Invitation to Exhibit & Sponsor

29th Annual
computers in
libraries 2014

NORTH AMERICA’S LARGEST TECHNOLOGY CONFERENCE & EXHIBITION FOR LIBRARIANS AND INFORMATION MANAGERS

WWW.INFOTODAY.COM/CIL2014
This year’s theme, Hack the Library, highlights the creative solutions, technologies, and practices that those working with computers in libraries or libraries in computers are dealing with today. The conference offers a multifaceted program designed to meet the needs of librarians, information managers, systems professionals, webmasters and web managers, content evaluators, intranet strategists, portal creators, and information specialists. The focus of the conference is on leading-edge technology that allows attendees to bring strategic value to their user communities. It provides the latest information and practices to enable attendees to make informed choices for their community—whether it is an academic, corporate, nonprofit, public, or school library community.

Key to this success are the tools and technologies they use. Bring your company to the forefront with key decision-makers from universities, government, corporate, and law libraries, among others.

PAST ATTENDEES INCLUDE:

- 3M Library Systems
- AARP
- Albert Einstein College of Medicine
- American Institute of Architects
- Arizona State University
- Armed Forces Medical Library
- Auburn University
- Baltimore City Public Schools
- Berkeley College
- Board of Veterans Appeals
- Boston Public Library
- Carnegie Mellon University Library
- Colorado State Library
- Columbus Metropolitan Library
- Conde Nast
- Consumer Electronics Assn.
- Cornell University Law Library
- DC Public Schools
- Defense Intelligence Agency
- Dept. of Defense
- Dept. of Homeland Security ICE
- Dept. of Justice Antitrust
- Dept. of Justice Main Library
- Dept. of the Treasury
- Dept. of Veterans Affairs
- Detroit Medical Center
- Duke University Libraries
- Eastern KY University
- Eastman Chemical
- Federal Bureau of Prisons
- Federal Maritime Commission
- Federal Trade Commission
- Florida A&M University
- General Dynamics
- Georgetown Univ. Law Library
- Georgia State University
- Government Printing Office
- Harvard University
- Law Library of Congress
- Library of Congress
- Los Angeles Public Library
- Loyola/Notre Dame Library
- Marine Corps University
- Maryland University Library
- Metropolitan Museum of Art
- NASA Goddard Library
- National Geographic
- National Inst. of Corrections
- National Institutes of Health
- National Library of Education
- National Library of Medicine
- National Park Service
- National Public Radio
- National Transportation Library
- Naval Research Laboratory
- NCAA Library & Archives
- New York Law Institute
- New York Public Library
- Northrop Grumman
- Patent and Trademark Office
- PBS Education
- Peace Corps
- Penn State Libraries
- Pentagon Library
- Pepperdine University
- Princeton University
- Purdue University
- Rex Healthcare
- Rutgers University Libraries
- Texas Tech University
- University of Alabama Libraries
- U.S. Army Corps of Engineers
- U.S. Army Geospatial Center
- U.S. Census Bureau
- U.S. Customs Library
- U.S. Fish and Wildlife Service
- U.S. Nuclear Regulatory Comm.
- U.S. Senate
- U.S. Supreme Court
- U.S. Tax Court
- Virginia Tech Libraries
- World Bank Law Resource Ctr.
- Yale Law Library
WHO SHOULD EXHIBIT

Nowhere will you find a more comprehensive exhibit of library technology and services in North America. Computers in Libraries attendees have come to expect having access to the top companies in the industry. This access allows them to get a firsthand view of the latest technologies and tools that will enable them to do their jobs more efficiently and to provide state-of-the-art information services to their patrons and end users.

Will your company be among the exhibitors at Computers in Libraries? Space is limited: Book yours today!

Computers in Libraries exhibitors include producers and distributors of:

- Library systems and software
- Web design and collaboration tools
- Electronic books and magazines
- Online services

• Virtual reference software and products
• Internet access and software products
• Library security systems
• Computer hardware and software
• Imaging technologies
• Search engine software
• Document delivery services
• Data entry and conversion services
• Internet products and services
• Networking services
• Library furniture
• Digital management tools
• Cataloging services
• Enterprise discovery and productivity software

BENEFITS OF EXHIBITING

- One free full-conference pass (excludes workshops)
- Company listing & 50-word description in the Final Program
- Unlimited booth personnel (Exhibits-Only badges)
- Ability to offer discounted registration to clients and prospects

EXHIBIT HOURS

Monday, April 7, 2014 .............................................10:45 AM  to   5:45 PM
Networking Reception .............................................5:00 PM  to   5:45 PM
Tuesday, April 8, 2014 .............................................10:45 AM  to   4:00 PM
Wednesday, April 9, 2014 .........................................9:45 AM  to 12:45 PM

FLOOR PLAN

BOOTH PRICING

$3,495 for a 10’x10’ booth
$2,995 for each additional 10’x10’ space

BOOK YOUR EXHIBIT SPACE TODAY!

Contact: David Panara
Phone: 609-654-6266 x146
Fax: 609-257-0112
Email: dpanara@infotoday.com

W W W . I N F O T O D A Y . C O M / C I L 2 0 1 4
Computers in Libraries 2014 offers numerous sponsorship and branding opportunities. Call us today to discuss how we can help you meet your sales and marketing objectives.

**UPGRADED COMPANY PROFILE**
Includes online listing with logo and 50-word description as well as a logo upgrade to your final program listing. $395

**ATTENDEE MAILING LISTS**
Includes a single use of the Computers in Libraries attendee mailing list (postal addresses only; does not include phone or email). $395

**PORTFOLIO SERVICE**
This service allows your company to place its promotional messages in the portfolio bags of full-conference registrants. Insertion items must be supplied by sponsoring company. 
Exhibitor... $395/insertion
Nonexhibitor... $895/insertion

**FINAL PROGRAM ADVERTISING**
Advertise in the Computers in Libraries 2014 Final Program. Read by all conference attendees and exhibit visitors, it’s the perfect place for your marketing message. 
Full-page 4-color... $2,600
Half-page 4-color... $1,500
Additional Costs for Upgrades
Back Cover... $495
Inside Covers... $395
Special Positions... $195

**PROMOTIONAL OPPORTUNITIES**

**PLATINUM SPONSORSHIP** $10,995
Includes:

- 20’x30’ booth (includes all exhibitor benefits listed on prior page)
- Sponsorship of the Exhibit Hall Networking Reception on Monday
- Premier logo placement on all promotional materials including the website, print and electronic media promotions listing sponsors, front cover of final program, and general exhibition signage
- Insertion of one promotional item in the portfolio bag (insertion item to be produced by sponsoring company)
- Upgraded listing with logo online and in final program
- One full-page/4-color ad in final program with premium positioning
- Single use of the preregistered attendee mailing list (postal addresses only)
- Single use of the post-event attendee mailing list (postal addresses only)

**GOLD SPONSORSHIP** $8,995
Includes:

- 10’x30’ booth (includes all exhibitor benefits listed on prior page)
- Logo placement on all promotional materials including the website, print and electronic media promotions listing sponsors, front cover of final program, and general exhibition signage
- Insertion of one promotional item in the portfolio bag (insertion item to be produced by sponsoring company)
- Upgraded listing with logo online and in final program
- One full-page/4-color ad in final program
- Single use of the preregistered attendee mailing list (postal addresses only)
- Single use of the post-event attendee mailing list (postal addresses only)

**LANYARD/BADGE**
Logo on custom lanyards given to all conference attendees (includes production).

**BRANDED LITERATURE BOARD**
Large branded sign in the conference registration area.

**VIDEO MONITOR SPONSORSHIP**
Play your looping video on a monitor/stand positioned in the registration area for the duration of the conference.

**EXHIBIT HALL GREETER**
Ability to place one (1) person at Exhibit Hall entrance to distribute materials, drive booth traffic, and promote brand awareness.

**SUNDAY EVENING SESSION BREAK SPONSOR**
Custom signage at this games and gadgets event on Sunday, April 6.

**TUESDAY EVENING SESSION BREAK SPONSOR**
Participate in the program and receive custom signage at this event on Tuesday, April 8.

**INTERNET, SOCIAL MEDIA, AND POWER LOUNGE**
Five internet-ready stations and a power lounge with outlets to recharge devices in a special area on the Exhibit Hall floor. Includes your logo, Twitter handle, and/or hashtag printed on station graphic panels.

**BREAKS**
Custom signage at continental breakfast each morning and all morning and afternoon breaks.

**CUSTOM SPONSORSHIP OPPORTUNITIES**

**LUNCH & LEARN (2 AVAILABLE)** $10,000
Invite up to 50 Computers in Libraries attendees to a private lunch hosted by your company. You select the attendees and provide the speaker; we handle the rest! Limited to one lunch per day.

**VIDEO INTERVIEW** $750
Professionally shot and edited 7- to 10-minute interview emphasizing your position and thought leadership in the industry. Shot onsite at Computers in Libraries 2014 and delivered after the event.