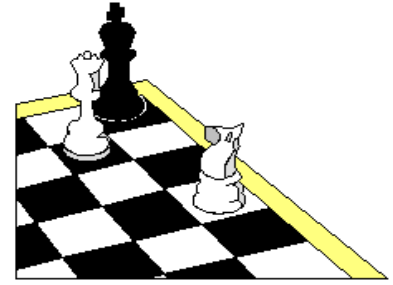


**For the 2000 SLA Annual Conference in Philadelphia,
your marketing strategy should include:**



SLA s Virtual Exhibit Hall

- **Designed to attract SLA members and benefit vendors and exhibitors**

Coming in August 1999, the virtual exhibit hall will allow exhibitors to set up a permanent booth on the SLA website. Throughout the year, SLA offers a variety of continuous education programs that generate a steady level of web site hits from its information-seeking members. At the 1999 Winter Meeting, SLA s leaders were pleased with the plans for a new exhibit hall that will inform SLA members of vendors products and services. The leaders excitement ensures that the news will be passed on to members in over 50 chapters and 25 divisions.

During the months of March through August, web site hits increase dramatically as the preliminary conference program is now on our web site. Our new on-line searchable database and conference planner attract large numbers of members and non-members. SLA members are computer savvy. They want useful information quickly, so they can plan which products and services to investigate and purchase. We have responded to their call to become a virtual association.

The new virtual exhibit hall will allow SLA annual conference attendees to plan their time in the exhibit hall in Philadelphia by giving them a chance to:

- **Create** saved lists of exhibitors they would like to visit
- **Pick up** product information and literature on your company before heading to the conference
- **Contact** you to set up appointments during the annual conference
- **Map** their routes around the exhibit hall
- **Contact** you before, during, and after the conference for more information

Choose from 4 different levels to promote the depth of information that fits your budget:

Level I

Company Name
Booth Number
Product Categories

Level II

Company Name
Booth Number
Product Categories
Company URL, URL Link

Level III

Company Name
Address
Booth Number
Product Categories
Company Description
Company URL, URL Link
Product Page

Level IV

Company Name
Address
Phone and Fax Number
Booth Number
Product Categories
Company Description
Company URL, URL Link
Contact Us (5-10 contacts)
Press Releases (2)
Distributor Page (Up to 3)
Guest Book
Banner Ad
Company Logo



Special Libraries
Association

www.sla.org

Special features available with a virtual booth:

- Educate information and knowledge professionals about the benefits of your products and services via the Internet
- Link to your corporate web site or use your booth as your initial web presence
- Receive priority placement on the booth listings when you purchase a high level package
- Update your booth content and information anytime, using a web browser
- Increase your visibility to SLA members
- Receive customer feedback with the contact us and guest book options
- Increase traffic to your booth at the conference
- Make a statement that your company is prominent in the information services industry



SLA has a marketing plan to help boost the effectiveness of your virtual booth:

- Information about the Virtual exhibit hall will be included in all confirmation letters sent out to annual conference attendees.
- Virtual exhibit hall will be linked from SLA s website which will experiences increased hits during the few months before the annual conference.
- SLA will promote the virtual exhibit hall and its capabilities on the SLA main web site, in the guide to exhibits, and marketing brochures!
- The web site and virtual exhibit hall will be featured at the SLA booth in Philadelphia at the annual conference.

Don t miss this opportunity to exhibit all year to the whole membership!

Take advantage of the unlimited power of a permanent booth in SLA's Virtual Exhibit Hall. Call Lorna Walls at 1-202-939-3680 to start building your virtual booth. You can also visit our web site at www.sla.org for more information.