



## SWAP AND CHAT at the NCLA Conference 2007

*Shop for public relations materials and chat with colleagues and PR specialists about marketing ideas. "Best of Show" winners will be on display.*

**WHAT:** An opportunity to view publicity materials and share marketing ideas with your fellow librarians. Meet graphic designers from Gotham Images and Allen Finley Advertising and view their library publicity makeovers. Collect not only sample materials, but also some great ideas!

Materials can include:

- Annual Reports
- Bibliographies/Booklists
- Calendar of Events
- Fundraising Materials/Programs/Events
- General Brochures
- Newsletters
- Program & Event Materials
- Web Site Promotional Materials

A "Best of Show" competition  
will be part of  
**SWAP AND CHAT.**  
If you would like to enter please  
see the directions below.

**WHO:** **SWAP AND CHAT** works if you get involved. All types of libraries are invited to send samples (50 copies) of their public relations materials, which will be set on tables for attendees to view and take home. While at the conference be sure to visit, to swap and chat!

**WHEN:** Wednesday, October 17      2:45pm to 4:00pm  
Thursday, October 18      10:15am to 11:00am; 3:30pm to 5:00pm  
Friday, October 19      9:00am to Noon

**WHY:** **SWAP AND CHAT** is a great opportunity to highlight your library and meet with your peers to discuss promotional ideas.

**WHERE:** in the Exhibit Hall!

### HOW:

For **SWAP AND CHAT**  
Send publicity materials (50 copies) and  
the information sheet to:

**Janice Knotts**  
**Marketing/Program Coordinator**  
**Hickory Public Library**  
**375 3<sup>rd</sup> Street NE**  
**Hickory, NC 28601**

Mail by October 10, 2007.

For "**BEST OF SHOW**" contest  
Send four copies of your publicity materials  
along with the "Best of Show" entry form to:

**Carol Walters**  
**Sandhill Regional Library**  
**412 East Franklin Street**  
**Rockingham, NC 28379-3607**

Only one entry per category. Prizes will be  
awarded by library size.  
Mail by September 1, 2007.

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Contact Information: Pam Jaskot, State Library of North Carolina, <pjaskot@library.dcr.state.nc.us> or 919 807-7421.