

REFORMA

An American Library Association Affiliate

National Association to Promote Library and Information Services to Latinos and the Spanish Speaking

THIRD REFORMA NATIONAL CONFERENCE • SEPTEMBER 18-21, 2008 • EL PASO, TEXAS

Planning Committee

Roxana Benavides,
Brooklyn Public Library,
New York &

Carol Brey-Casiano, El
Paso Public Library,
Texas

Conference Coordinators

Kathryn Blackmer Reyes,
Martin Luther King, Jr.
Library, San José State
University

Program Committee

John Sandstrom, El Paso
Public Library, El Paso,
Texas

Exhibits Committee

**Jorge Lara & Suzanne
Marrufo**, El Paso Public
Library

Local Arrangements

Roxana Benavides,
Brooklyn Public Library,
New York & **Diana
Morales**, Houston Public
Library, Houston, Texas.

*Pre-conference
Committee*

Rhonda Rios Kravitz,
Dean, Learning Resource
Division, Sacramento
City College &

Carmen Rivera, Lectorum
Publications, Inc, New
York

Fundraising Committee



May 29, 2008

SPACE STILL AVAILABLE TO EXHIBIT AT RNC III!

REFORMA, The National Association to Promote Library and Information Services to Latinos and the Spanish-speaking, is sponsoring its third National Conference, to be held September 18 – 21 at the El Paso Convention Center, El Paso, Texas. Our previous conferences, Austin, TX (1996) and Tucson, AZ (2000) were both successful and this conference, our first on the border, promises to be an exciting and rewarding international event.

We invite you to join our other exhibitors including:

Lectorum
Random House España
BRODART Español
AWE
Rosen Publishing Group
Cinco Puntos Press
American Library Association
University of North Texas
Newsbank
Permabound
EBSCO
And many more

REFORMA supports the Exhibitor's efforts through an ongoing publicity and marketing program to maximize attendance and visibility. Preliminary feedback indicates that more than 800 librarians, trustees and friends from public, academic, and special libraries, all with an interest in serving the Spanish speaking will attend the Conference. The REFORMA National Conference will offer you, as an exhibitor, a cost-effective way to meet face to face with decision makers and buyers; make new and important contacts; introduce your products and services; and, more importantly, make sales.

EXHIBITS SCHEDULE

Exhibitors Move In:	Thursday, September 18, 2008	8 am – 5 pm
Exhibitors Open:	Friday, September 19, 2008 (Exhibitor’s Reception)	10 am – 7 pm 5:30 pm – 7 pm)
	Saturday, September 20, 2008	8 am – 5 pm
Exhibitors Move Out:	Saturday, September 21, 2008	After 5 pm
	Sunday, September 22, 2008	Before Noon

An Exhibitors’ reception for Conference attendees will be held on Friday from 5:30 – 7 p.m. This will give Exhibitors an additional opportunity to meet customers.

LOCATION OF EXHIBITS

All exhibits will be located in Hall B of the El Paso Convention Center, surrounded by the meeting rooms. The Exhibit Hall will be open more than 15 hours, allowing ample time for attendees to view all of the booths. “NO CONFLICT” times of 5:30 to 7 pm on Friday September 19th and 8 to 9 am on Saturday September 20th providing those who make purchasing decisions an opportunity to visit your booth and learn about your products and services.

EXHIBIT FEES

(All booths include: includes pipe and skirting for the booth, 8’ table, two chairs, a trashcan, and a sign)

Regular 10’ x 10’ booth	\$600.00
(also includes 1 registration and 1 ticket to all ticketed events)	
Premium 10’ x 10’ booth	\$900.00
(also includes 2 registrations and 2 tickets to all ticketed events)	

Note: Premium booth locations are in “very prime” areas, such as in close proximity to the Main Entrance to the Hall, and corner booths with high visibility. Additional registrations and tickets for ticketed events are available at regular conference rates.

Additional services (i.e. power, internet connectivity, etc.) are available. The schedule of fees is available on request.



RESERVING YOUR SPACE

To reserve your exhibit space, please fill out the attached Exhibitor's Agreement and return it and your payment to:

John Sandstrom
Exhibit's Chair
El Paso Public Library
501 N. Oregon
El Paso, TX 79901

If you have any questions, please feel free to contact me at the above address, via email (sandstromjc@elpasotexas.gov) or by calling me at (915) 543-5476

Sincerely,

John C. Sandstrom
Exhibits Chair
RNCIII

