



**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](mailto: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 \$125 per day, per ad and must be paid in advance. Orders can be emailed to [ala@heexpo.com](mailto:ala@heexpo.com) or will be accepted on-site in the ALA / *Cognotes* Office, Washington State Convention Center, 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 \$125.

**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)**

Make checks payable to: **American Library Association**

***Cognotes* Staff Person Signature:** \_\_\_\_\_