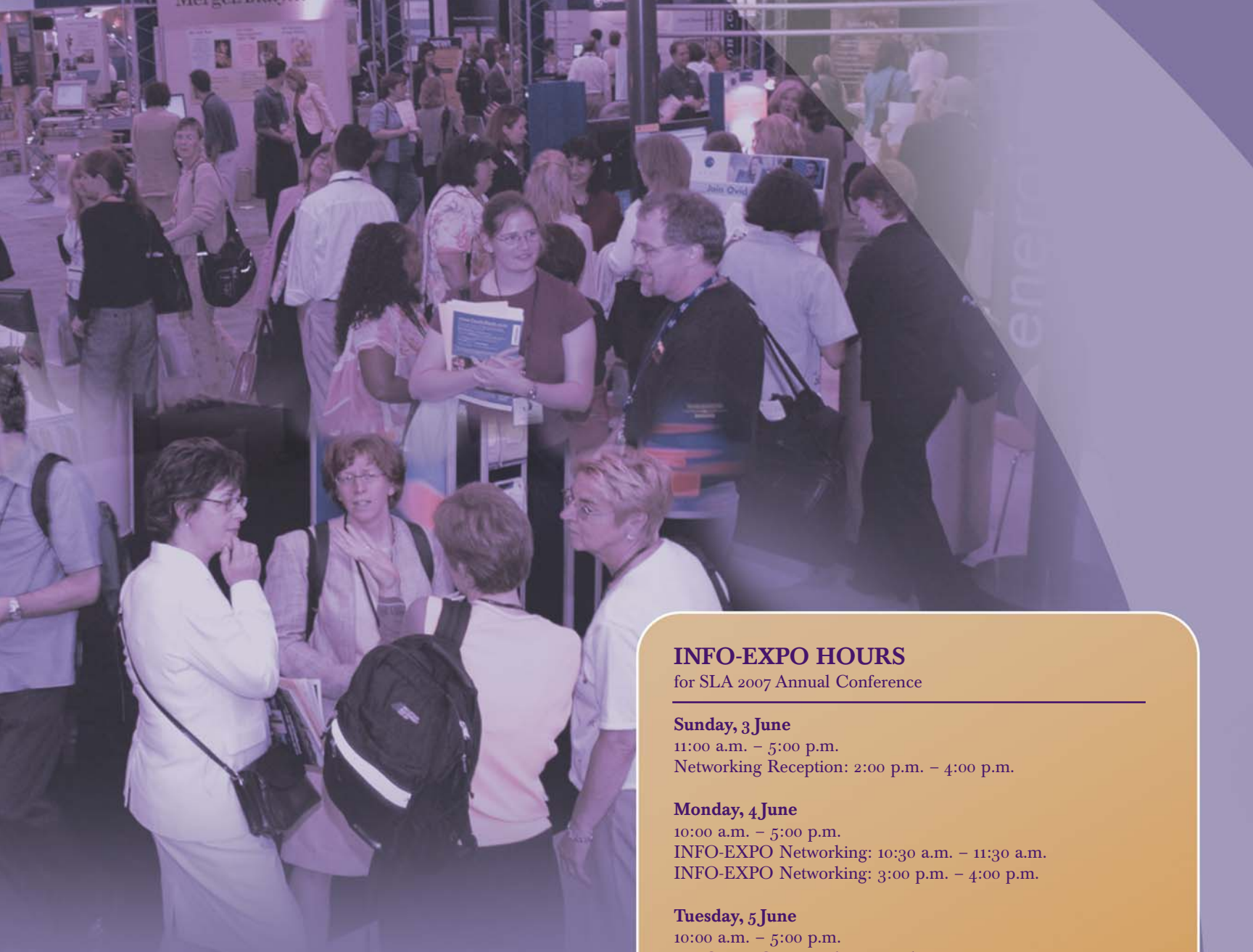
Each exhibiting organization can register two exhibitor representatives per 10' x 10' space at no cost. A \$35 charge will be assessed for each additional representative attending the event as booth personnel. Registration includes all conference events, except those that are ticketed.

## TABLE TOP EXHIBITS FOR SMALL ORGANIZATIONS

Table Top exhibit spaces are available to organizations with annual sales under \$100,000. Table Top exhibitors may only distribute brochures and other handout materials. The cost for a Table Top is \$950. Each Table Top includes the following:

- One (1) 7" x 44" two line ID (company name, city and state) sign (with SLA logo) and Table Top number
- 8' high backwall and 3' high side drape
- One (1) wastebasket
- 6' skirted table with one (1) chair
- 9' x 10' carpet
- One (1) exhibitor registration
- 200 Info-Expo passes for distribution
- A seat at the exhibitor breakfast meeting
- Company name, contact name, address, phone and fax numbers, e-mail address, booth number, 6 category listings, company URL, company description, and logo (if provided) on the Virtual Info-Expo Center (online & printed version)

PLEASE NOTE: Use of this space excludes electricity, computers (battery operated is permitted) and other equipment. All Table Tops displays must be staffed during INFO-EXPO hours. General rules and regulations for exhibitors (included) APPLY. SLA has the right to refuse access to a Table Top exhibit.



## SPACE RENTAL PAYMENT

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Payment of 50% or the full amount must be received with the exhibit application. Exhibit applications will not be accepted without payment. The full balance must be paid by 29 December 2006. If your application is submitted after 29 December 2006, the full balance must accompany your application. Please mail check payment to:

SLA, 331 South Patrick Street, Alexandria, VA 22314  
USA, Attn: Exhibits

For credit card payments, please fax application to 1-703-647-4901,  
Attn: Exhibits.

## CANCELLATIONS

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Cancellations for exhibition space rental at SLA 2007 must be submitted in writing to the SLA Director of Exhibits. In addition, cancellations will be accepted only at the discretion of SLA and then only based upon the following schedule of refunds:

- Before Friday, 3 November 2006, 80%.
- On or after Friday, 3 November 2006 to Tuesday, 30 January 2007, 50%.
- On or after Wednesday, 31 January 2007, none.

*Percentages are based on total space rental cost.*

## INFO-EXPO HOURS

for SLA 2007 Annual Conference

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### Sunday, 3 June

11:00 a.m. – 5:00 p.m.

Networking Reception: 2:00 p.m. – 4:00 p.m.

### Monday, 4 June

10:00 a.m. – 5:00 p.m.

INFO-EXPO Networking: 10:30 a.m. – 11:30 a.m.

INFO-EXPO Networking: 3:00 p.m. – 4:00 p.m.

### Tuesday, 5 June

10:00 a.m. – 5:00 p.m.

INFO-EXPO Networking Lunch: 12:30 p.m. – 2:30 p.m.

## SETUP TIMES

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### Friday, 1 June

8:00 a.m. – 8:00 p.m.

### Saturday, 2 June

8:00 a.m. – 8:00 p.m.

*All booths must be set-up on Saturday, 2 June. There will be no exhibit set-up hours on Sunday.*

## DISMANTLING TIMES

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### Tuesday, 5 June

5:00 p.m. – 10:00 p.m.

### Wednesday, 6 June

8:00 a.m. – 5:00 p.m.

No dismantling or removal may be done during official exhibit hours. An amount of \$500 will be billed to any company that dismantles their booth before the official close of the exhibit hall. Dismantling and re-creating must be completed by 5:00 p.m. on Wednesday, 6 June. Consult the exhibitor manual and/or show decorator service desk for any changes.

# Opportunities for Additional Visibility

## **SPEAKING ENGAGEMENTS at SLA 2007**

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Corporate Presentation: Exhibitors have an opportunity to give an informal presentation to SLA attendees during a food and beverage event. The cost is \$950 that includes 1 ½ hour time slot, a private room, podium, microphone and signage. Your event will be advertised in the INFO-EXPO Guide. Please complete the form online at [www.sla.org/Denver2007](http://www.sla.org/Denver2007).

Strategic Technology Demonstration Series: This is a formal meeting that includes 1 ½ hour time slot, Internet, LCD panel and screen, podium, microphone and signage for \$1750. However, this is not an opportunity for a selling point. Rather, subscribers should deliver a substantive, case-oriented presentation that relates to your top products and services. Your event will be advertised in the INFO-EXPO Guide, the SLA Conference Web site and the onsite Conference Guide. This event will take place in the INFO-EXPO, Booth # 367.

Reservations for the Strategic Technology Demonstration Series and Corporate Presentations must be submitted by Friday, 6 April 2007.

Only registered exhibitors will be approved for delivery of presentations.

## **SPONSORSHIP**

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Whether your goal is to compete with bigger companies, distinguish your product from competitors, launch a new product, or simply to attract more prospects to your booth space, SLA has a sponsorship opportunity designed to meet your marketing needs. See the insert in the back of the Exhibitor Prospectus for more information or contact Lashawn Sagers at [lsagers@sla.org](mailto:lsagers@sla.org), 1.703.647.4942.

## **ADVERTISING**

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Information Outlook® is the official magazine of the 2007 SLA 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® as well as the Conference Guide 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), 1.703.647.4919.

## **EXHIBIT EQUIPMENT AND SERVICE**

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Champion Exposition Services is the official SLA service contractor for the 2007 Annual Conference. Champion will provide special decorating tables, display panels, shelving, chairs, etc. All exhibitors' specific needs should be ordered from the official service contractor. Each exhibitor will receive a packet containing complete service orders and shipping instructions.

## **PRE-CONFERENCE MAILING LIST**

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The pre-conference registration list is available to rent for exhibitor communications. SLA also offers a variety of other mailing list options, including lists of members in our 59 regional chapters and 24 divisions of professional interest.

For more information, contact MGIList at 1-800-899-4420.

## **INFO-EXPO PASSES**

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Exhibitors are encouraged to invite clients to visit the exhibits. A supply of 200 INFO-EXPO passes will be given to each exhibiting company for your distribution.

## **EXHIBIT YEAR ROUND IN THE VIRTUAL INFO-EXPO CENTER**

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Maintain your exhibit presence with information and knowledge management professionals all year by participating in SLA's Virtual INFO-EXPO Center. Located at [www.sla.org/Denver2007](http://www.sla.org/Denver2007), the Virtual INFO-EXPO Center gives exhibitors the opportunity to provide company information about products, and services for information professions.

The Virtual INFO-EXPO Center also allows SLA conference participants to plan their time in the INFO-EXPO at the SLA 2007 Annual Conference by giving them a chance to:

- Review the list of exhibitors
- Acquire product information and literature before arriving at the conference
- Contact you to set up appointments during the annual conference
- Map visits around the INFO-EXPO
- Contact you before, during, and after the conference for more information

## **SLA MEMBERSHIP**

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Are you an SLA member? Is it time for you to renew or join? SLA provides exceptional networking and learning opportunities throughout the year. Take advantage now and choose SLA as your professional home. Visit [www.sla.org/ExhibitorJoin](http://www.sla.org/ExhibitorJoin).



EXHIBIT SPACE

SPONSORSHIP

ADVERTISING

EXHIBIT SPACE

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+1.703.647.4900 [www.sla.org](http://www.sla.org)