



INFO • EXPO

2004

Exhibitor Guide



Demonstrate your unique value to thousands of information professionals!

SPECIAL LIBRARIES ASSOCIATION
95th Annual Conference
Nashville, TN USA
June 5-10, 2004

Putting Knowledge to Work®



Special Libraries Association
www.sla.org

JOIN US • 2004

Dear Prospective SLA Exhibitor:

WHY should you exhibit at SLA?
There are several reasons why you should exhibit at SLA:

- **OUR qualified members** are looking for YOU!
- **SHOW-OFF** your new products and services.
- **BUILD** a relationship with our members.
- **CREATE** a presence in the industry
- **STAY** ahead of the competition
- **WE** wouldn't want you to miss out on a great opportunity!
- **SPACE** fills up quickly, so sign-up today, before it is too late!

We want to welcome you to become a part of SLA's family by extending the invitation of your participation at Special Libraries Association 95th Annual Conference to be held in Nashville, at Opryland Hotel, June 5-10, 2004. As the Special Libraries Association prepares for the 2004 Annual Conference, we hope you will prepare, too, by getting your product ready for service so attendees can see first-hand what your company is all about. Call today so that you can get the prime spot!



JUNE 5-10, 2004

Putting Knowledge to Work®

As an exhibitor you can maximize your presence by advertising in our Preliminary and Final Conference Program, monthly magazine, Information Outlook, or Who's Who Online; place a special insert in our publications; or try a direct campaign by using our mailing list; increase your booth space; sponsor an exhibit hall event; and participate in the Virtual Info-Expo Center!

Exhibitors are very important to me and to SLA! I am here to assist you the best way that I can! If you have questions or need help in making a booth space decision, please contact me at 202.939.3680 or by e-mail (devonne@sla.org). I look forward working with you on another successful conference!

Stay in TUNE with SLA in Nashville at our 95th Annual Conference!

Sincerely,

DeVonne T. Henry
Director of Exhibits

P.S. Patron and sponsor members of SLA receive preferential booth selection. Call today!



Nashville • 2004



Special Libraries Association
www.sla.org

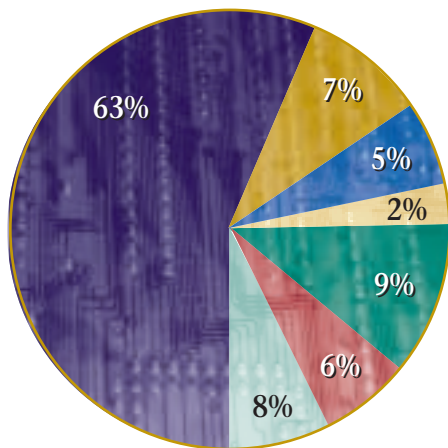
INFO • EXPO 2004 • Special Libraries Association • 95th Annual Conference

Membership • SLA

SLA and Its Membership

Special Libraries Association is a not-for-profit organization of over 12,000 individuals located in over 80 countries who serve as librarians and information managers in specialized information centers. Special libraries are located in business, industrial, research, government, legal, medical, academic, association and not-for-profit settings. The following chart shows the breakdown of SLA members by institution group:

Special libraries range in size from one- or two-person operations to staffs of more than 100. Library budgets may range from less than \$25,000 to more than \$1 million. Information professionals attending the Conference tend to be heads of their respective information centers, either controlling their own budget or having direct input to the managers who do.



Corporate	63%
Federal Government	7%
State and Other Government	5%
Public Libraries	2%
Academic - Subject Dept.	9%
Academic - General Campus Library	6%
Other	8%

According to a 2002 Outsell survey, 44% of spending is for primary and secondary content resources, and market, business and competitive intelligence professionals expect to spend 74% of their content budget on electronic versus print resources in 2003 on average budgets of \$465,000. The average buying power of those surveyed was \$1.4 million.

SLA's Members Add Value to Information

Information professionals are experts in the application and management of information technologies and resources. In fact, most have advanced degrees in library and information science.

68% of SLA members said that they would be increasingly looking to vendors to provide technology solutions to which we can add internal and external content.

In addition to locating and gathering information from electronic and paper sources, SLA's members are tasked with information analysis and, in many cases, strategic decision-making. They help their organizations more effectively harness the power of information.

SLA Members Make Purchasing Decisions

SLA's membership survey found that our professionals are responsible for purchasing decisions for a variety of different products and services.

- 97% are responsible for or influence purchasing decisions for books, journals and periodicals.
- 86% make purchasing decisions for library software.
- 70% participate in decision-making for computer software.
- 73% purchase or influence the purchase of microforms and microform equipment.
- 88% are instrumental in the selection of database services.
- 84% decide or participate in decision-making on library furnishings.

What the vendors are saying about SLA's Annual Conference . . .

SLA is the most valuable opportunity we have to personally connect with our core customers. We routinely learn of emerging trends, which allows us to tailor our services to best respond to the industry's new needs.

Christine Orr •
Marketing Manager
American Institute of Physics

SLA's annual show is a Must-Exhibit for BNA. This is the place we connect with information specialists who have the purchasing power.

Norman Kerner •
Convention Manager
BNA

The SLA has always provided the Thomson businesses with one of the best avenues for information solutions industry interaction. The SLA annual exhibition provides one of the top opportunities to engage and partner with today's leading information professionals.

Tim Murray •
SVP Marketing
Thomson Healthcare

EXHIBITING • 2004

INFO-EXPO HOURS SLA 95th Annual Conference Nashville, TN USA

Sunday, JUNE 6TH

11:00 a.m. – 6:00 p.m.

4:00 p.m. – 6:00 p.m.
Networking Reception

Monday, JUNE 7TH

8:00 a.m. – 4:00 p.m.

10:30 a.m. – 12:00 p.m.
Exhibits only

Tuesday, JUNE 8TH

10:00 a.m. – 5:00 p.m.

10:30 a.m. – 12:00 p.m.
Exhibits only

SETUP TIMES

Friday, JUNE 4TH

8:00 a.m. – 5:00 p.m.

Saturday, JUNE 5TH

8:00 a.m. – 5:00 p.m.

All booths must be set-up on Saturday, June 5th. There will be no exhibit set-up hours on Sunday.

DISMANTLING TIMES

Tuesday, JUNE 8TH

5:00 p.m. – 10:00 p.m.

Wednesday, JUNE 9TH

8:00 a.m. – 5:00 p.m.

No dismantling or removal may be done during official exhibit hours. A result of \$500 will be billed to company if dismantling is taken place before the actually close of the show. Dismantling and re-crating must be completed on Wednesday, June 9th at 5:00 p.m. Consult the exhibitor manual and/or show decorator service desk for any changes.

BOOTH SPACE FEES

Booth Size Price

10' x 10' Standard	\$2,750.00
10' x 10' Corner	\$3,000.00

Island Sizes Price

10' x 20'	\$ 5,500.00
10' x 22'4"	\$ 6,132.50
10' x 22'8"	\$ 6,215.00

20' x 20'	\$11,000.00
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22'7" x 20'	\$12,430.00
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22'8" x 20'	\$12,457.50
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22'4" x 30'	\$18,397.50
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22'7" x 30'	\$18,617.50
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22'8" x 30'	\$18,672.50
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23'1" x 40'	\$25,382.50
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30' x 20'	\$16,500.00
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40' x 20'	\$22,000.00
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40' x 30'	\$33,000.00
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50' x 38'	\$52,250.00
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41'3" x 50'	\$56,705.50
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Booth Space 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 free exhibitor registrations (per 10' x 10' space)
- 100 Info-Expo passes for distribution
- A seat at the exhibitor breakfast meeting
- Member Roster at the close of the show
- Company name, booth number, category listings on the Virtual Info-Expo Center (online version)
- Company description with company name and booth number (s), and category listings in the Info-Expo Guide (printed version)

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 \$750. 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 letter
- 8' high backwall
- One (1) wastebasket
- 6' skirted table with one chair
- One (1) 9' x 10' carpet
- 1 free exhibitor registrations
- 100 Info-Expo passes for distribution
- A seat at the exhibitor breakfast meeting
- Member Roster at the close of the show
- Basic company information included on the Virtual Info-Expo Center
- Company description with company name and booth number (s), and category listings in the Info-Expo Guide (printed version)

Please note: Use of this space excludes electricity, computers (battery operated is permitted) and other equipment. All Table Top displays must be staffed during exhibit hall hours. General rules and regulations on the back of the "Application for Exhibit Space" apply. SLA has the right to refuse access to a Table Top exhibit. Call the exhibits department for more information at 202.939.3680.



GENERAL • Information

EXHIBITOR SPEAKING OPPORTUNITIES

There are two types of presentations an SLA exhibitor can participate:

Function Meeting Space: Exhibitors have an opportunity to give an informal presentation to SLA attendees during a food and beverage event. The cost is \$750 that includes a private room, podium, microphone and sign. Your event will be advertised in the Info-Expo Guide.

Strategic Technology Alliance Series meeting space: This is a formal setting that includes a private room, podium, microphone and sign for \$1650. Of course, this is a not an opportunity for a selling point but a very informative meeting regarding your top products and services. Your event will be advertised in the Info-Expo Guide, Web and Final Conference Program.

The Strategic Technology Alliance Series, and Function Meeting space must be submitted by Friday, March 26, 2004. Please call for details at 202.393.3680 or e-mail: devonne@sla.org.

You must be an exhibitor in order to give presentations.

EXHIBITOR CONFERENCE REGISTRATION

Each exhibiting organization is entitled to register two (2) free exhibitor representatives per 10' x 10' space. Additional representatives staffing the booth are \$25 for each person. Additional full conference registrations are \$100 for each person. Registration includes all conference events, except those that are ticketed. All registered exhibitors will receive a conference bag with the Final Conference Program.

BOOTH SPACE PAYMENT

All Exhibit applications will be accepted **only** with payment. Payment of 50% or full amount must be received with all exhibit applications. **Exhibit applications will not be accepted without payment.**

Please mail application with check payment to:

Special Libraries Association
1700 18th Street, NW
Washington, DC 20009
Attn: Exhibits

For credit card payment only, please fax application to 202.234.2442, Attn: Exhibits.

CANCELLATIONS

If an exhibitor wishes to cancel an exhibit booth at SLA Nashville 2004, they must do so in writing by MAIL ONLY to the Director, Exhibits. In addition, cancellations by exhibitors will be accepted only at the discretion of SLA and then only based upon the following schedule of refunds:

- By October 1, 2003, 90%.
- October 2, 2003 to December 31, 2003, 50%.
- On or after January 1, 2004, none.
Percentages are based on total booth cost.

Call (202) 939-3680 for full details

EXHIBIT EQUIPMENT AND SERVICE

Freeman Decorating Company will be the official SLA service contractor for the 95th Annual Conference. Special decorating tables, display panels, shelving, chairs, etc. should be ordered from the official service contractor. Freeman Decorating Company will furnish each exhibitor with a packet containing complete service orders and shipping instructions. Exhibitor Service Kits will be available online by December 31, 2003.

INFO-EXPO PASSES

Exhibitors are encouraged to invite clients to visit the exhibits. A supply of 100 INFO-EXPO passes will be given to each exhibiting company for your distribution.

Exhibit Year Round in the "VIRTUAL" INFO-EXPO CENTER

Maintain your exhibit presence with information and knowledge management professionals all year long by participating in SLA's Virtual Info-Expo Center.

Located on SLA's Web site...

www.sla.org/nashville2004, the Virtual Info-Expo Center allows SLA Annual Conference exhibitors to provide company information about products, and services for the information profession on SLA's web-site.

The VIRTUAL INFO-EXPO CENTER will allow SLA annual conference attendees to plan their time in the Info-Expo Center in Nashville by giving them a chance to:

- See the list 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

For information on signing-up at any time and current pricing contact DeVonne Henry at 1.202.939.3680 or send e-mail to devonne@sla.org.

ADVERTISING • *Information*

Challenge Your Competition

Yes, you are joining our members in the information odyssey, but you are also battling your competitors for mind share with these valuable prospects. 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 color magazine, *Information Outlook®*, has been embraced by information professionals all over the world and boasts a circulation of more than 14,000.

Maintaining an advertising presence in *Information Outlook®* is an effective way to target your marketing message toward information professionals. Moreover, the May, June and July issues of 2004 will all have editorial coverage of the 2004 Annual Conference as well as bonus distribution at the show. SLA also offers special advertising supplements, inserts and advertising opportunities through *Information Outlook®*. A program can be tailored to your unique needs and budget requirements. For more information on all advertising opportunities, contact DeVonne Henry at 1.202.939.3680 or by e-mail at devonne@sla.org.



Pre-Conference Mailing List

The pre-Conference registration list is available for rent. A direct marketing campaign prior to the Conference can generate excitement about your products and services, and steer information professionals to your booth. SLA also offers a variety of other mailing lists by 57 regional chapters and 25 Divisions of professional interest.

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

Future Conferences

**JUNE 4-9
2005**

*96th Annual
Conference*
Toronto, ON, Canada

**JUNE 10-15
2006**

*97th Annual
Conference*
Baltimore, MD, USA

For more information...
CALL TODAY!

SLA • Sponsorship Opportunities

Sponsorships:

Increase Your Visibility and Prestige, and Enhance Business Relationships

There has been increasing excitement the last few years as the exhibitors at SLA events have made their mark outside the exhibit hall through sponsorships. From the cyber connection, to the President's Reception, from the keynote speaker to the registration desk, in education sessions and leadership classes, at breakfasts, and at parties, in myriad ways the sponsors have impressed members with their commitment, generosity, and class.

Now is no time to be left behind, as more and more vendors become aware of the advantages of sponsorship, and fewer are available by spring. Customized packages are available. For current availability and prices, please contact sponsorship@sla.org.



JUNE 5-10, 2004

Putting Knowledge to Work®

**SPECIAL LIBRARIES
ASSOCIATION
Nashville, TN USA**

2003 Sponsors

These companies stood out among attendees by sponsoring events at the 2003 Annual Conference:

- Access Innovations
- Chemical Abstracts Service
- Copyright Clearance Center
- Dialog
- Elsevier Science
- Factiva, a Dow Jones & Reuters Company
- Infotrieve
- LexisNexis
- Nerac, Inc.
- OCLC
- Reuters
- Standard & Poor's
- Swets Blackwell
- Thomson Companies
- Thomson ISI
- Thomson Micromedex

Strengthen your presence at the Annual Conference by advertising in SLA publications, SLA's mailing list or linking to SLA's homepage.

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



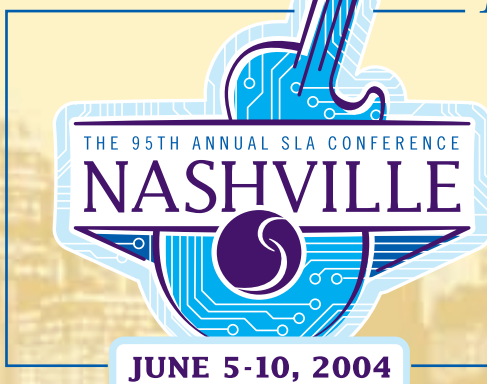
**Strengthen
Your
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*at the Annual
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advertising in
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Nashville. 2004

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Special Libraries Association
www.sla.org

International Headquarters
1700 Eighteenth Street, NW
Washington, D.C. 20009



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