



Learning through Books, Media and Technology

August 2008

Dear Exhibitor

This year the Annual Conference of the California School Library Association will be held November 20 - 22, 2008 at the Sacramento Convention Center. Exhibits will be open Thursday evening, Friday, and Saturday.

During these budget conscious times, we are once again able to provide low hotel costs for our attendees and exhibitors. This year, we have secured a discounted rate of **\$105 single/double at the Hyatt Hotel**. This will be our headquarters hotel and it is next to the convention center.

This year's conference theme is *School Libraries Make Connections*. We are planning on hosting 1,000 paid conference attendees in addition to the several hundred "exhibits only" attendees. Exhibit dates are November 20-22, 2008 (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. 20, 2008	6:00 p.m. to 8:30 p.m. - Exhibits Opening Night Reception
Friday, Nov. 21, 2008	9:30 a.m. to 5:30 p.m.
Saturday, Nov. 22, 2008	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.

If you are in the school library business, this is the conference you should attend. Join us in Sacramento and participate in *School Libraries Make Connections*.

Sincerely,

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