



Reach attendees with last minute highlights by placing a classified ad in the on-site *Cognotes* "Exhibitor News" section.

This form can be emailed in advance to ala@heexpo.com, or dropped off in the ALA / *Cognotes* Office in the Convention Center.

Each issue of *Cognotes* will include a section entitled "Exhibitor News." Exhibitors may submit a brief announcement (40 words) for this section. The 40-word limit will be enforced. One announcement per exhibitor per day will be accepted. Announcements will be printed in alphabetical order. Announcements submitted on-site will be printed on a space-available basis. *Cognotes* recommends that announcements be submitted in advance and typed in a format similar to the example below.

Example: Information Access Company (Booth 1114): Visit booth 1114 to see these hot new products: the General Business File, expanded Academic Index, and new InfoTrac search software.

Orders will be accepted on-site and will cost \$100 per day, per ad and must be paid in advance. Orders can be emailed to ala@heexpo.com or will be accepted on-site in the ALA / *Cognotes* Office, McCormick Place, between the hours of **8:30am and 2:00pm for publication the following day**. Announcements purchased on-site will be published on a space-available basis at the discretion of the editor. Highlights Issue is \$100.

Exhibiting Company Name and Booth Number: _____

Contact Person: _____

Phone (office and cell): _____

Email: _____

40 Word Classified Ad copy:

Days to Run: **Fri** **Sat** **Sun** **Mon** **Tue (Wrap-Up)**

Credit Card Information: **Visa** **MasterCard** **American Express**

Name on card: _____

Card Number: _____

Amount to charge: \$ _____ **Signature:** _____

***Cognotes* Staff Person Signature:** _____