

MLA'08 INVITATION TO EXHIBIT



Connections: Bridging the Gaps

May 16–21 • Chicago

MEDICAL LIBRARY ASSOCIATION • www.mlanet.org

ANNUAL MEETING AND EXHIBITION

"This is the very best way to connect with health sciences librarians at all levels, vendors, exhibitors, and speakers."

— Diana Cunningham, AHIP, New York Medical College–Valhalla, May 2007

Who **we** are

MLA '08 is owned and operated by the Medical Library Association (MLA). 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.

Who **attends**

Your exhibit can become a valuable part of the meeting experience for more than 2,000 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%**

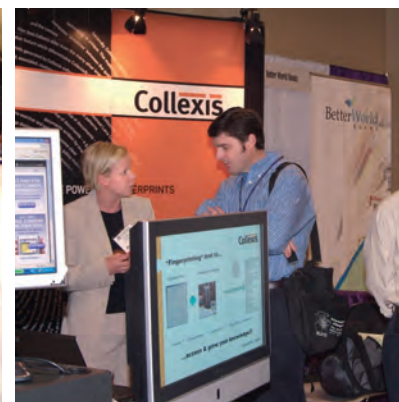
86% of attendees have a role in purchasing products exhibited at the annual meeting.

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

53% of attendees use demonstrations and information they have seen in the Hall of Exhibits to influence purchasing plans.

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

CD-ROM products **7%**
Computer hardware & software **19%**
Data-retrieval systems **17%**
Database services **68%**
Films & videotapes **7%**
Health organizations **21%**
Integrated information systems **25%**
Library furniture **5%**
Online services **64%**
Preservation materials **6%**
Publications **50%**
Subscription services **27%**
Other **17%**



“MLA ‘07 was a tremendous experience for me because of the high-quality programming and numerous opportunities to network and learn more about new products and changes to existing products.”

— Deborah Ruck, Medical College of Wisconsin—Milwaukee, May 2007

“The MLA annual meeting is the one time I can meet face to face with vendors I currently purchase goods and services from, as well as meet face to face vendors from whom I am interested in purchasing goods and services in the future.”

— Jonathan M. Lord, AHIP, University of Virginia—Charlottesville, May 2007

Exhibition schedule

Space confirmations	December 03, 2007
Exhibitor manual available	Mid-February 2008
Exhibit installation	May 15–17, 2008
Exhibit dates	May 17–20, 2008
Exhibit dismantling	May 20, 2008

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.

Many breaks are scheduled over the course of the MLA meeting, and featured areas of the exhibit hall 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 displays. 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 who are available to answer any questions you have about exhibiting. In addition to the Exhibitor Manual and a frequently asked questions guide, a periodic Exhibitor Update Newsletter will be emailed to all exhibitors to assist in the planning process and operation of exhibits.



Advertising and Promotional Opportunities

Annual meeting programs

The *Preliminary Program* is an invitation to attend MLA's annual meeting. Your ad reaches the entire MLA membership as well as allied health information profession—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 2,000 participants. It lists daily programs, a Hall of Exhibits map, and complete exhibitor listings.

Advertising in associated publications

MLA News

Journal of the Medical Library Association

Online sponsorships

E-newsletter, MLA-FOCUS

MLA '08 Website, www.mlanet.org/am/am2008/

Other opportunities

MLA '08 CD sponsorship

Hotel door drops

Hotel room key

Mailing list of preregistrants

Onsite newsletter advertising

Portfolio service

Contacts

To reserve exhibit space:

Marybeth Durkin, Sales Manager

Hall-Erickson, Exhibition Management

98 East Naperville Road

Westmont, IL 60559

Phone, 630.434.7779; fax, 630.434.1216

mla@heiexpo.com

Advertising & promotional opportunities

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