

2010 Charleston Conference November 3 – 6, 2010

30th Annual Issues in Book and Serial Acquisition



Dear Colleagues,

Can you believe it? The 30th Annual Charleston Conference is just around the corner. We look forward to seeing you in our beautiful city November 3-6, 2010, for what we think will be the best conference yet! After our outstanding attendance last year, (over 1,100 registrants) we are anticipating a strong turn-out for 2010 despite the tough economic climate we're all facing.

This year, the Conference will be held in three hotels — the Francis Marion on King Street, the Embassy Suites on Meeting Street and the Holiday Inn on Calhoun Street. The Conference Website is being updated regularly and we invite you to visit us at www.katina.info/conference.

There are many opportunities for vendors and publishers to participate in the conference and the enclosed information will help answer some of your questions. There are **Sponsorship Opportunities**, **Vendor Showcase Opportunities**, and **Juried Product Development Forum Opportunities**. If you would like to suggest another opportunity to participate, please let me know. We like new ideas!

As a loyal supporter of past Charleston Conferences, your help and participation are needed now more than ever. We would like once again to ask for your support. Any level of participation is greatly appreciated. As you are no doubt aware, keeping the Conference going is at the top of my list!

Why support the conference? We have over 1,000 annually and here are a few of their comments:

"Of all the conferences, this one is the BEST for me and what I want & need. THANKS!"

"It's always an amazing concentrated look at innovative ideas and new issues."

"The Charleston Conference is hands-down the most relevant and useful gathering for Collection Development work."

Please contact Leah Hinds <leah@katina.info> or me <kstrauch@comcast.net> with any contributions, issues, or questions. Thank you for all your support! We can't wait to see you in November!!!

Cordially,

Katina Strauch
Charleston Conference Founder

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2010 Charleston Conference Sponsorship Information

30th Annual Issues in Book
and Serial Acquisition



November 3 – 6, 2010
Francis Marion Hotel, Main Conference
Embassy Suites Historic District, Concurrent Sessions
Holiday Inn Historic District, Concurrent Sessions

The Charleston Conference is an informal annual gathering of librarians, publishers and vendors of library materials to discuss issues of importance to them all. The 30th conference will consist of **Preconferences** and a **Vendor Showcase** on Wednesday, November 3rd, and the **Main Conference** from Thursday, November 4th to Saturday, November 6th.

The Charleston Conference is considered by many library-related professionals to be the only conference worth attending. It began thirty years ago as a gathering of 25 acquisitions librarians and has grown over the years into an international affair attended by over 1,000 librarians, vendors, and publishers in the international scholarly publishing community.

The Charleston Conference and its continuing impact would not be possible without the contributions of our friends like you and your company. We ask for your monetary support, and have structured our sponsorships to show our appreciation in a number of ways. Any amount you send will be greatly appreciated and recognized for its generosity. From all of us at the Charleston Conference, thank you very much for all your support. We look forward to seeing you in November!

For more information on the conference, visit www.katina.info/conference.

All sponsors will receive the following:

- ❖ Listing on the conference website;
- ❖ Recognition during the opening speech;
- ❖ Recognition sign at the conference.
- ❖ 25-word description and contact info in program;
- ❖ Sponsor ribbons for conference badges;

In addition, sponsors at different levels will receive promotional benefits as listed below:

For your sponsorship at this level, we offer you:	Diamond (\$10,000 +)	Platinum (\$8,000 - \$9,999)	Gold (\$5,500 - \$7,999)	Silver (\$3,000 - \$5,499)	Bronze (\$1,500 - \$2,999)	Pewter (Under \$1,500)
Brochure in Conf Tote Bag	2	1	-	-	-	-
Copy of Conf Mailing List	1	1	-	-	-	-
B&W Ad in Program	1 Full Page	1 Full Page	1 Half Page	-	-	-
Recognition at Gala Recep	Yes	Yes	Yes	-	-	-
Banner Ad on Website	Full Banner	Full Banner	Half Banner	Half Banner	-	-
Space on Promo Lit Table	2	1	1	1	1	-

Sponsorship Opportunities:

The following opportunities for sponsorship, as well as an undesignated monetary gift, will qualify you/your company at the levels of sponsorship listed on this page:

*Gala Reception at the Visitors Center.....2 @ each \$10,000	Printing Conf Signage..... 3,500
Tote Bags w/Conf & Your Logo 8,500	Notebooks w/Conf & Your Logo..... 3,500
*Printing Conference Programs..... 8,000	*Refreshment Breaks.....5 @ each 3,500
Newcomer's Reception..... 7,500	Lanyards w/Your Logo..... 3,000
Leather Jotter, NotePad w/Conf & Your Logo..... 7,000	Post-It Notes w/Conf & Your Logo..... 3,000
Website Design & Maintenance..... 5,500	Plastic Beverage Cups w/Conf & Your Logo..... 3,000
Conference Announcement Postcards..... 5,500	Conference Security..... 3,000
T-shirts w/Conf & Your Logo..... 5,000	Pens w/Conf & Your Logo..... 3,000
*Breakfast Discussions (Thursday).....5,000	Pencils w/Conf & Your Logo..... 3,000
Transportation - Conference Shuttles..... 4,500	Bookmarks w/Conf & Your Logo..... 3,000
Sports Water Bottles w/Conf & Your Logo..... 4,500	Refreshment Break (Wednesday AM)..... 2,500
Cyber Cafés (both at Francis Marion).....2 @ each 4,500	Goodie Bags w/Conf & Your Logo..... 2,000
*Continental Breakfast (Friday)..... 3,500	Printed Napkins w/Conf & Your Logo..... 2,000
*Continental Breakfast (Saturday).....3,500	Speaker Honorariums@ each 1,000
Registration Desk Staffing..... 3,500	

***Additional benefits for this item. Ask Leah for details.**

To sponsor any item on this list, please contact Leah Hinds <leah@katina.info> or 864-353-1181 for availability and details. If you are interested in sponsoring an item that isn't listed, let us know. We are always open to new ideas!

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OPPORTUNITES TO PARTICIPATE

NEW! FAST TECH TALKS

For the first time in 2010, we are offering publishers and vendors 30 minute time slots to demonstrate and promote their newest and most innovative products on the market. Saturday is "Innovation Day" for the Conference, and in that spirit we are offering a limited number of concurrent slots for product demonstrations that morning. A laptop, projector, and Internet connection will be provided in the meeting room, and attendees can get food at the Continental Breakfast buffet and eat while watching your presentations. Contact Leah Hinds <leah@katina.info> for more info.

Application and fee required: \$500 per slot, or \$300 for Vendor Showcase or JPDF participants.

JURIED PRODUCT DEVELOPMENT FORUMS

Publishers and vendors have a unique opportunity for feedback from librarians regarding the design, features, feasibility or pricing of a particular product or service in development. These focus group-style sessions have been very popular and well received for many years at the conference, and we are glad to be able to offer them again for 2010.

- Application will be available at www.katina.info/conference/events.php.
- Applications will be reviewed and selected by a committee of librarians currently working in libraries.
- Application deadline is August 13th, 2010.
- Cost: \$1,800 payable 30 days after notification of acceptance with limited space available.

For Additional Information, please contact **Sharna Williams** at <williamssh@cofc.edu> or 843-953-8008.

Please Note: Ms. Williams is the conduit for all communications between applicants and the selection committee. The membership of the selection committee will not be made public. Applicants are asked to respect Ms. Williams' neutral role in this process.

ADDITIONAL ADVERTISING OPPORTUNITIES

There are a number of opportunities for advertising your company or service prior to and during the Conference:

- **Your Company Brochure in Conference Goodie Bag** — \$1,200
Anticipate approx 1,000 attendees / goodie bags.
- **Full page black & white ad in Conference Programs** — \$875
Full page = 7" x 10" image size / press quality PDF file.
- **Half page black & white ad in Conference Programs** — \$550
Half page horizontal = 7" x 4 3/4" image size / press quality PDF file.
- **Conference Mailing List** (one time use only) — \$550
Copy of item being mailed must be provided to Katina Strauch prior to mailing.
- **Your linked logo on the official Conference Website** — \$500
Placed on Website after payment is confirmed.
- **Tabletop Brochure Display Space** (8 1/2" x 11" x 6") — \$250
No personnel allowed — tabletop space only.

Contact Leah Hinds <leah@katina.info>, 864-353-1181 for more info.

CHARLESTON VENDOR SHOWCASE

An opportunity to connect with over 1,000 collection development, acquisitions, and electronic resources professionals from around the country and internationally. Show your latest products and services to a target audience of library buyers. This is the only exhibit opportunity during the conference and will be held Wednesday, November 3rd, 2010 from 12 noon to 6 pm on the day scheduled for the pre-conferences.

- Space is limited.
- Registration and fee are applicable.
- Registration for the Charleston Vendor Showcase does not register any person for the Main Conference to be held November 4th through the 6th.

For more info, contact Toni Nix at <justwrite@lowcountry.com>, Phone: (843) 835-8604, Fax: (843) 835-5892.