



December 2008

Dear Library Vendor:

Please join us as a sponsor of the New Jersey Library Association's 2009 annual conference: the premier professional development event for the New Jersey library community!

Your participation as a sponsor enables NJLA to bring high caliber speakers and outstanding programs to the Conference. Sponsors also make it possible to offer other popular events such as refreshment breaks in the exhibit hall.

Over 1200 public, academic, and school librarians, trustees, and friends will gather at the Ocean Place Resort in Long Branch, on April 28 and 29, 2009. The theme for the conference is ***New Jersey Libraries Rock*** and we expect record-breaking attendance.

**Sponsorships include:**

- Premium exhibit booth placement
- Sponsor signage for exhibit booth
- Recognition in program booklet
- Recognition in preliminary mailer
- Listing on conference signage
- Website link to your company

Your generous sponsorship will mean greater visibility for your company throughout the conference.

Questions may be directed to Pat Tumulty, Executive Director, at [ptumulty@njla.org](mailto:ptumulty@njla.org) 609-394-8032.

Please indicate your sponsorship level on the enclosed form and return it today. We look forward to hearing from you.

Sincerely,

Heidi Cramer  
President

*PS Consider a Platinum Sponsorship for maximum visibility and the opportunity to welcome over 600 attendees at the keynote presentation.*

## 2009 NJLA CONFERENCE

Yes! We would like to be a 2009 NJLA Conference Sponsor:

- **Platinum** (Reception, Keynote, or other) (\$5,000)
- **Gold** (Sole sponsor of a refreshment break) (\$2,500)
- **Silver** (Co-sponsor refreshments or activity) (\$1,500)
- **Bronze** (\$500)

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Phone Number \_\_\_\_\_

Fax Number \_\_\_\_\_

Email \_\_\_\_\_

Website URL \_\_\_\_\_

- Payment by check enclosed  
 Visa       MasterCard       AMEX

Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Amount \_\_\_\_\_

Signature \_\_\_\_\_

Full payment must be received by February 13, 2009 to insure placement in final program. Please return this form with payment information to: **NJLA, Box 1534, Trenton, NJ 08607 or fax to 609.394.8164.** Please call 609.394.8032 or email Sue Rice at [srice@njla.org](mailto:srice@njla.org) with questions.



## 2009 NJLA Conference



## Conference Sponsorship Opportunities

**New Jersey  
Libraries Rock !**

### SPONSOR LEVELS

- **Platinum: \$5,000**
- **Gold: \$2,500**
- **Silver: \$1,500**
- **Bronze: \$500**

**APRIL 28 & 29 2009**

## 2009 NJLA CONFERENCE

### SUGGESTED SPONSOR LEVELS

Exhibitors are invited to participate as **Sponsors** for the NJLA 2009 Conference, to be held at the Ocean Place Resort on April 28 & 29, 2009. Various sponsorship levels are detailed below. Don't miss this exceptional opportunity for optimum visibility and unparalleled good will from New Jersey's library community!

#### Platinum (\$5,000)

- Designated as the sponsor for reception, keynote, or other major event
- Introduced at sponsored event and representative may make welcome remarks
- Sign at event (sign at registration area during the rest of the conference)
- Tent signs on tables or other signage at sponsored event
- Platinum sponsor sign for Booth
- 1 Exhibit Hall Booth
- Full page ad and premium ad placement in the program book
- 1 set of public library mailing labels for pre or post conference mailings
- Acknowledgement in Program Book
- Website link
- Company literature distributed at a sponsored event
- 2 tickets to a conference luncheon
- 2010 NJLA Commercial Membership
- Premium exhibit booth placement

## 2009 NJLA CONFERENCE

### SUGGESTED SPONSOR LEVELS (CONT'D)

#### Gold (\$2,500)

- Designated as the sponsor for an activity or refreshment time
- Introduced as Gold Sponsor at the activity or refreshment time
- Signage on tables during sponsored event
- 1 Exhibit Hall Booth
- Half page ad in Program Book
- 1 set of public library mailing labels for pre or post conference mailings
- Gold Sponsor Sign for Booth
- Acknowledgement in Program Book
- Website link
- 2010 NJLA Commercial Membership
- Premium exhibit booth placement

#### Silver (\$1,500)

- Designated as a co-sponsor for an activity or refreshment time
- Introduced as Silver Sponsor at the activity or refreshment time
- 1 Exhibit Hall Booth
- Quarter page ad in Program Book
- 1 set of public library mailing labels for pre or post conference mailings
- Silver Sponsor Sign for Booth
- Acknowledgement in Program Book
- Website link
- Premium exhibit booth placement

#### Bronze Sponsor (\$500)

- Sponsor Sign for Booth
- Acknowledgement in Program Book
- Website link
- Designated as a co-sponsor for a refreshment time or activity
- Premium exhibit booth placement

Donations of less than \$500 will be recognized in the printed program

# NEW JERSEY LIBRARY ASSOCIATION

## ANNUAL SPRING CONFERENCE

April 28 & April 29, 2009

Ocean Place Resort & Spa

One Ocean Boulevard

Long Branch, NJ 07740-6770

# 2009

For additional information....

Paula Baratta

973-733-7766

pbaratta@npl.org

## Application for Exhibit Space

### Please Print or Type

Company Name \_\_\_\_\_

(Give your Company's name exactly as you would like it to appear in the program)

Mailing Address \_\_\_\_\_

Telephone Number ( ) \_\_\_\_\_ Website \_\_\_\_\_

Description of exhibit for placement (Check as many as apply):

- |   |   |                                       |  |
|---|---|---------------------------------------|--|
| <input type="checkbox"/> Audio Books          | <input type="checkbox"/> Children             | <input type="checkbox"/> Equipment    | <input type="checkbox"/> Security System     |
| <input type="checkbox"/> Architects/Buildings | <input type="checkbox"/> Computers            | <input type="checkbox"/> Furniture    | <input type="checkbox"/> Software            |
| <input type="checkbox"/> Automated Systems    | <input type="checkbox"/> Consultants          | <input type="checkbox"/> Periodicals  | <input type="checkbox"/> Supplies            |
| <input type="checkbox"/> Bindery/Prebound     | <input type="checkbox"/> DVD/Video            | <input type="checkbox"/> PR Materials | <input type="checkbox"/> OTHER (please list) |
| <input type="checkbox"/> Books                | <input type="checkbox"/> Electronic Resources | <input type="checkbox"/> Reference    | _____  |

Person to receive final information:

\_\_\_\_\_ ( ) \_\_\_\_\_ ext. \_\_\_\_\_  
Name Telephone Number

Mailing Address \_\_\_\_\_

City State Zip

Please prepare nametags for these company representatives:

Email address: \_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### COMPANY CONFIRMATION

Please reserve the following exhibit space:

- |   |
|---|
| <input type="checkbox"/> Booth @ \$600 each     |
| <input type="checkbox"/> 2 or more @ \$550 each |

**Note: Additional items, for example electricity & internet connection, may be ordered. Info will be sent in March along with booth number.**

Authorized signature

Print Name

Date Authorized

I prefer not to be located adjacent to: \_\_\_\_\_

**MAKE CHECKS PAYABLE TO  
"New Jersey Library Association"**

VISA  MASTERCARD  AMEX

CARD HOLDER'S NAME \_\_\_\_\_

CARD # \_\_\_\_\_

EXP DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

### MAIL TO.....

**NJLA**

Spring Conference Exhibits

P.O. Box 1534

Trenton, NJ 08607

609-394-8032

FAX 609-394-8164

**DEADLINE**

**February 16, 2009**

Booth

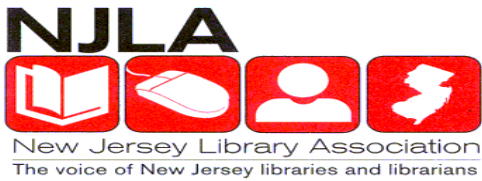
Price.....\$\_\_\_\_\_

10% off for  
Commercial

Members.....\$\_\_\_\_\_

Final

Price.....\$\_\_\_\_\_



**NJASL**

**NJLTA**

## **NEW JERSEY LIBRARY ASSOCIATION**

**NEW JERSEY  
LIBRARIES  
ROCK**

**VENDOR REGISTRATION  
ANNUAL SPRING CONFERENCE**

**APRIL 28 & 29 2009  
Ocean Place, Long Branch, NJ**

# ANNUAL SPRING CONFERENCE

*Jointly sponsored by the*

## NEW JERSEY LIBRARY ASSOCIATION NEW JERSEY ASSOCIATION OF SCHOOL LIBRARIANS NEW JERSEY LIBRARY TRUSTEE ASSOCIATION

Our annual spring conference attracts over 1000 librarians from school, public, college and special libraries throughout the state of New Jersey. This is one of the oldest library professional shows on the east coast, dating back to the 1890s.

### EXHIBIT DATES & TIMES

Tuesday, April 28th 8:00 am - 5:00 pm  
Wednesday, April 29th 8:00 am - 3:30 pm

### Exhibit Hall Grand Opening TUESDAY 8:00 AM

**FREE TIME FOR EXHIBITS ONLY** has been scheduled on BOTH DAYS

#### Display Rules

- Booth space is 6' x 8'
- Sides of booth display will not exceed 4' in height.
- Front will not interfere with flow of traffic by exceeding side rail length.
- Equipment sounds cannot interfere with a conversation in adjoining booths.

#### Mailing Labels Service

Public library labels are always available from NJLA. Spring conference exhibitors may want to consider targeted mailing just prior to the conference to help to generate interest in new and standard products.

Requests for mailing labels should be emailed to Sue Rice at the NJLA office at [srice@njla.org](mailto:srice@njla.org) or you can call 609-394-8032.

**Pressure sensitive labels  
\$85.00**

Please allow 2 weeks for delivery

## Exhibit Information

- RESERVATIONS** Reservations for exhibit space must be submitted on the enclosed "Application For Exhibit Space." Make your reservations no later than February 16, 2009.
- BOOTH NUMBER** Booth assignments will be made in late February.
- BOOTH SPACE** 6' x 8' area, draped sidewalls and back, 1 table (2' x 6' draped), 2 chairs, wastebasket and identification sign.
- COST** One booth 6' x 8' is \$600.00, two or more are \$550.00 each.
- DISCOUNT** 10% Discount for Commercial Members of NJLA
- PAYMENT** Payment in full is expected at time of application.  
No booth will be assigned without full payment.
- CANCELLATION** If an exhibitor must cancel, a 50% refund will be made prior to the February 16th deadline. No refunds after that date!
- EXHIBITOR AGREEMENT** \* EXHIBITORS MUST BE READY BY 8:00 AM on Tuesday and must agree not to dismantle, pack or remove any part of the exhibit before 3:30 PM, Wednesday.  
Failure to abide by this agreement will result in a loss of seniority.  
\* Sub-letting booth space to other companies is not permitted.
- QUESTIONS:** Call Paula Baratta at 973-733-7766 or email: [pbaratta@npl.org](mailto:pbaratta@npl.org)
- DRAYAGE:** The company will maintain a service desk during the conference.
- MAKE CHECKS PAYABLE TO:** *NEW JERSEY LIBRARY ASSOCIATION*

**MAIL TO:** **NJLA** Spring Conference Exhibits, P.O. Box 1534, Trenton, NJ 08607

## Booth Assignments

- Exhibit space is assigned to **SPONSORS** then by a combination of date receipt of your **APPLICATION** and product category.
- Every attempt is made to match location with request.
- Booth numbers, setup time, electric & internet info and pertinent materials will be mailed by early March with our Ocean Place Resort & Spa information packet.

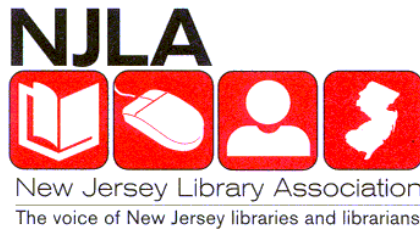


# **HOTEL RESERVATIONS**

**Ocean Place Resort & Spa  
One Ocean Boulevard  
Long Branch, NJ 07740-6770**

- Reservations must be made prior to April 13, 2009
- Special Room Rates for NJLA Convention Attendees
- \$169 .00 for Single or Double Occupancy / no resort fee
- When making reservations by telephone (800-411-6493) indicate that you are with the NJ Library Association





## **NJLA Spring Conference Program Advertising Order Form**

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**Full Page Ad \$750**      **Backpage \$1000**      **Half Page Ad \$400**  
(3.75" wide x 10" high)      (3.75" wide x 4.875" high)

**Quarter Page Ad \$300**  
(3.75" wide x 2.3125" high---business card size)

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Your purchase of a full page or half page ad entitles you to mailing labels for all New Jersey public libraries. These may be used for a pre- or post-conference mailing.

CAMERA READY COPY AND PRE-PAYMENT REQUIRED.  
**DEADLINE IS FEBRUARY 16, 2009**

**For Technical Information Email Linda Lobdell at [LLobdeLL@optonline.net](mailto:LLobdeLL@optonline.net)**

**Email ad to: [LLobdeLL@optonline.net](mailto:LLobdeLL@optonline.net)**

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**MAIL this form and check payable to: NJLA, PO Box 1534, Trenton, NJ 08607**

Name/Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone# \_\_\_\_\_ Ad Size \_\_\_\_\_  
Amount enclosed \_\_\_\_\_

***Conference Dates April 28 & 29, 2009—Ocean Place Resort and Spa***

# NJLA program sizes

**overall page trim = 4.25w  
x 10.5h no bleed  
(heavy black line)  
page margins and between-  
ad margins = 1/4"**

**1/2 page ad = 3.75w x 4.875h**

**full page ad = 3.75w x 10h**

**1/4 page ad = 3.75w x 2.3125h  
(horizontal)**

## HOW TO PREP MATERIALS FOR INCLUSION

Work is processed on a Mac in Quark 6.5, Illustrator 12.01(CS2), Photoshop 9 CS2).

NO MATTER HOW YOU'VE CREATED YOUR AD, PLEASE PROVIDE CLEAN HARD COPY.

▲ If you have prepared materials on a computer, please convert all fonts to artwork, if you can.

▲ If you have prepared materials on a computer, and you have access to Adobe Acrobat Distiller, create a pdf file using Distiller. In Distiller, go into Distiller/Job Options/Compression menu and apply the following values: 254 in the first window, 254, and 600. Also check "Embed all fonts" in the Font Embedding menu and then distill the file. Check your results using Acrobat Reader.

▲ If you have prepared materials on a computer, and you do NOT have Distiller, please follow these guidelines:

■ If Quark on Mac or PC, send native file saved for compatibility with Quark 5 or 6 PLUS ALL IMPORTED GRAPHICS AS SEPARATE FILES. BE SURE TO INCLUDE ALL FONTS. If you can, convert fonts to outline; pc fonts may not work.

■ If Pagemaker, make sure all graphics are imported as complete graphics files, not just as PICT representation. Convert all fonts to art, or include all fonts in use.

■ If Illustrator, convert all type to outlines and save as eps for Mac. In Document Setup, use 400 instead of 800 as final output resolution.

■ If Photoshop, save as tiff or eps for Mac. Resolution must be AT LEAST 260 dpi at the actual printing size. You may jpeg the photo using high settings so that image quality is not lost.

■ PUBLISHER FILES ARE NOT USEABLE.

■ Microsoft Word files are not useful except by resetting them or scanning as art. Effort will be made to simulate

look of your layout, no guarantees. Images imported into Word may or may not be extractable.

■ If all else fails, send text file that can be set and styled for you. Save as "text only" from your word processing program.

▲ If you have sent something that cannot be placed into Quark, your document may have to be reset and/or scanned. Grayscale images will not reproduce as cleanly as if you had supplied original b/w art; they may still be acceptable, but best is to send original art. Faxes are not clean enough to scan if you desire clean output.

▲ If you have only hard copy or business cards with logos, and the like, send cleanest originals possible (don't staple over important details) for scanning or re-creation. These procedures take additional time and result in additional overall cost.

Please note that the type in tiff files will not print as cleanly as live, non-rasterized type.

If what you have is smaller than 10 or 15M, please send it to [llobdell@optonline.net](mailto:llobdell@optonline.net). Compress as self-extracting, zipped archives.

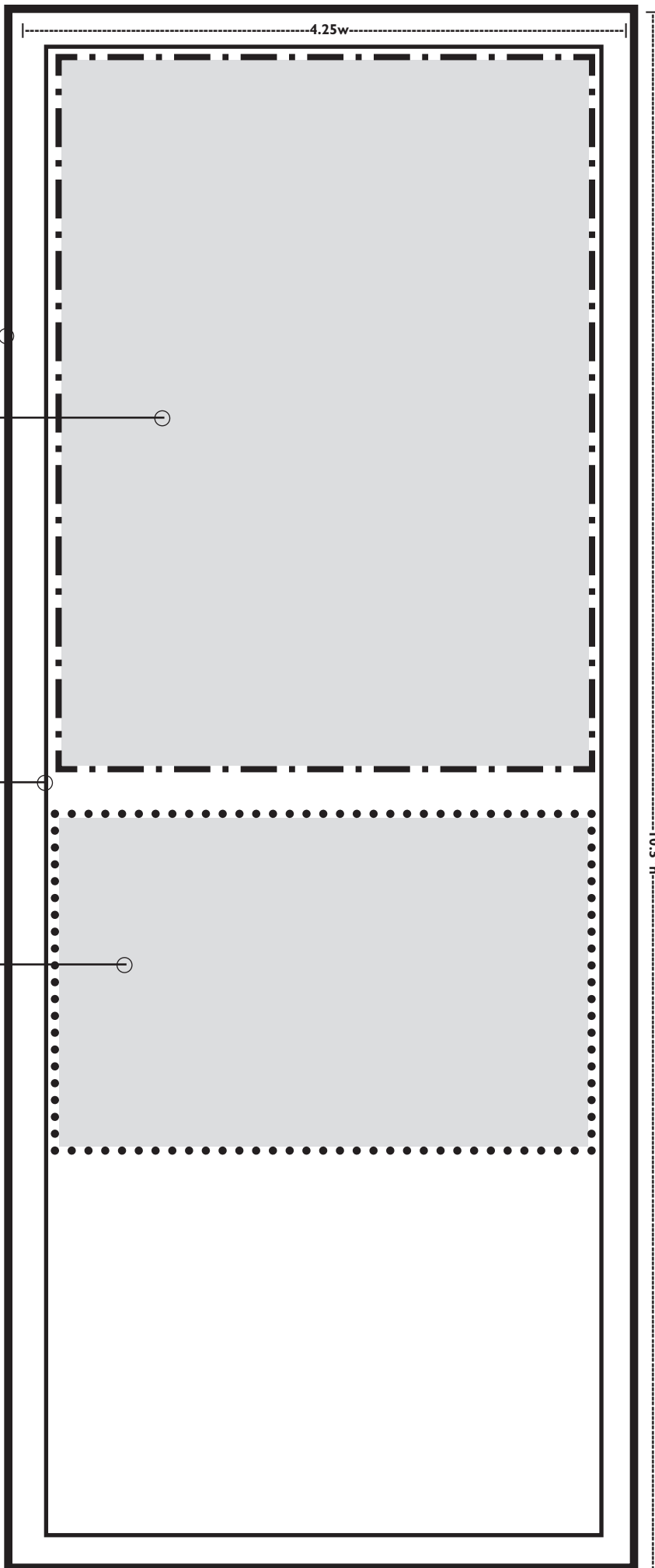
If the files are too large to e-mail, send Mac or PC floppy disks, zip disks (up to 100 M), CD (Mac platform) or DVD.

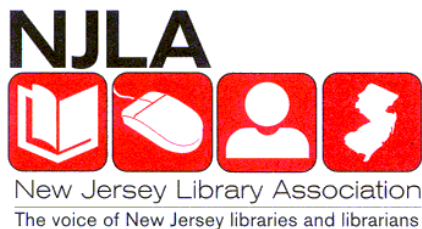
IN ANY CASE, PLEASE FAX a hard copy of what the document should look like to 973.484.6181.

FedEx/UPS packages, US mail and deliveries may be sent to L. Lobdell, 352 Highland Avenue/Newark NJ 07104/201.306.2769. Okay to leave without signature.

For technical questions, call Linda directly at cell number: 201.306.2769 (will take voice mail after 6 rings) or fax 973.484-6181. [llobdell@optonline.net](mailto:llobdell@optonline.net)

updated march 2006





December 2008

Dear NJLA Vendor,

We welcome your company to join us at the NJLA annual conference in April 2009 and feel certain that the conference will provide you with an excellent opportunity to reach an important target audience.

I am writing to remind you that we expect that vendors will act in good faith. This means that we expect that if you wish to reach our members through the NJLA annual conference, you will rent a booth to market your services and/or products to conference attendees rather than registering as an individual and “marketing on the fly.” The Association prohibits this practice. Since the vendor rentals represent a significant source for the funds needed to hold the conference, we cannot afford to tolerate violations of this policy.

I appreciate your cooperation with us in this matter and look forward to a successful 2009 conference for your business and for the Association.

Sincerely,

Heidi Lynn Cramer  
NJLA President

# NJLA



New Jersey Library Association  
The voice of New Jersey libraries and librarians

## 2008-2009 Commercial Membership Application

Membership year: July 1, 2008– June 30, 2009

**New Member**

**Renewal**

\_\_\_\_\_

For Office Use

**Fill in area below if you are a new member  
or if information on address label is incorrect.  
Provide email address if you have one.**

\_\_\_\_\_

Email Address \_\_\_\_\_

Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

This Address is  home  library/work.

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Library/Organization \_\_\_\_\_

Position \_\_\_\_\_

### Section/RoundTables (ALL CHOICES FREE)

#### Sections

- Administration & Management
- Children's Services
- College & University
- History & Preservation
- Information Technologies
- Reference
- Special Populations
- Technical Services
- Urban Libraries
- Young Adult

#### RoundTables

- Bookmobile Services
- LGBTI
- Small Libraries
- Readers Advisory
- Resource Sharing

### Commercial Membership

..... \$135

Would you like to receive information from library-related organizations?

Yes  No

You may change your preference at any time. Please contact the NJLA office at 609-394-8032.

**Amount Due \$135**

### Payment Information

Check Enclosed (payable to NJLA) OR please bill my  VISA  MasterCard  AMEX OR  Voucher/PO

Name on Credit Card \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

# Add Your Voice Today — Join NJLA!

Box 1534, Trenton, NJ 08607  
Phone: (609) 394-8032 • Fax: (609) 394-8164  
Email: ptumulty@njla.org • www.njla.org

\*The New Jersey Library Association is a 501(c)(3) charitable and educational organization. Contributions to NJLA are tax-deductible to the extent provided by law.