EVENT SPONSORSHIP OPPORTUNITIES

COMPUTERS IN LIBRARIES 2018
THE LEADING TECHNOLOGY CONFERENCE AND EXHIBITION
FOR LIBRARIANS AND INFORMATION MANAGERS
APRIL 17–19, 2018
HYATT REGENCY CRYSTAL CITY
Arlington, VA

PLATINUM SPONSORSHIP
$9,995 (2 available)
Includes:
- 15-minute presentation to the combined conference audience on April 17, 18, or 19 (if contract is signed by 11/15); content must be instructional and informative and will be subject to review. Scheduling of presentation is at the discretion of show management.
- Up to 8’x20’ booth (includes all exhibitor benefits listed on prior page)
- 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
- Exclusive pre-show email blast to preregistered attendees (content to be provided by sponsor)
- Single use of the preregistered attendee mailing list (postal addresses only)
- Single use of the postevent attendee mailing list (postal addresses only)

GOLD SPONSORSHIP
$7,995
Includes:
- Up to 8’x20’ booth (includes all exhibitor benefits listed on prior page)
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PROMOTIONAL OPPORTUNITIES

Computers in Libraries 2018 offers numerous sponsorship and branding opportunities. Contact us today to discuss how we can help you meet your sales and marketing objectives.

PORTFOLIO BAGS
Logo/URL on custom bag given to all full-conference attendees (includes production) ........................................ $3,995

FINAL PROGRAM ADVERTISING
Advertise in the Computers in Libraries 2018 Final Program. Read by all conference attendees and exhibit visitors, it’s the perfect place for your marketing message.
- Full-page 4-color ........................................ $1,995
- Half-page 4-color ........................................ $1,295

ATTENDEE EMAIL
Sponsor-provided HTML sent to all conference attendees. Available dates begin 1 month before show date. May be personalized with attendees’ first names ....................... $995

PICK YOUR SPONSORSHIP
$2,995 each
LANEYARDS
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 person at Exhibit Hall entrance to distribute materials, drive booth traffic, and promote brand awareness.

MONDAY EVENING SESSION BREAK SPONSOR
Custom signage at this games and gadgets event on Monday, April 16.

WEDNESDAY EVENING SESSION BREAK SPONSOR
Participate in the program and receive custom signage at this event on Wednesday, April 18.

KEYNOTE SEAT DROP
Placement of one item on every seat in the Keynote room on Tuesday, April 17, Wednesday, April 18 or Thursday, April 19. One available per day. Sponsor must supply item for distribution .................. $995

WIRELESS INTERNET
Provide wireless internet to attendees. Includes a redirect to your website, logo placement online and in the final program and signage onsite.

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

CUSTOM SPONSORSHIP OPPORTUNITIES
LUNCH & LEARN I $9,995
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.

EARLY-RISER BREAKFAST I $5,995
Wake-up 50 Computers in Libraries attendees before the conference sessions begin that day.

VIDEO INTERVIEW I $795
Professionally shot and edited 7- to 10-minute interview emphasizing your position and thought leadership in the industry. Shot onsite at Computers in Libraries 2018 and delivered after the event.

- MEET qualified buyers in a targeted environment.
- GAIN industry-wide exposure.
- CREATE new and strengthen existing relationships with clients and other industry experts.

ORGANIZED AND PRODUCED BY
Infomation Today, Inc.
PAST ATTENDEES INCLUDE

Our attendees—librarians, information managers, systems professionals, webmasters and web managers, content evaluators, intranet strategists, portal creators, and information specialists—have the unique opportunity to be part of an event that focuses on leading-edge technology and provides them with the latest information and practices to help them make informed choices for their community, whether it is an academic, corporate, nonprofit, public, or school library.

Key decision makers from universities, government, corporate law libraries, and more will be in attendance to discuss the solutions they need to facilitate their digital transformation. Be sure you’re among the solutions they’re looking for. Reserve your space today!

DELIVERING THE RIGHT AUDIENCE

Our world has been dealing with becoming digital for almost 30 years, but the next frontier, digital transformation, is now upon us. In 2018, Computers in Libraries will delve deeper into library models, strategies, transformational technologies, creative processes, and innovative programs while looking for new and exciting solutions to engage communities and have positive impacts on members.

Our attendees are searching for a firsthand view of the latest technologies and tools in the industry. They need solutions 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.

Computers in Libraries is your opportunity to participate in the comprehensive exhibit of library technology and services that is bringing it all together for them.

EXHIBIT HOURS

Tuesday, April 17, 2018 ..........................9:45 a.m. to 4:00 p.m.
Grand Opening Reception
Wednesday, April 18, 2018 .................. 9:45 a.m. to 4:00 p.m.
Thursday, April 19, 2018 .................. 9:45 a.m. to 1:45 p.m.

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### Past Attendees Include

- Aerospace Corporation
- Air Force Office of Scientific Research
- Alabama A&M University
- Alexandria City Public Schools
- American Financial Group, Inc.
- American Psychological Association
- Amigos Library Services
- Arizona State University
- Army Corps of Engineers
- Ball State University Libraries
- Berkeley College
- Boston University Libraries
- Califa Group
- Carnegie Endowment for International Peace
- Catholic University of America
- Census Bureau
- Center for Army Analysis
- Central Arkansas Library System
- Cleveland Public Library
- Conde Nast
- Consumer Technology Association
- Executive Office of the President
- ExxonMobil
- Florida State University
- George Washington University
- Law School
- Government of Canada
- Harvard Library
- Houston Public Library
- International Monetary Fund
- Justice Dept. Libraries
- Las Vegas Clark County Library District
- Library Bureau of Innovation
- Library of Congress
- Long Island Library Resources Council
- Los Alamos National Laboratory
- Lyra Research
- Manhattan Public Library
- Murray State University
- NASA-Goddard Space Flight Library
- Cadence Group
- National Gallery of Art
- National Geographic
- National Intelligence Agency
- National Library of Latvia
- New York Public Library
- Pentangle Library
- The Seattle Public Library
- Smithsonian Institution
- Supreme Court
- Texas A&M University-Corpus Christi
- Thomas Jefferson Foundation
- U.S. Department of Agriculture/ARS
- National Agricultural Library
- U.S. Department of Defense
- U.S. Department of Housing & Urban Development
- U.S. Food and Drug Administration
- University of Notre Dame
- Vancouver Public Library
- Walter Reed National Military Medical Library
- Washington State Library
- The World Bank Group
- The World Bank Group
- Washington State Library
- Medical Library
- National Library of Latvia
- National Intelligence Agency
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### Delivering the Right Audience

Attendees consist of library and information professionals with decision-making authority or influence buying decisions.

#### Attendees by Function

- Reference Librarian: 17%
- Systems Librarian: 6%
- Director: 9%
- Administrator: 3%
- IT: 17%
- Researcher: 4%
- Other - Resources, Serials, Corporate, Acquisitions, Tech: 36%

#### Attendees by Type of Library

- College/University: 22%
- Public: 42%
- Government: 7%
- Corporate/Business: 5%
- Law: 3%
- Network/Canvas/IT: 3%
- Other: K-12, Medical: 25%

* Data based on registrants reporting demographics.

### Introducing the Leading Technology Conference and Exhibition for Librarians and Information Managers

"As an exhibitor, I really appreciated the significant no-compete time in the exhibit." —2017 Exhibitor

"Thank you for your work on this conference! It is hands-down the best value for a conference! Great programs, good location and lots of new things to learn." —Christina Rivera, Special Projects Librarian, Long Island Library Resources Council

A member of the Empire State Library Network

### Who Should Exhibit

Our attendees are searching for a firsthand view of the latest technologies and tools in the industry. They need solutions 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.

Librarians in Libraries is your opportunity to participate in the comprehensive exhibit of library technology and services that is bringing it all together for them.

#### Benefits of Exhibiting

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

### Booth Pricing

**$3,495 for a 8’x10’ booth**

**$2,995 for each additional 8’x10’ space**

#### Notes:

- All booths are 8’x10’ unless otherwise noted.
- Maximum booth height of 8’.
- Exhibit hall is carpeted.
- All booths include 8’ back drop, 3’ side rails and a standard ID sign.

### Book Your Exhibit Space Today!

Lauri Weiss-Rimler
Exhibit Sales Director
lwrimler@infotoday.com
908-219-0088
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**PROMOTIONAL OPPORTUNITIES**

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**SEAT DROP**
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**VIDEO MONITOR SPONSORSHIP**
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Custom signage at this games and gadgets event on Monday, April 16.

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**WIRELESS INTERNET**
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**ATTENDEE MAILING LISTS**
- **Preregistered Mailing List** .................................. $395
- **Postevent Mailing List** .................................. $395
- **Exhibitor** ........................................ $495/insertion
- **Nonexhibitor** ........................................ $795/insertion

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**LUNCH & LEARN**

- **EARLY-RISER BREAKFAST**
- **VIDEO INTERVIEW**

**WEB SERVICES**

- **ATTENDEE MAILING LISTS**
  - **Preregistered Mailing List** .................................. $395
  - **Postevent Mailing List** .................................. $395
- **WIRELESS INTERNET**
- **BREAKS**
- **VIDEO INTERVIEW**

**ORGANIZED AND PRODUCED BY**
Information Today, Inc.