



December 2009

Dear NJLA Vendor,

We welcome your company to join us at the NJLA annual conference in April 2010 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. Our expectation is that you will reach our members at the NJLA annual conference by renting a booth to market your services and/or products to conference attendees. The Association prohibits the practice of registering as an individual and “marketing on the fly.” 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 2010 conference for your business and for the Association.

Sincerely,

Susan Briant
NJLA President