

2008-2009

# SPONSORSHIP & RECOGNITION

P R O G R A M

AMERICAN ASSOCIATION OF SCHOOL LIBRARIANS  
a division of the American Library Association



# AN ALLIANCE BETWEEN AND THE BUSINESS COMMUNITY

## **Reach your target audience through a variety of sponsorship and advertising opportunities with the AASL Alliance.**

The AASL Alliance was created to establish collaborative relationships between AASL and the business community. Become an Alliance member by committing a minimum of \$500 to opportunities listed in this booklet over a two-year period. Reap the rewards of increased visibility and recognition among the largest group of school library media professionals in the world.

Special recognition is reserved for AASL Alliance members who meet the cumulative dollar requirements of Bronze through Diamond levels by committing to sponsorship opportunities listed in this booklet during a two-year cycle. The cycle begins following the biennial AASL National Conference and concludes with the next National Conference. The current cycle began immediately following the 13th AASL National Conference and runs through the 14th AASL National Conference in November 2009. These special Alliance recognition levels can be found starting on page 4.

This booklet provides you with a variety of sponsorship and advertising opportunities at the AASL National Conference and other events, and in AASL's journal and newsletter.

(Please note: As a courtesy, AASL always offers the right of first refusal to the company that sponsored the item/event the previous year.)

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# WHAT IS AASL?

The American Association of School Librarians (AASL), a division of the American Library Association (ALA), is the largest membership organization serving school library media professionals, grades K-12. The majority of the nearly 10,000 members are certified teachers with additional training (often a master's) in library and information science who work in public or private schools throughout the nation. AASL's mission is to advocate excellence, facilitate change and develop leaders in the school library media field. The biennial National Conference is one of the major activities to fulfill this mission.



## SPECIAL RECOGNITION LEVELS

In appreciation of outstanding cumulative sponsorship commitments during the two-year cycle, AASL is pleased to recognize AASL Alliance members in additional ways above what is provided by each specific sponsorship opportunity.

## ASSIGNING BOOTH SPACES

Assigning booth space at the AASL National Conferences is managed by a priority point system. One (1) priority point awarded for each year exhibited at the AASL National Conference & Exhibition.

Alliance levels also earn extra priority points:

Diamond = Two (2) points

Platinum = Two (2) points

Gold = One (1) Point

Silver = One (1) Point

Bronze = One (1) Point

# DIAMOND ALLIANCE LEVEL

\$100,000 OR MORE

## RECOGNITION THROUGHOUT THE YEAR:

- › Logo recognition in an individual Diamond “Thank You” ad in one issue of Knowledge Quest, AASL’s print journal
- › Logo recognition as a Diamond member, with link to company homepage, on the AASL Alliance Web page
- › Recognition in an individual Diamond “Thank You” ad in one issue of the AASL Hotlinks e-mail newsletter

## RECOGNITION AT THE NATIONAL CONFERENCE:

- › Logo recognition in an individual Diamond “Thank You” ad in conference program book
- › Logo recognition as a Diamond member at entrance of the exhibit hall
- › Verbal acknowledgment by the President of AASL at the Opening General Session
- › Logo recognition as a Diamond member on banner or video screen at Opening General Session and Closing General Session
- › Invitation for two company members to participate in a vendor appreciation breakfast with the AASL Board of Directors taking place at the National Conference
- › “AASL Alliance Diamond Member” sign for display in exhibit booth
- › AASL Alliance member ribbons for exhibit booth staff
- › Two additional exhibit space priority points

# PLATINUM ALLIANCE LEVEL

\$50,000 – \$99,999

## RECOGNITION THROUGHOUT THE YEAR:

- › Logo recognition in Platinum “Thank You” ad in one issue of Knowledge Quest (shared with other Platinum level members)
- › Logo recognition as a Platinum member, with link to company homepage, on the AASL Alliance Web page
- › Recognition in Platinum “Thank You” ad in one issue of AASL Hotlinks (shared with other Platinum level members)

## RECOGNITION AT THE NATIONAL CONFERENCE:

- › Logo recognition in Platinum “Thank You” ad in conference program book (shared with other Platinum level members)
- › Logo recognition as a Platinum member at entrance of the exhibit hall
- › Logo recognition as a Platinum member on banner or video screen at Opening General Session and Closing General Session
- › Invitation for two company members to participate in a vendor appreciation breakfast with the AASL Board of Directors taking place at the National Conference
- › “AASL Alliance Platinum Member” sign for display in exhibit booth
- › AASL Alliance member ribbons for exhibit booth staff
- › Two additional exhibit space priority points

# GOLD ALLIANCE LEVEL

\$20,000 – \$49,999

## RECOGNITION THROUGHOUT THE YEAR:

- › Logo recognition as a Gold member in “Thank You” ad in one issue of Knowledge Quest (shared with other Gold, Silver and Bronze level members)
- › Logo recognition as a Gold member, with link to company homepage, on the AASL Alliance Web page
- › Recognition in Gold “Thank You” ad in one issue of AASL Hotlinks (shared with other Gold level members)

## RECOGNITION AT THE NATIONAL CONFERENCE:

- › Logo recognition in “Thank You” ad in conference program book (shared with other Gold, Silver and Bronze level members)
- › Logo recognition as a Gold member at entrance of the exhibit hall
- › Logo recognition as a Gold member on banner or video screen at Opening General Session and Closing General Session
- › Invitation for two company members to participate in a vendor appreciation breakfast with the AASL Board of Directors taking place at the National Conference
- › “AASL Alliance Gold Member” sign for display in exhibit booth
- › AASL Alliance member ribbons for exhibit booth staff
- › One additional exhibit space priority point

# SILVER ALLIANCE LEVEL

\$10,000 – \$19,999

## RECOGNITION THROUGHOUT THE YEAR:

- › Recognition in “Thank You” ad in one issue of Knowledge Quest (shared with other Gold, Silver and Bronze level members)
- › Logo recognition as a Silver member, with link to company homepage, on the AASL Alliance Web page

## RECOGNITION AT THE NATIONAL CONFERENCE:

- › Logo recognition in “Thank You” ad in conference program book (shared with other Gold, Silver and Bronze level members)
- › Recognition as a Silver member on banner or video screen at Opening General Session and Closing General Session
- › Invitation for two (2) company members to participate in a vendor appreciation breakfast with the AASL Board of Directors taking place at the National Conference
- › “AASL Alliance Silver Member” sign for display in exhibit booth
- › AASL Alliance member ribbons for exhibit booth staff
- › One (1) additional exhibit space priority point

# BRONZE ALLIANCE LEVEL

\$5000 - \$9,999

## RECOGNITION THROUGHOUT THE YEAR:

- › Recognition in “Thank You” ad in one issue of Knowledge Quest (shared with other Gold, Silver and Bronze level members)
- › Logo recognition as a Bronze member, with link to company homepage, on the AASL Alliance Web page

## RECOGNITION AT THE NATIONAL CONFERENCE:

- › Logo recognition in “Thank You” ad in conference program book (shared with other Gold, Silver and Bronze level members)
- › Recognition as a Bronze member on banner or video screen at Opening General Session and Closing General Session
- › Invitation for two (2) company members to participate in a vendor appreciation breakfast with the AASL Board of Directors taking place at the National Conference
- › “AASL Alliance Bronze Member” sign for display in exhibit booth
- › AASL Alliance member ribbons for exhibit booth staff
- › One (1) additional exhibit space priority point

# AASL NATIONAL CONFERENCE & EXHIBITION

## SPONSORSHIP OPPORTUNITIES

Become a sponsor of the AASL 14th National Conference & Exhibition in November 2009. Reach 4,000 of the best and brightest professionals in the school library media field. Sponsorship can strengthen your marketing and branding efforts, attract more booth traffic and re-emphasize your presence to attendees. Each sponsorship item counts toward the AASL Alliance special recognition levels. Some sponsorship items can be shared between vendors. Please contact AASL for more information and availability.

## \$20,000 OR MORE

### NATIONAL CONFERENCE CLOSING NIGHT CELEBRATION > \$50,000

This highlighted event concludes the AASL National Conference and is open to all full-conference registrants. Most often held in a unique, offsite venue of local or historical significance, the Celebration offers attendees heavy hors d'oeuvres, entertainment, networking and socializing in a festive atmosphere.

#### Sponsor receives:

- > One-minute speech at Celebration
- > Ten (10) complimentary passes to Celebration
- > Display of sponsor-provided banner at Celebration
- > Logo recognition in Conference Program Book
- > Automatic Platinum Alliance Level recognition

### OPENING GENERAL SESSION > \$25,000

This grand opening event of the AASL National Conference, for all full-conference registrants, features a keynote address by a well-known author, educator, motivational speaker, or dignitary.

#### Sponsor receives:

- > An introduction and public thank-you at the Opening General Session
- > Logo displayed at the Opening General Session
- > Logo on session sign
- > Logo recognition in Conference Program Book
- > Automatic Gold Alliance Level recognition

## ATTENDEE KEY CARDS > \$25,000

Stand out from the crowd when all the attendees receive their hotel key cards. You will have their attention every time they enter their room.

### Sponsor receives:

- > Logo on hotel key cards
- > Logo recognition in Conference Program Book
- > Automatic Gold Alliance Level recognition

## EXHIBITS OPENING RECEPTION > \$20,000

Stand out from the crowd when all the attendees rush the Exhibit Hall for their first taste of the conference. As the sponsor of the Exhibits Opening Reception, you are certain to get their attention first! Two hours of exhibit-only time are offered so attendees can begin exploring the exhibits, seeing what's new, and networking over light hors d'oeuvres.

### Sponsor receives:

- > Public thank-you in Exhibit Hall Grand Opening announcement
- > Logo on signs at entrance to exhibit hall
- > Logo on table signs at food stations
- > Logo recognition in Conference Program Book
- > Automatic Gold Alliance Level recognition
- > Display of Sponsor-provided banner at entrance to exhibit hall during reception

## \$10,000 TO \$15,000

## INTERNET PAVILION > \$15,000

A key destination for conference attendees, the Internet Pavilion is where they can check email, view and print important conference information such as session handouts and exhibit floor maps, and keep up with the conference blog. As sponsor of this highly valued service, your logo will be large and very visible on the Internet Pavilion structure, promoting your presence to both users and passersby for the duration of the conference.

### Sponsor receives:

- > Prominent logo recognition on Internet Pavilion structure
- > Logo on screensaver of all monitors in Pavilion
- > Link to sponsor's Web site
- > Logo recognition in Conference Program Book
- > Automatic Silver Alliance Level recognition

## EXPLORATORIUM > \$10,000

This enormously popular event features non-vendor displays and demonstrations of new ideas and “best practices” from the school library community. The Exploratorium resembles a large poster session, and takes place in a large space within the Convention Center. Light snacks and beverages are provided.

### Sponsor receives:

- > Logo recognition in Exploratorium Guide and/or Conference Program Book
- > Display of sponsor-provided banner in Exploratorium
- > Logo on session sign
- > Logo on table signs at food/beverage stations
- > Automatic Silver Alliance level recognition

## OFFICIAL CONFERENCE ATTENDEE BAG > \$10,000

Each conference attendee will receive an attractive canvas bag imprinted with your logo and the conference logo. Conferees will use these bags throughout the event to carry their Program Books, session handouts, and information from the exhibit floor. The bags will continue to be used long after the conference in cities and schools all over North America, ensuring that your sponsorship will have an impact far beyond Reno!

### Sponsor receives:

- > Logo on each attendee bag
- > Logo recognition in Conference Program Book
- > Automatic Silver Alliance Level recognition

## \$3,500 TO \$7,500

## HOTEL ROOM DROPS > \$5,500 EACH (2 AVAILABLE)

Get a head start at the conference! Have one piece of your choice delivered to each attendees hotel room.

### Sponsor receives:

- > One piece delivered to attendees' hotel rooms
- > Logo recognition in Conference Program Book
- > Automatic Bronze Alliance Level recognition

## CELEBRATE CONFERENCE > SOLD

For first-time attendees, the National Conference can be a little daunting, with so much to do and see.” Celebrate Conference” is an opportunity for new AASL members and first-time attendees to learn how to get the most out of the event. Over a box lunch (300 lunches), AASL member-leaders and other experienced conference goers share helpful tips and strategies for navigating the event and making it a memorable and worthwhile experience.

### Sponsor receives:

- > Logo on session sign
- > Logo recognition in Conference Program Book
- > Logo on table signs displayed at food stations
- > Automatic Bronze Alliance Level recognition

## CLOSING GENERAL SESSION > \$5,000

Open to all full-conference registrants, the closing general session typically features a panel discussion by respected authors or educators. Intended to inspire and motivate conferees to go back home and apply all they have learned at the conference, this is a great chance to leave a lasting, final impression with a large, dedicated group of school library professionals.

### Sponsor receives:

- > An introduction and public thank-you at the Closing General Session
- > Logo displayed at the Closing General Session
- > Logo on session sign
- > Logo recognition in Conference Program Book
- > Automatic Bronze Alliance Level recognition

## PRE-CONFERENCE WORKSHOP HOSPITALITY > \$4,000 EACH (3 AVAILABLE)

Treat the attendees of all the pre-conference workshops (Wednesday and Thursday) to food and beverage hospitality through this exclusive sponsorship of all the associated food functions. Morning and full-day workshop registrants will enjoy continental breakfast; full-day attendees will enjoy a generous mid-day box lunch; and afternoon and full-day registrants will receive a mid-afternoon beverage break. Your generosity, name, and logo will be on display throughout!

### Sponsor receives:

- > Public thank-you in workshop meal/break announcements
- > Logo on table signs at food/beverage stations
- > Logo recognition in Conference Program Book

## OFFICIAL CONFERENCE PAD/PEN SET > SOLD

Provide each conferee with a set of materials for note-taking: pad and pen with the conference logo and your company's logo. This useful amenity is sure to be used, and is the perfect way to promote your organization.

### Sponsor receives:

- > Logo on pads and pens
- > Distribution to all attendees with registration materials
- > Fifty (50) sets for sponsor's own use

## OFFICIAL CONFERENCE BADGE HOLDER/NECK CORD WALLET > SOLD

These badge holders are keepers! Two compartments can hold a hotel key, money, or personal valuables, in addition to the conference name badge. Sponsoring this item will give your company high visibility—every attendee will be wearing it, displaying your logo, throughout the conference, and many will use it at future events.

### Sponsor receives:

- > Logo on each badge holder
- > Distribution to all attendees with registration materials

## \$500 TO \$2,500

### COFFEE BREAKS > \$2,500 EACH (4 AVAILABLE)

Provide beverages and networking opportunities to conference attendees between conference sessions.

**Sponsor receives:**

- > Logo recognition in Conference Program Book
- > Logo on signs displayed at beverage stations

### SPEAKER READY ROOM > \$2,500 EACH (3 AVAILABLE) PRESS ROOM, VOLUNTEER ROOM, AND EXHIBITOR ROOM

Be the “angel” who provides a quiet, comfortable place away from the fray for each of these important groups of conference participant/workers to refresh, refuel, or work quietly. Furniture and basic beverage service will be provided.

**Sponsor receives:**

- > Logo on room sign
- > Logo recognition in Conference Program Book
- > Logo on table signs displayed at beverage stations in room

### NATIONAL STORYTELLING FESTIVAL > \$2,500

At this fun-filled event, members of the National Storytelling Network will enchant conferees with an evening of stories, and answer questions after their performance. Conferees get the techniques and inspiration to involve their students in storytelling. Light refreshments are served.

**Sponsor receives:**

- > Logo on session sign
- > Logo on table signs displayed at food/beverage stations
- > Logo recognition in Conference Program Book

### MESSAGE CENTER > \$500

This is a very affordable yet highly visible sponsorship opportunity. The message center, with your company's logo prominently displayed, is located in the registration area throughout the conference. Here, conferees leave notes for each other, post notices to buy, sell, or trade tickets to sold-out events, and find each other. It's a low-tech but irreplaceable communications tool for conferees!

**Sponsor receives:**

- > Logo displayed on message center

# AASL FALL FORUM

## SPONSORSHIP OPPORTUNITIES

Offered in the years between the biennial AASL National Conference & Exhibition, the AASL Fall Forum is a national institute devoted to a specific topic. There are no exhibits at the Fall Forum; a limited number of sponsorships allow you to reach a targeted group of 350-500 highly dedicated school library professionals, in a focused educational setting.

### SATURDAY EVENING NETWORKING RECEPTION > SOLD

Immediately following the educational programming on Saturday, this one-hour reception gives attendees an opportunity to discuss the day's insights in a relaxed atmosphere. Hors d'oeuvres, beer, wine, and soft drinks are served (one drink ticket per registrant).

#### Sponsor receives:

- > Logo recognition on signage for the event
- > Logo recognition in program books and electronic presentations during the opening session
- > Introduction and public thank-you from an AASL Board member
- > Opportunity to give a one-minute welcome during the reception
- > Complimentary registration for four members of your organization
- > Opportunity to display your organization's product information or catalogs
- > Opportunity to network with attendees
- > Automatic Silver Alliance Level recognition

### FRIDAY NIGHT NETWORKING RECEPTION > \$6,000

Be the first to meet and greet AASL attendees! The Friday night networking reception kicks off the Fall Forum with dessert, coffee, and great conversation.

#### Sponsor receives:

- > Logo recognition on signage at the event
- > Introduction and public thank you from an AASL Board member
- > Opportunity to give a one-minute welcome during the Keynote
- > Opportunities for members of the organization to network with attendees
- > Opportunity to display product information or catalogs from organization
- > Complimentary registration for three members of your organization
- > Automatic Bronze Alliance Level recognition

## KEYNOTE SPEAKER > \$5,000

The Keynote General Session will feature a keynote address by a noted expert in the field of assessment and the school library media center. The Keynote speaker will address all attendees, and will be present throughout the Fall Forum, including the closing wrap-up, reflection, and evaluation.

### Sponsor receives:

- > Logo recognition on all signage, program books, and electronic presentations during the keynote session and the closing session.
- > An introduction and public thank-you from an AASL Board member
- > Opportunity to make a one-minute welcome announcement during the Keynote General Session
- > Opportunity to distribute a piece of literature to Keynote attendees
- > Opportunity to network with attendees
- > Opportunity to display your organization's product information or catalogs
- > Complimentary registration for three members of your organization
- > Automatic Bronze Alliance level recognition

## CONTINENTAL BREAKFAST > \$2,500 EACH (2 AVAILABLE)

Provide attendees with a continental breakfast prior to the day's sessions (breakfast opportunities available Saturday and Sunday). Representatives of your organization have the opportunity to network with the AASL attendees.

### Sponsor receives:

- > Logo recognition on signage at the Breakfast
- > Opportunities for members of your organization to network with attendees
- > Opportunity to display your product information or catalogs
- > Complimentary registration for one member of your organization

## OFFICIAL FALL FORUM BADGE HOLDERS > SOLD

Your company's brand will adorn the lanyards that attendees use to wear their official Fall Forum name badges. They'll keep this useful item to use at future events.

### Sponsor receives:

- > Company name or logo on lanyards (to be supplied by AASL)
- > Distribution to all attendees with registration materials
- > Fifty (50) lanyards for sponsor's own use

## BREAK-OUT SESSIONS > \$1,500 EACH (1 SOLD, 2 AVAILABLE)

Sponsor three AASL Fall Forum plenary sessions, and give your organization prominence before the entire assembly throughout the two-day event. These plenary sessions will feature nationally-known specialists in the tools and techniques related to assessment and the school library media center.

### Sponsor receives:

- > Logo recognition on all signage at the plenary sessions
- > An introduction and public thank you from an AASL Board member
- > Opportunities for members of the organization to network with attendees
- > Opportunity to display your product information or catalogs
- > Complimentary registration for one member of your organization

## OFFICIAL FALL FORUM PAD/PEN SET > SOLD

Provide each attendee with a set of materials for note-taking: pad and pen with the Fall Forum logo and your company's logo. This useful amenity is sure to be used, and is the perfect way to promote your organization.

### Sponsor receives:

- > Logo on pads and pens
- > Distribution to all attendees with registration materials
- > Fifty (50) sets for sponsor's own use

## AASL AT ALA

### SPONSORSHIP OPPORTUNITIES

## AASL PRESIDENT'S PROGRAM AT ALA ANNUAL CONFERENCE > \$5,000 EACH (1 AVAILABLE)

One per year (2008; 2009) Each year, AASL's President chooses the topic and presenter for this popular keynote event at the ALA Annual Conference.

### Sponsor receives:

- > Recognition by AASL President at the program
- > Logo on program sign
- > Automatic Bronze Alliance Level recognition

## AASL AFFILIATE ASSEMBLY BREAKFAST > \$3,000 EACH (2 AVAILABLE)

Two per year, at ALA Annual Conference and ALA Midwinter Meeting, 2008 Midwinter Sold, 2008 Annual Sold, 2009 Midwinter & Annual available.

Twice a year, the AASL Affiliate Assembly—the representatives of all the state and regional affiliates—meet face-to-face at the ALA Annual Conference and ALA Midwinter Meeting to discuss issues of concern to the AASL membership. By providing continental breakfast, your organization recognizes the dedication of these member-leaders, and gains their recognition in turn.

### Sponsor receives:

- > Logo on session sign
- > Public thank you from the podium at program
- > Logo on table signs displayed at food stations

# AWARDS & GRANTS

Each year, AASL personal members are eligible to apply for thousands of dollars in awards, grants and scholarships. As a courtesy, AASL always offers the right of first refusal to the company that sponsored the award, grant or scholarship the previous year. Please note the cost of each award, grant and scholarship sponsorship includes an administrative fee. All award, grant and scholarship sponsorships count toward the AASL Alliance special recognition levels.

## AASL COLLABORATIVE SCHOOL LIBRARY MEDIA AWARD

This \$2,500 award recognizes and hopes to encourage collaboration and partnerships between school library media specialists and teachers in meeting educational goals outlined in Information Power: Building Partnerships for Learning through joint planning of a program, unit, or event in support of the curriculum and using media center resources.

\$2,750 › Currently provided by Highsmith, Inc.

## AASL INNOVATIVE READING GRANT

The grant of \$2,500, supports the planning and implementation of a unique and innovative program for children which motivates and encourages reading, especially with struggling readers.

\$2800 › Currently provided by Capstone Publishers

## AASL RESEARCH GRANT

This \$5,000 grant is awarded to conduct innovative research aimed at measuring and evaluating the impact of school library media programs on learning and education.

\$5,250 › No current sponsor

## ABC-CLIO LEADERSHIP GRANT

The grant is given to school library media associations that are AASL affiliates for planning and implementing leadership programs at the state, regional, or local levels.

\$2,000 › Currently provided by ABC-CLIO Schools

## DISTINGUISHED SCHOOL ADMINISTRATORS AWARD

The \$2,000 award is given to a school administrator for developing an exemplary school library media program and making an outstanding and sustained contribution to advancing the role of the school library media center.

\$2,250 › Currently provided by SIRS/ProQuest

## **DISTINGUISHED SERVICE AWARD**

The \$3,000 award recognizes a school library media specialist who has made an outstanding contribution to school librarianship and school library development.

\$3,250 › Currently provided by Baker & Taylor Books

## **FRANCES HENNE AWARD**

The \$1,250 award is given to a school library media specialist with five or fewer years in the profession to attend an AASL National Conference or ALA Annual Conference for the first time.

\$1,500 › Currently provided by Greenwood Publishing Group

## **INFORMATION TECHNOLOGY PATHFINDER AWARD**

The award recognizes school library media specialists for innovative approaches to information technology in the school library media center. The award, \$1,000 to the school library media specialist and \$500 to the library media center, is given in two categories — elementary (K-6) and secondary (7-12).

\$3,250 › Currently provided by Follett Software Company

## **INTELLECTUAL FREEDOM AWARD**

The award, \$2,000 to the recipient and \$1,000 to the school library media center of the recipient's choice, recognizes a personal member of AASL who has upheld the principles of intellectual freedom.

\$3,250 › Currently provided by SIRS/ProQuest

## **NATIONAL SCHOOL LIBRARY MEDIA PROGRAM OF THE YEAR AWARD**

The award, \$10,000 (\$30,000 total) in three categories recognizes large and small school districts and a single school for exemplary school library media programs that are fully integrated into the school's curriculum.

\$55,000 › Currently provided by Follett Library Resources

# ADVERTISING OPPORTUNITIES

Maximize your company's visibility in the AASL community by taking advantage of a wide variety of advertising opportunities. Advertise in more than one AASL publication and save! Ask us about ad packages to multiply the impact of your message!

## KNOWLEDGE QUEST

Published five times a year by AASL, Knowledge Quest journal offers substantive information to assist school library media specialists, supervisors, library educators, and other decision-makers in elementary and secondary schools. Articles address the integration of theory and practice in school librarianship, and new developments in education, learning theory, and relevant disciplines. The advertising rate card for Knowledge Quest is available online at <http://www.ala.org/ala/aasl/aaslpubsandjournals/kqweb/aboutkq/mediakit.cfm>

## AASL HOTLINKS

AASL Hotlinks is a monthly electronic newsletter sent to 8,000 AASL members. Hotlinks is composed of brief summaries with links to more in-depth content, including highlights of new articles from our print and online journals, previews of upcoming continuing education programs, valuable Web resources, highlights of new products and services and more. Advertising in Hotlinks is limited: each issue contains no more than three separate ads. Ads are text-only and cost an affordable \$250 per ad per issue.

## AASL 14TH NATIONAL CONFERENCE & EXHIBITION PROGRAM BOOK

Reach thousands of decision-makers via the official Conference Program, a comprehensive guide to sessions, speakers, exhibitors, special events, author signings, pre-conference workshops, tours, and general information. This guide will be the indispensable reference for every conference attendee, one they will keep and refer to again and again even after the conference is over. Make sure your name is in front of them as they scour the Program Book on site and share it with colleagues back home.

## AASL ADVOCATE

AASL Advocate is the official daily newspaper of the AASL National Conference. The preview issue, mailed to 10,000 school library media professionals and distributed at the ALA Annual Conference, is a great way to promote your presence at the show, your new products, and your special show offers. The three daily on-site issues provide timely information about the conference and exhibition. As a bonus, advertisers receive free publication of a 300-word press release in each issue where their ad appears.

# THE AASL MISSION:

TO ADVOCATE EXCELLENCE,  
FACILITATE CHANGE, AND  
DEVELOP LEADERS IN THE  
SCHOOL LIBRARY MEDIA FIELD.



**AMERICAN ASSOCIATION OF SCHOOL LIBRARIANS**  
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