



*Learning through Books, Media and Technology*

Dear Exhibitor

This year the Annual Conference of the California School Library Association will be held November 16 - 19, 2006 at the Sacramento Convention Center. It is the largest library show in California.

Our change to the weekend format has proven to be a good move as we have seen a definite increase in attendance. We are keeping that format again for this year. Exhibits will be open Thursday evening, Friday, and Saturday. During these budget conscious times, the additional advantage of moving to the weekend in Sacramento is being able to provide the lowest hotel costs for our attendees and exhibitors in the past six years . We have secured a discounted rate of **\$99 at the Hyatt Hotel**. This will be our headquarters hotel and is across from the convention center.

CSLA, in conjunction with GES Exposition Services, will be offering a discount on material handling and if you are also participating in the CLA show, free storage between shows. See attached flyer for more information.

This year's annual conference theme is *California School Libraries - A Bountiful Harvest*. We are again planning on hosting 1,000 paid conference attendees in addition to the several hundred "exhibits only" attendees. Exhibit dates are November 16-18, 2006 (Thursday, Friday, & Saturday). To help make a profitable return for your marketing budget, we promise you at least **five-and-a-half hours of "conflict free" exhibit time** with no concurrent sessions scheduled - this is in addition to the Exhibits Opening Night Reception - for a **total of eight hours of "conflict free" exhibit time**.

Exhibit hours:

Thursday, Nov. 16, 2006	6:00 p.m. to 8:30 p.m. - Exhibits Opening Night Reception
Friday, Nov. 17, 2006	9:30 a.m. to 5:30 p.m.
Saturday, Nov. 18, 2006	9:30 a.m. to 3:30 p.m.

Reasons to Exhibit:

- Showcase your products/services to all your customers at one place
- Meet face-to-face with your customers all at the same time
- Network and prospect for new customers at the opening night reception
- Meet qualified buyers and establish long-term relationships
- Talk with decision-making school librarians and school library administrators
- Take advantage of over 50% "conflict free" exhibit time
- Unlimited free exhibit passes for your clients and potential clients

Our goal is to provide a show that combines the latest innovations and products in the library industry within a relaxed atmosphere that makes networking easy. We are dedicated to making this the best conference you attend all year. Make your reservation now for booth space for the best show location by completing the enclosed contract. Spaces will be assigned on a first-returned-with payment basis. CSLA also gives priority to sustaining members and seniority.

Join us in Sacramento and participate in *California School Libraries - A Bountiful Harvest*.

Sincerely,

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