EXHIBITORS
PROSPECTUS

JANUARY 24-27, 2020 | PENNSYLVANIA CONVENTION CENTER
PHILADELPHIA, PENNSYLVANIA
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 7,000 librarians are expected to register; the statistics speak for themselves; these are the decision makers you need to meet.
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%
- Library Network 3%
- Special/Medical/Law/Corporate 2%
- Consortium 2%
- Other 4%

A NATIONAL AUDIENCE:
- West 13%
- Midwest 26%
- Northeast 24%
- Southeast 17%
- Southwest 18%
- International 2%

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 Systems 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%

OVERALL, 87% 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:

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

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%
MOBILE APP PAVILION
Got an app for that? This pavilion gives 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 Guide & Exhibit Directory, 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 15 times while at the meeting.
- 44% are more likely to visit an exhibit based on an ad they see.
- 76% refer to the Program after the show.
- 39% use the Final Program to contact exhibitors after the show.

Cognotes, the 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. 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.

- 79% of the attendees receive one or more copies of Cognotes.
- 37% are more likely to visit an exhibit based on an ad they see.
- 24% retain their copies of Cognotes after the show.

Issues of Cognotes are also archived on the ALA web site for future reference by attendees. Your advertisement in Cognotes supports this member driven publication and reaches the decision-makers.

THE ALA MIDWINTER MEETING PROVIDES MANY TRAFFIC BUILDERS TO HELP DRAW ATTENDEES TO THE EXHIBIT FLOOR.

A SHOW SCHEDULE WITH NO CONFLICT TIME 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 7,000 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.

There is no conflict time in the schedule on both Saturday and Sunday. This is time when no official association activities are scheduled to allow attendees to visit the exhibits.

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.

BOOK BUZZ THEATER
The Book Buzz Theater is a great opportunity to hear from over 20 publishers 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.
EXHIBIT SET-UP:
January 23
January 24
8:00 am – 4:30 pm
8:00 am – 4:30 pm

EXHIBIT HOURS:
GRAND OPENING RECEPTION ON THE EXHIBIT FLOOR
Friday, January 24
5:30 pm – 7:00 pm
Saturday, January 25
9:00 am – 5:00 pm
NO CONFLICT TIME:
2:00 pm – 3:00 pm
Sunday, January 26
9:00 am – 5:00 pm
NO CONFLICT TIME:
10:30 am – 11:30 am
Monday, January 27
9:00 am – 2:00 pm

EXHIBIT DISMANTLE:
January 27
2:00 pm – 8:00 pm
January 28
8:00 am – 12 noon

MAIL CONTRACT & PAYMENT TO:
American Library Association
MW2020 Exhibits
98 E Chicago Ave. Ste 201
Westmont, IL 60559-1559

FOR MORE INFORMATION CONTACT:
ZACH ERICKSON
ZERICKSON@HEIEXPO.COM
630 929-7934
RICH WIDICK
RWIDICK@HEIEXPO.COM
630 929-7918

EXHIBITORS.ALA.ORG
EXHIBIT, ADVERTISING AND SPONSORSHIP SALES
ALAMIDWINTER.ORG