

**35<sup>th</sup> ANNUAL CONFERENCE**  
**HERSHEY LODGE & CONVENTION CENTER**  
**HERSHEY, PA 17033**  
**May 1 – May 3, 2008**

September 15, 2007

Dear Exhibitor:

You are cordially invited to exhibit at the Annual Spring Conference of the Pennsylvania School Librarians Association on May 1 to May 3, 2008. Our organization, with a conference attendance of approximately one thousand registrants, is looking forward to your participation in our conference.

The theme for the 2008 conference is “**SCORE!!! With Information Literacy and Reading @ your library.**” The conference keynoter is **Allison Zmuda** who will speak about assessment. **Kadir Nelson** of Moses (Caldecott Honor) is the luncheon speaker. The banquet speaker is **Ridley Pearson** of Peter and the Starcatchers. The conference program will consist of mini-sessions and workshops. On Thursday evening there will be exhibit hours, pre-conference workshops and other activities.

Our association is aware that good attendance in the exhibit area is important. The Planning Committee has arranged to schedule only two-thirds of the attendees for meetings at any given time in an effort to ensure a constant flow of traffic in the exhibit area. In addition, free exhibit time is provided on Thursday evening, Friday afternoon and Saturday morning. To further ensure exhibit attendance, cash bars, a lunch bar, morning coffee hours and a Friday evening reception are held adjacent to or in the exhibit hall. Other activities such as authors autographing and the awarding of various prizes are planned for the exhibit area. If you have any suggestions, creative ideas, etc. which will help promote attendance, please contact me.

The booth size is 8’ x 10’ for \$500.00. Each booth will include one 6 foot draped table, 2 chairs, draped side rails and backdrop and a vendor name sign. The show colors will be blue and gold. The exhibits are to be located in the Blue and White Rooms of the Great American Hall. **February 10, 2008, will be the deadline for booth reservations.**

Exhibit hours will be as follows:

Thursday -- SET UP 8:00 AM -- 4:00 PM  
                  BUFFET 4:00 PM -- 4:45 PM  
                  OPENING 5:00 PM -- 7:00 PM  
Friday -- 9:00 AM -- 2:00 PM & 3:30 PM -- 6:00 PM with reception  
Saturday -- 9:00 AM -- 12:00 PM

The show decorator will be Penn State Exposition Services. They will send each registered exhibitor a packet detailing their services, prices and deadlines. They should be contacted for additional furniture and drayage. Reminder: the exhibit hall is carpeted. The contact information for the decorator follows:

PENN STATE EXPOSITION SERVICES, INC.  
7115 North 6<sup>th</sup> Street  
Harrisburg PA 17110  
Telephone: 717.236.6733 Fax: 717.236.6758

A hotel reservation form is enclosed for your convenience. Forms for Hershey convention services are listed on our web page [www.psla.org](http://www.psla.org). All orders for these services must be placed through Hershey's sales office.

To assist you in upcoming conference planning, future PSLA Conference dates are listed below:

April 30 – May 2, 2009	State College
April 15 – April 17, 2010	State College
April 26 – May 10, 2011	Hershey

The Association is currently working on implementing a conference sponsorship program. This will consist of multi-levels of contributions with sponsorship opportunities to include the following areas:

Awards breakfast	Coffee breaks	President's Reception (Fri.)
Advisory Council lunch	Closing lunch	President's Reception (Sat.)
Badge holders/Lanyards	Exhibit Hall reception	Program printing
Banquet speakers	Internet Room	Prof. Development Award
Conference bags	HS Contests award winners	
Conference 101	Keynote & Banquet speakers	

More information will be forthcoming on this program. If you wish to sponsor an event this year please contact Sandra Smith at 724.695.3820 or 724.695.3300 (W) or Nancy Smith at 717.671.8071 or 717.657.5117 (W).

I would like to thank all who have supported the association in the past, and I do hope you and new friends will be with us at our annual conference.

I will be happy to assist you if problems or questions arise. Do not hesitate to use the information given below.

Sincerely,

Betty H. Grebey  
PSLA Exhibit Chairperson  
905 Jaine Lane  
Chester Springs PA 19424-3014

Telephone: 610.469.9333 (H)  
E-mail: [bgrebey@ptd.net](mailto:bgrebey@ptd.net)

Enclosures