

THE WORLD'S #1 LIBRARY TRADE SHOW



New Orleans

ALA ANNUAL  
CONFERENCE & EXHIBITION

JUNE 21–26, 2018

EXHIBITOR PROSPECTUS

MORIAL CONVENTION CENTER  
NEW ORLEANS, LOUISIANA

ALA American Library Association

New Orleans

# ALA ANNUAL CONFERENCE & EXHIBITION

**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, explore upcoming titles, hear interesting speakers, meet emerging authors and examine peer poster presentations.

ALA returns to New Orleans at yet another time of significance for the city...it's 300th anniversary. The hotels, restaurants, retail stores and museums have all reinvested in themselves, preparing for the yearlong celebration. ALA will join in the celebration holding special events during the conference and on the exhibit floor.

For exhibitors, the Annual Conference consistently ranks among the top tradeshows for attendee buying power. In 2017, 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)*

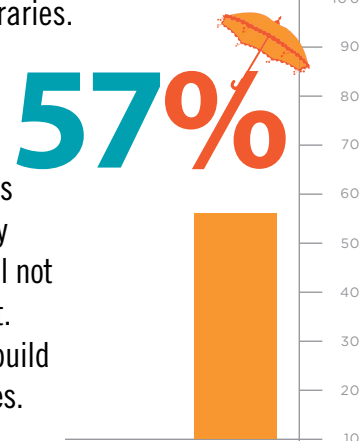


### TYPE OF LIBRARY

- 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.

**57%** 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

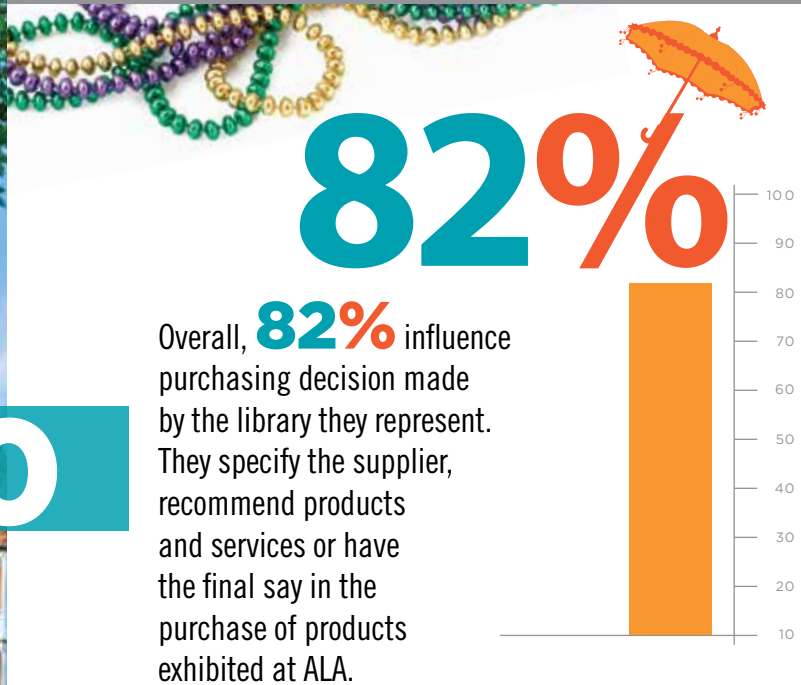
**\$1,000,000**

## 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



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- 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 2018 TO DELIVER THE LARGEST POTENTIAL FOR YOUR PRODUCTS AND SERVICES, MAKE IT THE ONE THAT DELIVERS THE DECISION MAKERS —

**THE ALA ANNUAL CONFERENCE.**

