

2011 Charleston Conference November 2 – 5, 2011

31st Annual Issues in Book and Serial Acquisition



Dear Colleagues,

Can you believe it? The 31st Annual Charleston Conference is just around the corner. We look forward to seeing you in our beautiful city November 2-5, 2011, for what we think will be the best conference yet! After our outstanding attendance last year, (over 1,200 registrants) we are anticipating a strong turn-out for 2011 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 Courtyard Marriott 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? Here are a few attendee comments:

"The presenters were top-notch and the topics were timely. You hit the mark!"

"Mix of people, subject matter & size, as well as location, are just right. I'll be back!"

"The Charleston Conference has always offered a good mix of sessions that stretch my thinking and introduce new products and ideas. This year did not disappoint!"

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

Charleston Information Group, LLC
MSC 98, The Citadel
Charleston, SC 29409

Leah Hinds
Assistant Director

864-353-1181 (cell)
843-805-7918 (fax)
leah@katina.info

2011 Charleston Conference Sponsorship Information

31st Annual Issues in Book
and Serial Acquisition



November 2 – 5, 2011
Francis Marion Hotel, Main Conference
Embassy Suites Historic District, Concurrent Sessions
Courtyard Marriott 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 31st Conference will consist of **Preconferences** and a **Vendor Showcase** on Wednesday, November 2nd and the **Main Conference** from Thursday, November 3rd to Saturday, November 5th.

The Charleston Conference is considered by many library-related professionals to be the only conference worth attending. It began thirty-one years ago as a gathering of 25 acquisitions librarians and has grown over the years into an international affair attended by over 1,200 librarians, vendors, and publishers in the global 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 \$12,000	Printing Conf Signage..... 3,500
Tote Bags w/Conf & Your Logo.....9,500	*Refreshment Breaks.....5 @ each 3,500
Thumb Drives w/Conf & Your Logo.....9,500	Lanyards w/Your Logo..... 3,500
*Printing Conference Programs..... 8,500	Post-It Notes w/Conf & Your Logo..... 3,500
Website Design & Maintenance..... 6,000	Plastic Beverage Cups w/Conf & Your Logo..... 3,500
Conference Announcement Postcards..... 5,500	Conference Security..... 3,000
T-shirts w/Conf & Your Logo..... 5,500	Pens w/Conf & Your Logo..... 3,000
*Continental Breakfast (Thursday).....5,500	Pencils w/Conf & Your Logo..... 3,000
Transportation - Conference Shuttles..... 5,000	Bookmarks w/Conf & Your Logo..... 3,000
Sports Water Bottles w/Conf & Your Logo..... 5,000	Refreshment Break (Wednesday AM)..... 2,500
Cyber Cafés (both at Francis Marion).....2 @ each 4,500	Goodie Bags w/Conf & Your Logo..... 2,500
*Continental Breakfast (Friday)..... 4,000	Printed Napkins w/Conf & Your Logo..... 2,500
*Continental Breakfast (Saturday).....4,000	Speaker Honorariums@ each 1,500
Notepads w/Conf & Your Logo..... 4,000	Undesignated Sponsorships of Any Amount
Desk Calendars w/Conf & Your Photos..... 4,000	*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!

2010 Charleston Conference

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Francis Marion Hotel, Main Conference

Embassy Suites Historic District, Concurrent Sessions

Courtyard Marriott Historic District, Concurrent Sessions

OPPORTUNITIES TO PARTICIPATE

FAST TECH TALKS

After our successful first year in 2010, we are again offering publishers and vendors 30 minute time slots to demonstrate and promote their newest and most innovative products on the market. Attendees can grab some breakfast from the buffet and enjoy a product demonstration of their choice. Application online at <http://www.katina.info/conference/events.php>. Contact Leah Hinds at leah@katina.info for more info.

Application and fee required: \$600 per slot, or \$400 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 14th, 2011.
- 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** — \$1,300
Anticipate approx 1,200 attendees / goodie bags.
- **Full page black & white ad in Conference Programs** — \$975
Full page = 7" x 10" image size / press quality PDF file.
- **Half page black & white ad in Conference Programs** — \$675
Half page horizontal = 7" x 4 ¾" image size / press quality PDF file.
- **Conference Mailing List** (one time use only) — \$650
Copy of item being mailed must be provided to Katina Strauch prior to mailing.
- **Your linked logo on the official Conference Website** — \$550
Placed on Website after payment is confirmed.
- **Tabletop Brochure Display Space** (8 1/2" x 11" x 6") — \$300
No personnel allowed — tabletop space only.

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

CHARLESTON VENDOR SHOWCASE AND VENDOR CHATS

An opportunity to connect with over 1,200 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 2nd, 2011 from **11 am** (NEW! Opening one hour earlier!) 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 3rd through the 5th.

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