



THE WORLD'S #1 LIBRARY TRADE SHOW

ALA *Annual*

CHICAGO

CONFERENCE & EXHIBITION

JUNE 23–26, 2017

TRANSFORMING OUR LIBRARIES, OURSELVES



**EXHIBITOR PROSPECTUS**

M<sup>C</sup>CORMICK PLACE CONVENTION CENTER  
CHICAGO, ILLINOIS

# CHICAGO

**ALA'S HOMETOWN AND ALWAYS A RECORD BREAKER.** The American Library Association's Annual Conference continues to deliver the content that provides value to attendees from across the country and across the industry. Whether learning in meeting rooms or on the exhibit floor, attendees come to the Annual Conference because they know it delivers the biggest return for their investment. With a wide range of activities, the exhibit floor has become a great place for attendees to search for new products, hear interesting speakers, meet emerging authors and examine peer poster presentations.

For exhibitors, the Annual Conference consistently ranks among the top tradeshows for attendee buying power. In 2016, the percent of attendees involved in the purchase of products exhibited at the annual conference topped 82%. That means that more than 8 out of 10 librarians that see your exhibit have the power to put your products and services into their libraries.

The numbers speak for themselves... a diverse audience from all levels of management, from all type of libraries from across the country with the interest in your products and the power to make a deal. This is your best opportunity to reach the decision makers. The ALA Annual Conference delivers more librarians than any state event, any event for the publishing industry and any niche event for public, special, academic or school libraries.

## WHO ATTENDS

The Annual Conference is the industry leader ... the oldest, largest, best-attended tradeshow for the library marketplace. A survey of attendees profiles this event.

### JOB TITLE

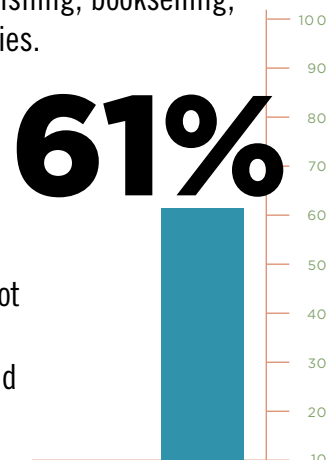
- 12%** Director
- 5%** Assistant Director
- 6%** Branch Manager/Other Manager
- 4%** Head/Supervisory Librarian
- 14%** Reference Librarian
- 6%** Cataloging Librarian
- 4%** Systems Librarian
- 5%** Children's Librarian
- 3%** Collection Department
- 3%** Media Specialist
- 2%** Dean/Assistant Dean/Associate Dean
- 6%** Department Chair/Head
- 23%** Librarian *(Includes General, Technical, Circulation, Information Literacy Librarian, Acquisitions, Government, Serials, Adult, Bibliographer, Young Adult, School/University)*
- 7%** Other *(Includes Library Educator/Instructor, Association, Public Relations, Trustee, Consultant, Publisher, Writer, Editor)*

### TYPE OF LIBRARY

- 38%** Public
- 34%** College/University
- 9%** Elementary/Secondary School
- 3%** State/Government Agencies
- 3%** Special/Corporate
- 2%** Library Network/Consortium
- 11%** Other

Overall, more librarians attend the ALA Annual Conference than other tradeshow targeted to publishing, bookselling, or college, university and public libraries.

**61%** of Annual Conference attendees have not attended any other shows in the past year, which is significantly higher than the industry average of 45%. That means you will not see ALA attendees at any other event. This is your one chance this year to build relationships that lead to future sales.



VISIT US ONLINE AT: [exhibitors.ala.org](http://exhibitors.ala.org)

Annual Conference attendees come to the exhibit floor with the plans, authority and budgets to make decisions. Overall, they plan to spend an average of

**\$1,386,600**

on products and services on the exhibit floor.

## PLANNED EXPENDITURE BY CATEGORY

<b>\$1,012,385</b>	Print Media
<b>\$257,240</b>	Audiovisual/Media Resources
<b>\$756,350</b>	Electronic Information Resources
<b>\$409,760</b>	Computer/Network/Communications Equipment
<b>\$218,550</b>	Furniture/Shelving/Storage Systems
<b>\$202,700</b>	Other Services

The attendees are the ones with the big budgets, 52% have annual budgets of over

**\$1,000,000**

## TOTAL OPERATING EXPENDITURES

<b>16%</b>	Less than \$500,000
<b>10%</b>	\$500,000 - \$999,999
<b>12%</b>	\$1 million - \$1,999,999
<b>14%</b>	\$2 million - \$4,999,999
<b>26%</b>	over \$5 million

**82%**

Overall, **82%** influence purchasing decision made by the library they represent. They specify the supplier, recommend products and services or have the final say in the purchase of products exhibited at ALA.

- 80%** Books/Periodicals/Documents
- 64%** Audio Visual Equipment & Materials
- 73%** Equipment, Furniture & Supplies
- 62%** Library Automation
- 57%** Services/Consultants/Wholesalers
- 57%** Other Products & Services

Annual Conference attendees come to the exhibit floor to search out your product and with a plan to make purchases.

INTEREST	PLAN TO BUY	
<b>80%</b>	<b>46%</b>	Books/Periodicals/Documents
<b>46%</b>	<b>21%</b>	Audio Visual Equipment & Materials
<b>62%</b>	<b>28%</b>	Equipment, Furniture & Supplies
<b>77%</b>	<b>32%</b>	Library Automation
<b>60%</b>	<b>15%</b>	Services/Consultants/Wholesalers

As the attendees search the exhibit floor for these products, 55% find new companies to do business with...will it be you or your competitors?

**MULTIPLY THESE NUMBERS TIMES THE AUDIENCE AT ALA AND YOU HAVE A MARKETPLACE THAT NO OTHER MARKETING OPPORTUNITY CAN DELIVER. IF YOU PICK ONE TRADESHOW IN 2017 TO DELIVER THE LARGEST POTENTIAL FOR YOUR PRODUCTS AND SERVICES, MAKE IT THE ONE THAT DELIVERS THE DECISION MAKERS —**

VISIT US ONLINE AT: [exhibitors.ala.org](http://exhibitors.ala.org)

**THE ALA ANNUAL CONFERENCE.**

# REACH BEYOND YOUR BOOTH

Increase your visibility with an ad in one of the many publications for conference attendees:



**The Annual Conference Program & Exhibit Directory** is used on-site by each conference and serves as a reference tool for librarians long after the show has ended. On average, attendees refer to the final program 22 times while at the conference and 52% refer to it after the conference.

**Cognotes**, the official conference daily newspaper, is distributed to each attendee every morning! It is an on the spot forum for your firm to raise its visibility or to announce special events. Overall, 91% of the attendees read more than one issue of *Cognotes*. And, if you advertise in *Cognotes* each day, your ad will be in the special Annual Conference wrap-up print issue received by the entire membership of 62,000. Both the pre- and post-show issues of *Cognotes* are published as interactive digital editions. With linked articles and ads, these information packed issues are a go-to source before and after the conference. Anticipated circulation of the digital editions is 80,000.

The Annual Conference also offers a wide range of sponsorship opportunities to meet every budget. From registration lanyards and bag stuffers to standing signs and hanging banners...or create your own crowd stopping experience. Call us today!



FOR EVEN MORE  
**REACH  
VISIT**

**PRINT AND DIGITAL ADVERTISING:**

<http://alaan17.heiexhibitors.com/print-and-digital-advertising-opportunities>

**ON-SITE MARKETING OPPORTUNITIES:**

<http://alaan17.heiexhibitors.com/on-site-marketing-opportunities>

## EXHIBITION SCHEDULE:

<b>MOVE IN</b>	Thursday, June 22	8:00 am – 4:30 pm
	Friday, June 23	8:00 am – 5:00 pm
<b>SHOW DAYS</b>	Friday, June 23	5:30 pm – 7:00 pm <small>OPENING RECEPTION IN THE EXHIBITS</small>
	Saturday, June 24	9:00 am – 5:00 pm
	Sunday, June 25	9:00 am – 5:00 pm
	Monday, June 26	9:00 am – 2:00 pm
	<b>MOVE OUT</b>	June 26
	June 27	8:00 am – 12 noon

ALA *Annual*  
**CHICAGO**  
CONFERENCE & EXHIBITION  
JUNE 23–26, 2017  
TRANSFORMING OUR LIBRARIES, OURSELVES

FOR MORE INFORMATION OR TO RESERVE EXHIBIT OR ADVERTISING SPACE CONTACT:  
**ZACH ERICKSON, PATRICK FILIPPELLI OR RICH WIDICK**

HALL-ERICKSON, INC. | 98 E. CHICAGO AVENUE | WESTMONT, ILLINOIS 60559 | 630-434-7779 | FAX: 630-434-1216

[ala@heiexpo.com](mailto:ala@heiexpo.com) | VISIT US ONLINE AT: <http://alaan17.heiexhibitors.com/>

ALA American Library Association