



SLA 2012

Annual Conference & INFO-EXPO

15 – 18 July

McCormick Convention Center
Chicago, Illinois

www.sla.org/Chicago2012

INVITATION TO EXHIBIT

Join Us in Chicago for SLA 2012!

Practicing Agility in an Open World Economy

Chicago is a city of world-class status and unsurpassed beauty. Located on the shores of Lake Michigan in the heart of the Midwest, Chicago is home to world-championship sports teams, an internationally acclaimed symphony orchestra, renowned architecture, award-winning theater, and much more.

BENEFITS OF EXHIBITING AT SLA

- **ACCESS** to information professionals that are top decision makers in the industry
- **MEET** new prospects and generate leads
- **PROMOTE** your organization's image and maximize its market exposure
- **DISCUSS** your customers' needs face-to-face and demonstrate solutions
- **RESEARCH** your competitors and develop ways to distinguish your products and services from theirs
- **TEST** or launch new products and services at the customer level
- **DEVELOP** your database to strengthen your overall sales and marketing programs
- **NETWORK** and build relationships with decision makers and influencers
- **INTRODUCE** your company to SLA members
- **UP-SELL** existing clients

INFO-EXPO Hours

INFO-EXPO Pre-Grand Opening at 10:45 a.m.

SUNDAY, 15 JULY

11:00 a.m. – 6:00 p.m.

"Historic Chicago"

Networking Reception:

3:00 p.m. – 5:00 p.m.

MONDAY, 16 JULY

10:00 a.m. – 5:00 p.m.

"Magnificent Mile"

Networking Refreshments:

2:00 p.m. – 4:00 p.m.

TUESDAY, 17 JULY

9:00 a.m. – 3:00 p.m.

"Lincoln Park"

Networking Lunch:

12:00 p.m. – 2:00 p.m.

SET-UP TIMES

FRIDAY, 13 JULY

8:00 a.m. – 8:00 p.m.

SATURDAY, 14 JULY

8:00 a.m. – 8:00 p.m.

SUNDAY, 15 JULY

8:00 a.m. – 10:00 a.m.

All booths must be set up no later than Sunday, 15 July, at 10:00 a.m.

DISMANTLING TIMES

TUESDAY, 17 JULY

3:00 p.m. – 10:00 p.m.

WEDNESDAY, 18 JULY

8:00 a.m. – 5:00 p.m.

No dismantling or removal may be performed during official exhibit hours. Violations will result in a 20-point deduction from the exhibitor's priority points. A fee of \$500 will be billed to any company that dismantles its booth before the official close of the INFO-EXPO hall. Dismantling and re-crating must be completed by 5:00 p.m. on Wednesday, 18 July. Consult the exhibitor manual or show decorator service desk for any changes.

TO LEARN MORE ABOUT EXHIBITING
AT SLA 2012, CONTACT:

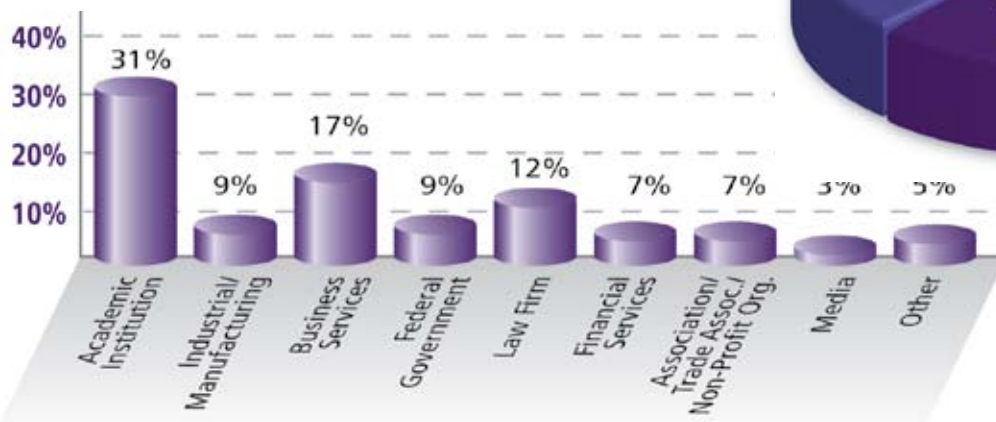
Jeff Leach, Director,
Marketing and Exhibits

+1.703.647.4922
jleach@sla.org

SLA Conference Participants Make Purchasing Decisions

SLA's 2010 Conference Participant Survey found that 86 percent of attendees have the authority to approve, specify, or recommend products and services for purchase. The national average in the trade show industry is 80 percent. The same survey found that 47 percent of attendees make final decision in purchasing products and/or services.

Thirty-two percent of SLA conference participants hold managerial positions; 49 percent are librarians or information specialists.



Exhibitor Information and Costs

See the insert in the back of the Exhibitor Prospectus. Booth prices are also listed online at www.sla.org/Chicago2012.

Member Rate

10' x 10' (inline) = \$2,850
10' x 10' (corner) = \$3,150

Non-Member Rate

10' x 10' (inline) = \$3,350
10' x 10' (corner) = \$3,650

SPACE RENTAL FEES INCLUDE:

- One 7" x 44" two-line ID sign, with company name and city plus the SLA logo and your booth number
- Pipe and Drape - 8' high back wall and 3' high side drape
- One wastebasket
- Two exhibitor registrations per 10' x 10' space
- Unlimited INFO-EXPO passes for client distribution
- Use of the SLA logo for marketing purposes
- Six exclusive, non-conflict times in the INFO-EXPO
- A seat at the appreciation exhibitor breakfast meeting
- Exhibitor Webinars
- Exhibitor information updates
- Listing on the onsite booth locators
- Access to the exhibitor lounge (with daily refreshments)
- Online Virtual Booth - company name, contact name, address, phone and fax numbers, e-mail address, booth number, six category listings, company URL, company description, and logo (if provided) on the Virtual INFO-EXPO Center (online and digital versions)
- 24/7 assistance

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 handouts. The cost for a table top exhibit is \$950. Each table top includes the following:

- One 7" x 44" two-line ID sign with company name, city, and state plus the SLA logo and table top number
- Pipe and Drape - 8' high back wall and 3' high side drape, and carpet
- One wastebasket
- 6' skirted table with one chair
- 9' x 10' carpet
- One exhibitor registration
- Six exclusive, non-conflict times in the INFO-EXPO
- Unlimited INFO-EXPO passes for client distribution
- Use of the SLA logo for marketing purposes
- A seat at the Exhibitor Appreciation Breakfast
- Exhibitor education Webinars
- Exhibitor information updates
- Listing on the onsite booth locators
- Access to the exhibitor lounge (with daily refreshments)
- Company name, contact name, address, phone and fax numbers, e-mail address, booth number, six category listings, company URL, company description, and logo (if provided) on the Virtual INFO-EXPO Center (online and digital versions)
- 24/7 assistance

PLEASE NOTE:

General rules and regulations for exhibitors (included) apply. SLA has the right to refuse access to a table-top exhibit.

EXHIBITOR BADGES

Each exhibiting organization can register two exhibitor representatives per 10' x 10' space at no cost. A \$40 charge will be assessed for each additional representative attending the event as booth personnel. Registration includes all conference events, except those that are ticketed.

SPACE RENTAL PAYMENT

The full amount of the booth fee is due at the time of the agreement submission. Exhibit applications will **NOT** be accepted without payment. Space assignment is based on SLA's priority point system.

THREE WAYS TO SUBMIT YOUR EXHIBIT APPLICATION

- Mail to SLA, P.O. Box 75338, Baltimore, MD 21275
- For valid credit card payments, please fax application to +1.703.647.4901, Attn: EXHIBITS.
- E-mail to Jeff Leach at jleach@sla.org

APPLICATION DEADLINE: FRIDAY, 29 JUNE 2012

If you pay by check it must be received by SLA HQ within two weeks of submitting your contract. You will be e-mailed a confirmation and invoice of your confirmed exhibit space.

To have exhibitor company information included in the final conference program, exhibitor applications should be submitted by **Friday, 4 May 2012**.

CANCELLATIONS

Booth cancellations must be submitted in writing by e-mail or postal mail to the director of exhibits. In the event of booth cancellation, after 14 June 2011, this refund schedule will be strictly followed.

Exhibitor will receive:

- Full refund of exhibit fees if such cancellation is received by SLA on or before 15 September 2011.
- 70% of the full amount of the exhibit fees if such cancellation is received by SLA after 16 September 2011 to 15 December 2011.
- 50% of the full amount of the exhibit fees if such cancellation is received by SLA on or after 16 December 2011 to 15 March 2012.

Exhibitor shall be responsible for and agrees to pay the full exhibit fees (and no refunds will be made by SLA) on cancellations received after 15 March 2012.

A \$100 administrative fee for all cancellations and/or changes made to your booth space but not limited to reduction of booth space, increase of booth space or change of booth location.

Further, in the event of any action by SLA to collect any amount not paid when due, Exhibitor agrees to pay or reimburse the costs of collection (including, without limitation, third party collection agency expenses, attorney fees and court costs). Under all circumstances, SLA retains the right to resell any booth space cancelled by Exhibitor, or not paid when due. Payments made to SLA are non-transferable, and cannot be used for payment towards other SLA products, services, or future exhibitions. SLA may cancel the Exhibition for any or no reason whatsoever. In such event, SLA shall attempt to notify Exhibitor as much in advance as reasonably possible, and SLA shall refund Exhibitor amounts paid to SLA by Exhibitor, less a pro-rata portion of expenses actually incurred by SLA in connection with the Exhibition or such cancellation. Percentages are based on total space rental cost.

Opportunities for Additional Visibility

SPEAKING ENGAGEMENTS AT SLA 2012

Exhibitor Presentations: Exhibitors may deliver an informal presentation to SLA attendees during a food and beverage event. The cost is \$950, which includes a 60 – 90 minute 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/Chicago2012.

Exhibitor Theater Presentations: This is a formal meeting that includes a 60 minute time slot, Internet access, LCD panel and screen, podium, microphone, and signage for \$1,675. Note that exhibitors should deliver a substantive, case-oriented presentation that relates to their top products and services. The event will be advertised in the INFO-EXPO Guide, on the SLA Conference Web site, and in the onsite Conference Guide. This event will take place in the INFO-EXPO.

Reservations for the Exhibitor Theater Presentations and Exhibitor Meeting Space must be submitted by **4 May 2012**.

Only registered exhibitors will be approved for delivery of presentations.

SPONSORSHIP

Whether your goal is to compete with bigger companies, distinguish your product from competitors, launch a new product, or 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 or contact John Walsh at jwalsh@sla.org, +1.703.647.4917.

ADVERTISING

Information Outlook is the official magazine of the 2012 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 Program will drive home your conference sales message—and draw more traffic to your booth. **For details, contact John Walsh at jwalsh@sla.org, +1.703.647.4917.**

EXHIBIT EQUIPMENT AND SERVICE

Nexxt Show is the official SLA service contractor for the 2012 Annual Conference & INFO-EXPO. 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.

Contact Nexxt Show's Exhibitor Services Department at: **+1.877.996.3998 (US ONLY) / 001-781-519-5019 (International) or e-mail at help@nexxtshow.com. Please include SLA 2012 Annual Conference & INFO-EXPO in the subject line.**

PRE-CONFERENCE MAILING LIST

The pre-conference registration list is available for exhibitors to rent. SLA also offers a variety of other mailing list options, including lists of members in 59 regional chapters and 24 divisions of professional interest. For more information, contact MGIList at +1.800.899.4420.

INFO-EXPO PASSES

Exhibitors are encouraged to invite clients to visit their exhibits. INFO-EXPO passes will be given to each exhibiting company for distribution to clients.

EXHIBITOR WEBINARS

SLA offers custom exhibitor key elements through Webinars that are offered. These Webinars are free to participating exhibitors of SLA's Annual Conference & INFO-EXPO!

EXHIBIT YEAR-ROUND IN THE VIRTUAL INFO-EXPO CENTER

Maintain your exhibit presence with information professionals all year by participating in SLA's Virtual INFO-EXPO Center. Located at www.sla.org/Chicago2012, the Virtual INFO-EXPO Center gives exhibitors the opportunity to provide information about products and services.

Are you an SLA member?

Is it time for you to renew or join? Remember—the member rate for exhibit space includes a substantial discount. Plus, 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.

The Virtual INFO-EXPO Center also allows SLA conference participants to plan their time in the INFO-EXPO at SLA 2012 by giving them a chance to:

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

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