




# Invitation to Exhibit



**Information Revolution:**  
*Change Is in the Air*

May 18-23 ★ Philadelphia  
Medical Library Association  
[www.mlanet.org](http://www.mlanet.org)



Medical Library Association Annual Meeting and Exhibition

# Who we are

MLA '07 is owned and operated by the Medical Library Association. The MLA annual meeting is the premier event for health information professionals around the world. Through its programs and services, MLA provides lifelong educational opportunities, supports a knowledgebase of health information research, and works with a global network of partners to promote the importance of quality information for improved health to the health care community and the public. For more information, visit our Website at [www.mlanet.org](http://www.mlanet.org).

## Who attends

Your exhibit can become a valuable part of the meeting experience for more than 1,500 library leaders. Fifty percent of attendees work in libraries with annual budgets between \$600,000 and more than \$1.5 million.

### Attendees are a cross section of decisions makers:

Librarian/information specialist **45%**  
Director **25%**  
Department head **16%**  
Associate/assistant director **10%**  
Other **4%**

### Attendees work in several environments

Academic medical centers/medical schools **46%**  
Hospitals **28%**  
Specialty medical libraries **7%**  
Government agencies **7%**  
Other **12%**

**88%** of attendees have a role in the purchase of products exhibited at the annual meeting.

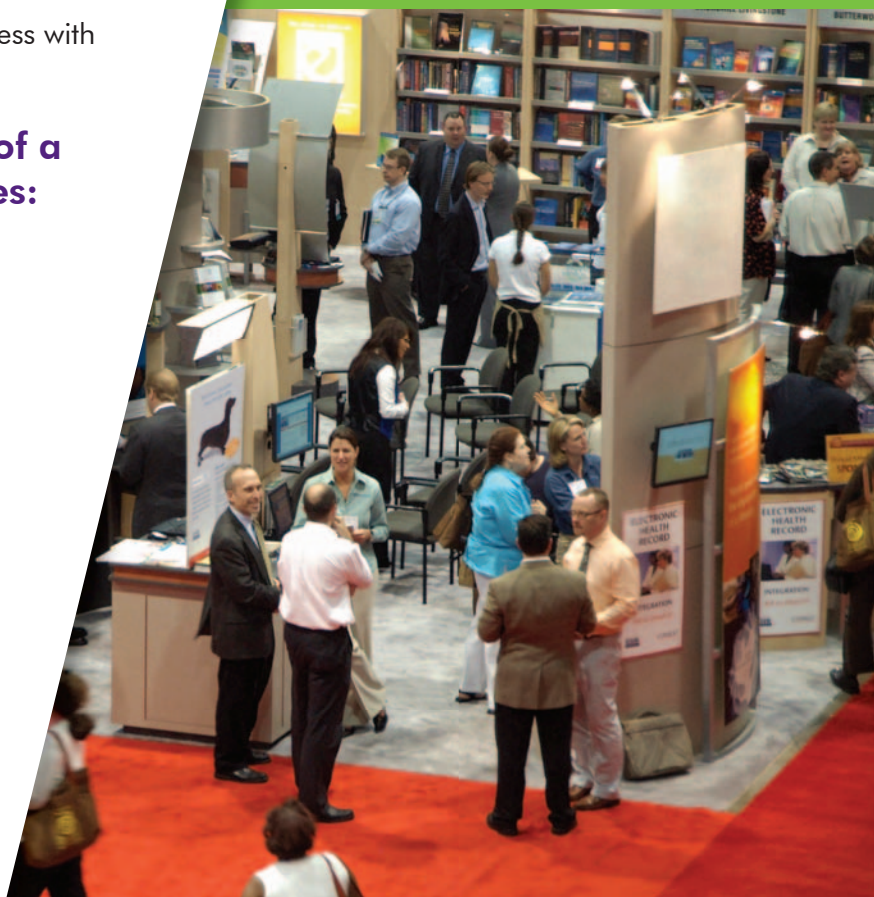
**45%** of attendees find a new vendor to do business with as a result of the time spent in the exhibits.

### Attendees authorize the purchase of a wide range of products and services:

CD-ROM products **9%**  
Computer hardware & software **27%**  
Data-retrieval systems **20%**  
Database services **70%**  
Films & videotapes **7%**  
Health organizations **23%**  
Integrated information systems **30%**  
Library furniture **7%**  
Online services **69%**  
Preservation materials **6%**  
Publications **49%**  
Subscription services **29%**  
Other **21%**

"It is my one time during the year that I have the opportunity to collaborate and network with constituents and vendors. If it weren't for MLA, there simply aren't enough hours in my week to connect with those I need to meet with."

—MLA '06 attendee



## Traffic builders:

The exhibit hall is an exciting place for meeting attendees. It is there that decision makers in the medical library community search for the best in products, services, and technology to help them find the tools they need to prepare themselves and their workplaces for the future.

Over the course of the MLA meeting, there are many breaks and featured areas of the exhibit hall that are designed to draw attendees to exhibits throughout the day. Featured areas include:

## Internet café:

Available to all attendees to check email or explore Internet resources.

## Poster sessions:

An expanded schedule gives meeting attendees more opportunities to view the poster display. Set in a decorated area of the exhibit hall, poster sessions give attendees the opportunity to learn from their peers' experiences implementing new programs and establishing new techniques.

## Technology showcase:

A theater-style setting near the exhibit floor is open for exhibitors to present their latest technology. Running throughout the day, these tech sessions are an important jumping-off point for meeting attendees to get a first look at the technology on the exhibit floor.

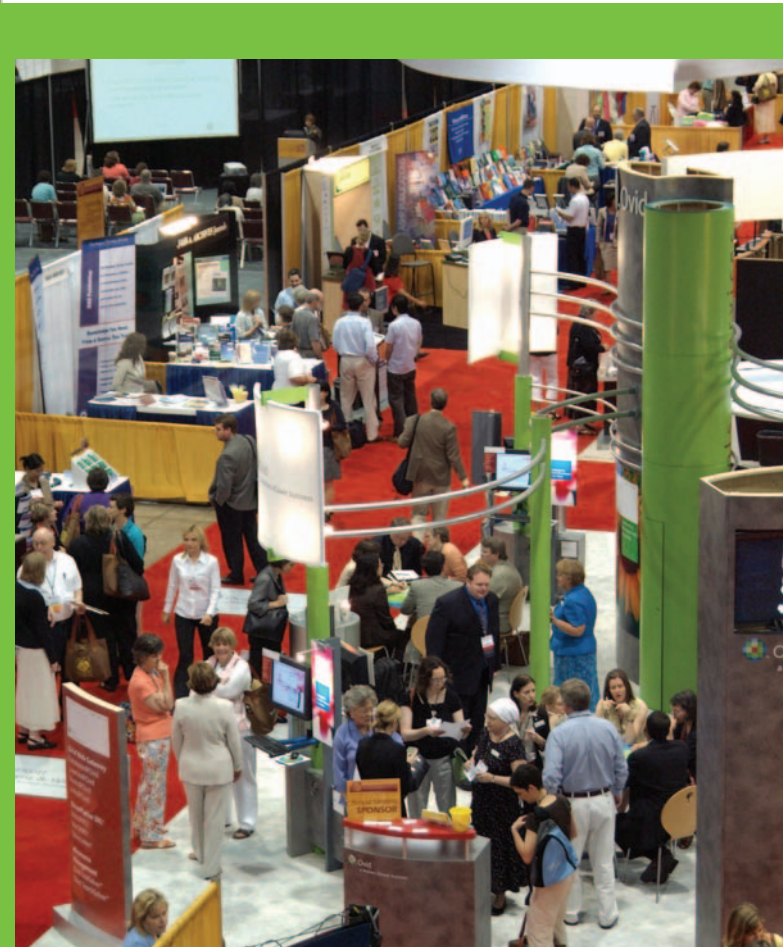
## How we can help you:

Your participation in the MLA exhibits is supported by an experienced exhibits management staff that are available to answer any questions you have about exhibiting. In addition to the online Exhibitor Manual and Frequently Asked Questions Guide, a periodic Exhibitor Update newsletter will be emailed to all exhibitors to assist in the planning process and operation of their exhibits.



## Exhibition schedule

Space confirmations emailed	December 16, 2006
Exhibitor manual available	Mid February 2007
Exhibit installation	May 18–19, 2007
Exhibit dates	May 19–22, 2007
Exhibit dismantling	May 22, 2007



# Advertising and Promotional Opportunities

## Annual meeting programs

The *Preliminary Program* is an invitation to attend MLA's annual meeting. Your color or black and white ad reaches the entire MLA membership as well as allied health information professionals—approximately 6,000 prospects.

Distributed onsite, the *Official Program* is the most up-to-date source of information for meeting attendees and is distributed to approximately 2,500 participants. It lists daily programs and exhibitors and includes a Hall of Exhibits map.

## Advertising in associated publications

MLA News  
*Journal of the Medical Library Association*

## Online sponsorships

E-newsletter, MLA-FOCUS  
MLA '07 Website, [www.mlanet.org/am/am2007/](http://www.mlanet.org/am/am2007/)

## Other opportunities

Proceedings CD sponsorship  
Hotel door drops  
Hotel room key  
Mailing list of preregistrants  
Onsite newsletter advertising  
Portfolio service

## Contacts

### Exhibition management

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Hall-Erickson  
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### Advertising & promotional opportunities

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*Quality information for improved health*  
[www.mlanet.org](http://www.mlanet.org)



#### Photo credits:

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