



**MLA'19**

**ELEVATE**

**MAY 3-8  
CHICAGO**

**#mlanet19**

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Invitation to Exhibit  
Hyatt Regency Chicago  
Chicago, Illinois

# **MLA'19** **ELEVATE MAY 3-8** **CHICAGO**

#mlanet19

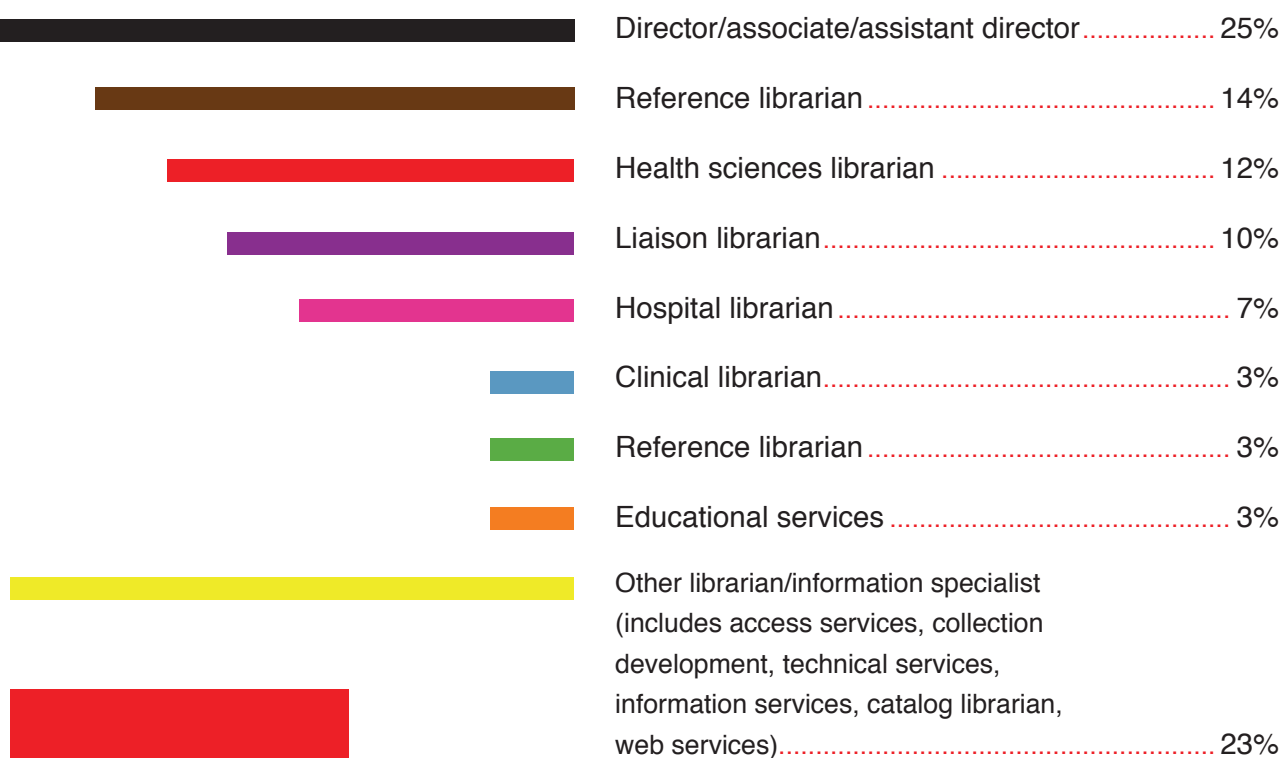
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MLA returns to Chicago, a city that always produces high levels of attendance from the Midwest and around the country. Medical librarians are searching for ways to lead their facilities in the daily objective of providing information and services to the diverse array of users and their changing needs. While at the annual meeting, librarians will search for ways to think beyond the conventional: they look for the products and services that make them and their libraries integral parts of the future of the environments in which they provide services.

Your exhibit can become a valuable part of the meeting experience for more than 1,400 library leaders.

## Attendees are a cross-section of decision makers



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

**79%**

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

**32%**

# 73%

of attendees do not attend any other national meeting for the library marketplace.

## Attendees work in several environments:

Academic medical center/medical school.....	51%
Hospital.....	15%
College/university .....	15%
VA medical center/VA Department/Naval/Army/other military/other government agency .....	5%
Other (includes nursing/allied health, consumer/public health, medical, or health sciences association) .....	14%

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

Database services .....	64%
Clinical tools and databases.....	50%
Publications .....	43%
E-books .....	40%
Systematic review software .....	40%
Citation management software.....	36%
Apps .....	31%
Subscription services.....	29%
Patient education resources.....	20%
Public health resources .....	20%
Integrated information systems .....	17%
Health organizations.....	15%
Computer hardware and software .....	14%
Data-retrieval systems.....	14%
Video (film, DVD, and streaming) .....	8%
3D printers .....	7%
Library furniture .....	7%
Digitization equipment .....	3%
Printing solutions and management .....	3%
AV equipment .....	2%
Photocopying equipment.....	2%
Security systems .....	2%

## Exhibit Hall Traffic Builders

Many activities are planned to build traffic on the exhibit floor.

### Opening Reception and Session Breaks:

The Hall of Exhibits opens on Saturday night with an all-meeting reception in the exhibits. Featuring light food and drinks, this is an opportunity for attendees to reconnect with your staff and plan quality time to learn about your products and services. Breaks are also scheduled throughout the meeting to allow dedicated time for attendees to return to the exhibit hall.

### Poster Sessions:

Over 250 posters will be presented at the annual meeting in a special area in the exhibit hall. These presentations give attendees the opportunity to learn about new technologies and methodologies that their peers utilize in libraries today.

### Elevate your presence with these presentation opportunities!

### Sunrise Seminar:

Sunrise Seminars provide the opportunity for exhibitors to conduct professional education presentations while serving a light breakfast to MLA attendees.

### Technology Showcase:

Technology Showcases give exhibitors the opportunity to showcase products, allow attendees to ask questions, and act as a jumping off point to drive traffic to your booth. Thirty-minute presentations are held at various times during the day on the exhibit floor.

### Exhibitor Lunch & Learn:

Provide lunch to invited MLA attendees while conducting a professional education presentation. Details on hosting your event are available on the exhibitor website.



## 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, a periodic Exhibitor Update Newsletter will be emailed to all exhibitors to assist in the planning process and operation of exhibits.

MLA will continue using the new exhibit schedule launched in 2018, shortening the exhibits by one day. Along with adjusted hours, the goal is to allow exhibitors and attendees more quality time to connect.

## Exhibition schedule

*Space confirmations..... October 1, 2018*

*Exhibitor manual available ..... Mid-February 2019*

*Exhibit installation ..... May 3–4, 2018*

### Exhibit dates

*Welcome Reception and Opening of Hall of Exhibits*

*Saturday, May 4 ..... 5:00 p.m.–7:30 p.m.*

*Sunday, May 5 ..... noon–4:30 p.m.*

*Monday, May 6 ..... 10:00 a.m.–4:30 p.m.*

*Exhibit dismantling .. May 6, 2019, 4:30 p.m.–9:00 p.m.*

## Contacts:

### To reserve exhibit space:

Zach Erickson, MLA Sales Manager  
Hall-Erickson Exhibition Management  
98 East Chicago Avenue  
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630.434.7779  
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### For advertising, sponsorship, and promotion opportunities:

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