

May 2003

Dear Library Vendor:

Looking for ways to market your company to Wisconsin libraries? The Wisconsin Library Association Annual Conference, held Tuesday, October 28 through Friday, October 31, at the Four Points Sheraton in Milwaukee, provides you with multiple opportunities to effectively showcase your company.

**The attached conference kit provides you with the following information:**

- ⌚ **Exhibit contract and floor plan.** Exhibiting October 29 and 30 gives you a high profile by providing the opportunity to share your latest products and services directly with current and potential customers. We've also included hotel information for exhibit personnel as well as a form for door prizes. Our Conference Booklet includes a list of vendors and door prize contributors.
- ⌚ **Partnership opportunities.** Reinforce your commitment to the library community with sponsorship of specific programs, and raise your visibility outside the exhibit hall. Or, if you can't exhibit, a program partnership ensures your company has a presence at this important professional conference.
- ⌚ **Booklet advertising contract.** Encourage visits to your booth and follow-up contacts by placing an advertisement in the program booklet, a resource provided to each registrant. Non-exhibitors will also find that a booklet ad provides a vital link to library customers.
- ⌚ **Vendor membership application.** To get a discount on your booth, plus other great benefits, join the Wisconsin Library Association. Even if you don't exhibit, you may wish to take advantage of year-round opportunities to reach the library community.

We appreciate the opportunity to work with your company to produce a great conference again in 2003! Please contact the WLA office at (608)245-3640 if you have any questions about these opportunities. Hope to see you in Milwaukee!

Sincerely,

David Weinberg-Kinsey  
2003 Conference Committee Chair

P.S. If someone else within your organization makes these marketing decisions, we would appreciate your assistance in routing the enclosed materials to the appropriate party or parties. Thank you.