

MLA '10 Invitation to Exhibit



Reflect & Connect

MAY 21-26 • WASHINGTON, DC

MEDICAL LIBRARY ASSOCIATION

www.mlanet.org

"I'd forgotten how useful the MLA annual meeting was. It was great to meet up with vendors to get the latest information and get hands-on demos."

—MLA annual meeting, May 2009

MLA Annual Meeting and Exhibition



Who we are 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.

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

Attendees are a cross-section of decision makers:

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

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

Attendees work in several environments:

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

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 and software: 19%
- Database services: 68%
- Data-retrieval systems: 17%
- Films and 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%



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



How we 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.



"I get a lot out of attending MLA's annual meeting. The CE courses and section programs are always interesting and timely, and the Hall of Exhibits helps me learn a lot from current and new vendors in a much more effective way than the rest of the year from the office."
—MLA annual meeting, May 2009

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 other allied health information professionals—approximately 5,000 prospects.

Distributed onsite to approximately 2,000 participants, the **Official Program** is the most up-to-date source of information for meeting attendees. It includes daily programs, a Hall of Exhibits map, and complete exhibitor listings.

The **Pocket Program** fits inside meeting badge holders and contains the most essential information for meeting attendees on the go. It is distributed to approximately 2,000 participants.



Exhibition schedule

Space confirmations:	December 4, 2009
Exhibitor manual:	available mid-February 2010
Exhibit installation:	May 20-22, 2010
Exhibit dates:	May 22-25, 2010
Exhibit dismantling:	May 25, 2010

Advertising in associated print publications

MLA News

Journal of the Medical Library Association

Online marketing

MLA-FOCUS, MLA's e-newsletter

MLA '10 website, www.mlanet.org/am/am2010/

Other opportunities

Email blasts to preregistrants

Hotel door drops

Hotel room door hanger

Hotel room key

Mailing list of preregistrants

Portfolio service

Contacts:

Exhibit space reservations

Dawn Murray, Sales Manager

Hall-Erickson Exhibition Management

98 East Chicago Avenue

Westmont, IL 60559

630.434.7779

fax, 630.434.1216

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Advertising and promotion opportunities

Barb Redmond

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Sponsorship opportunities

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