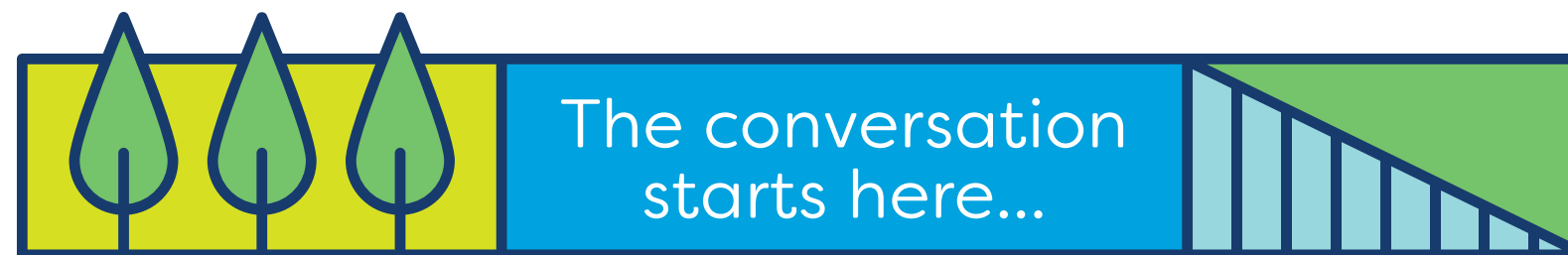


# ALA DELIVERS THE DECISION MAKERS

By its very nature, the **American Library Association's Midwinter Meeting** attracts a focused group of top library professionals from across the country and across all facets of librarianship and information technology. No longer just a business meeting of the Association, the Midwinter Meeting has been redesigned to include programs and special events focused on the conversation of librarianship. The Midwinter Meeting has quickly become the place where librarians from across the country discuss and explore the future of librarians and librarianship. They are searching for new ways to deliver service and keep their libraries a focal point of the communities they serve. Over 8,000 librarians are expected to register; the statistics speak for themselves; these are the decision makers you need to meet.



[exhibitors.ala.org](http://exhibitors.ala.org)



## EXPOSITION CALENDAR

### EXHIBIT SET-UP

February 7 & 8 8:00 am - 4:30 pm  
February 9 8:00 am - 3:00 pm

### EXHIBIT HOURS

#### GRAND OPENING RECEPTION ON THE EXHIBIT FLOOR

Friday, February 9 5:30 pm - 7:00 pm  
Saturday, February 10 9:00 am - 5:00 pm  
Sunday, February 11 9:00 am - 5:00 pm  
Monday, February 12 9:00 am - 2:00 pm

### EXHIBIT DISMANTLE

February 12 2:00 pm - 8:00 pm  
February 13 8:00 am - 12 noon

### MAIL CONTRACT & PAYMENT TO:

**ALA Exhibits Office**  
Hall-Erickson, Inc.  
98 E. Chicago Ave.  
Westmont, Illinois 60559

### FOR MORE INFORMATION CONTACT ALA EXHIBIT SALES

**PATRICK FILIPPELLI**  
[pfilippelli@heexpo.com](mailto:pfilippelli@heexpo.com)

**ZACH ERICKSON**  
[zerickson@heexpo.com](mailto:zerickson@heexpo.com)

### ADVERTISING, SPONSORSHIP & EXHIBIT SALES

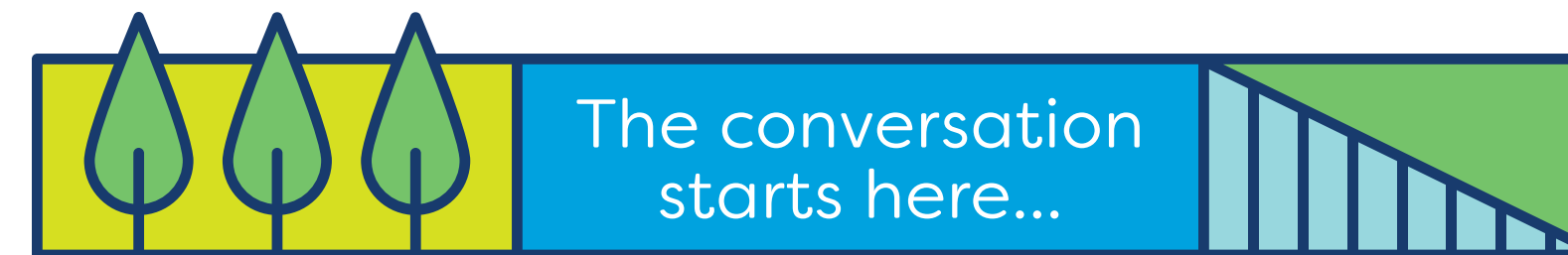
**RICH WIDICK**  
[rwidick@heexpo.com](mailto:rwidick@heexpo.com)

ALA American Library Association

**HALL-ERICKSON, INC.**  
98 E. CHICAGO AVENUE, WESTMONT, ILLINOIS 60559  
Email: [ala@heexpo.com](mailto:ala@heexpo.com) / Phone: 630-434-7779 / Fax: 630-434-1216



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# ALADENVER MIDWINTER *Meeting & Exhibits*

FEBRUARY 9-13, 2018



## EXHIBITOR PROSPECTUS

[exhibitors.ala.org](http://exhibitors.ala.org)



ALA American Library Association

# WHO ATTENDS MWM?

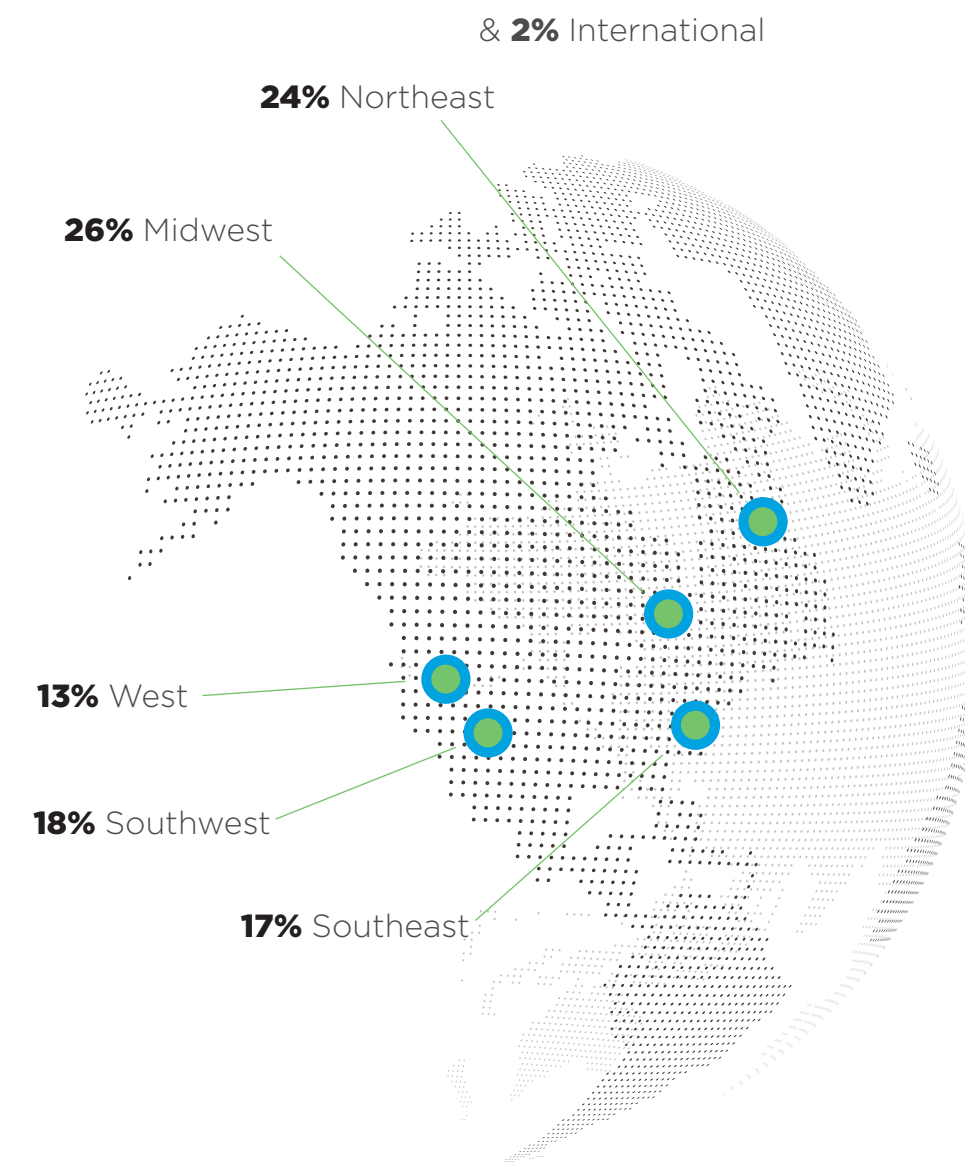
## Attendees by Job Title:

Director **21%**  
 Assistant/Associate/Deputy Director **10%**  
 Branch/Other Manager **6%**  
 Reference Librarian **12%**  
 Systems Librarian **3%**  
 Cataloging Librarian **6%**  
 Head/Supervisory Librarian **3%**  
 Acquisitions Librarian **3%**  
 Government Librarian **2%**  
 Collection Department **4%**  
 Children's Librarian **3%**  
 Media Specialist **2%**  
 Dean/Assistant Dean **4%**  
 Department Head Department Chair **6%**  
 Other **15%**

## Type of Library:

College/University **44%**  
 Public **36%**  
 Elementary/Secondary School **5%**  
 State/Government Agencies **4%**  
 Special/Medical/Law/Corporate **2%**  
 Library Network **3%**  
 Consortium **2%**  
 Other **4%**

## A National Audience



# 62%

**62% of the Midwinter Meeting attendees found new companies to do business with based on their time spent in the exhibits.**

## Midwinter Attendees play a role in the purchase of products and services exhibited:

AV Equipment & Materials **25%**  
 Binding Services **14%**  
 Books/Periodicals/Documents **82%**  
 CD-ROM Products **37%**  
 Computer Hardware **35%**  
 Computer Software **59%**  
 Data- Retrieval Systems **42%**  
 Database Services **74%**  
 Electronic Document Delivery **47%**  
 Furniture/Shelving **38%**  
 Integrated Information System **48%**  
 Library Automation **59%**  
 Online Services **72%**  
 PDAs/Wireless Communication Devices **24%**  
 Photocopying Equipment **20%**  
 Preservation Materials **24%**  
 Security Systems **29%**  
 Storage Systems **27%**  
 Subscription Services **31%**  
 Training **29%**

## Total Operating Expenditures:

Less than \$500,000 **9%**  
 \$500,000 - \$999,999 **8%**  
 \$1 mil - \$1,999,999 **14%**  
 \$2 mil - \$4,999,999 **18%**  
 \$5 mil - \$10 mil **22%**  
 more than \$10 mil **27%**



# 92%

**Overall, 92% of the attendees are a buying influence for at least one of the products and services exhibited at the Midwinter Meeting.**

## Midwinter Attendees search for the products and services that will make them more productive in their workplace. A percentage of the attendees would like to see more of the following products exhibited:

Web Products **61%**  
 Computer Software **36%**  
 Furniture/Shelving **22%**  
 Computer Hardware **26%**  
 International Publishers **21%**  
 Office Equipment **17%**  
 Adult Books **18%**  
 Business Information **26%**  
 Building Services **27%**  
 (Architects/Movers/Security Systems)

# HOW WE HELP YOU

**The ALA Midwinter Meeting provides many traffic builders to help draw attendees to the exhibit floor.**

### A Show Schedule to increase traffic on the exhibit floor

The Midwinter exposition schedule is designed to accommodate more activities on the exhibit floor. This will include an opening reception on the exhibit floor Friday night. All attendees will be welcomed during this no conflict time with food, drinks and music throughout the exhibits. This special event will draw traffic all over the exhibit floor and give exhibitors quality time to meet and greet over 8,000 attendees. Take advantage of this special opportunity with new products and promotions in your booth. This will be an excellent way to kick off the Midwinter Meeting and insure an audience for your booth.

### PopTop Stage: Popular Topics, Every Day

This stage is a favorite of attendees, drawing over 1,500 to the stage and onto the exhibit floor. A full schedule brings authors, illustrators and story-tellers from a wide range of genres including mystery, travel, graphic novels, humor and romance.

### What's Cooking @ ALA Cooking Demo Stage

Already a fan favorite, this stage offers chefs and cookbook authors an opportunity to perform a live cooking demonstration, distribute a few fresh samples and autograph their latest title.

### Book Buzz Theater

The Book Buzz Theater a great opportunity to hear from over 20 publisher about their newest titles. Always a packed venue, the stage helps keep attendees in the exhibit hall and always moving through these short sessions.

### Small Press/Product Displays

This area gives smaller publishers and companies new to the library marketplace an easy and economic way to exhibit. Librarians always visit this area to find out what is new and explore those products and services that may not have gained huge market exposure.

**Mobile App Pavilion and Presentation Stage** Got an app for that? This pavilion give publishers, device manufacturers and app developers a great opportunity to display their products in a small professional one-on-one experience.

### Post Office

Attendees ship their purchases and materials from exhibitors back to their offices at the ALA Post Office. The Post Office is located to provide maximum traffic for nearby exhibitors. The Post Office draws over 2,000 users over the three days of the meeting.

### Support your pre-show promotion with effective advertising opportunities at the show.



Increase your impact with an ad in the **Midwinter Meeting Program**, which can be placed on the page facing your exhibitor listing or wherever else you choose. The Midwinter Meeting Program is used on site by each conferee and serves as a reference tool for librarians after the show has ended.

- The average attendee refers to the Final Program **22** times while at the meeting.
- **46%** are more likely to visit an exhibit based on an ad they see.
- **84%** refer to the Program after the show.
- **46%** use the Final Program to contact exhibitors after the show.



**Cognotes**, the conference daily newspaper, is distributed to each attendee every morning! It is on-the-spot forum for your firm to raise its visibility or to announce special events. And, if you advertise in **Cognotes** each day, you can place an ad in the special Midwinter Meeting Wrap-Up Issue received by the entire membership and registration list of over 75,000.

- **88%** of the attendees receive one or more copies of *Cognotes*.
- **42%** are more likely to visit an exhibit based on an ad they see.
- **28%** retain their copies of *Cognotes* after the show.

Two interactive issues of *Cognotes*, the official conference newspaper, will be emailed to ALA's database of over 75,000 librarians and posted on the Midwinter website. Your advertisement in *Cognotes* supports this member driven publication and reaches the decision-makers.

**ALA offers a wide range of sponsorship and on-site advertising opportunities. Visit the website to find out more and review the options. Have an idea of your own? Give us a call.**

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ALA AmericanLibraryAssociation

