

I. DATE OF REPORT:

October 22, 2001

II. NAME OF PERSON SUBMITTING REPORT:

Beth Carlin

III. EXHIBIT SPECIFICS:

Name of Meeting (Association):

American College of Emergency Physicians Scientific Assembly

Location:

Navy Pier, Chicago Illinois

Dates:

October 15-17 2001

Staff:

GMR:

Beth Carlin

Stephanie Weldon

Chris Shaffer

OTHER:

Number of Registrants: 4200

Number of Exhibitors (Companies): 300

Specify by Days:

A. Exhibit Hours

Sunday	Set-up 12 noon – 4 pm
Monday	9am-4pm
Tuesday	9am-4pm
Wednesday	9am-4pm Dismantle 4-6pm

(Note: Breaks for attendees were 11:00-12:30 & 2:30-3:00 daily. The majority of contacts were made during these brief periods.)

Total Number of Hours: 21 hrs.

B. Number of People Visiting the Booth

Monday	October 15, 2001	139
Tuesday	October 16, 2001	142
Wednesday	October 17, 2001	164

TOTAL: 445

C. Number of: NLM System Demonstrations/other Internet Demonstrations

Monday

PubMed 27

MEDLINE*Plus* 21

Gateway 20

Tuesday

PubMed 32

MEDLINE*Plus* 25

Gateway 15

Wednesday

PubMed 40

MEDLINE*Plus* 12

Gateway 11

Other Internet 12

TOTALS:

PubMed	99
MEDLINEPlus	58
Gateway	46
Other Internet	<u>12</u>
Total Demos:	215

GRAND TOTAL: Demo + Contact s = 660

IV. EXHIBIT SUMMARY

A. Pre-Exhibit Meetings

Since this was our first show with the new exhibit we put it together in the office to determine what set-up we wanted to use for this show. As I had just come on board in Sept. and Stephanie had made all of the arrangements for the exhibit prior to my arrival we coordinated what we wanted to bring as far as distribution of materials. We included pens, roladex cards, and oversize bookmarks only.

B. Distribution of Pre-mailers, Letters or Invitations NONE

C. Booth Location: The booth was located just north or to the right of the entrance of the hall in the first aisle. Breaks for attendees were 11:00-12:30 & 2:30-3:00 daily. The majority of visitors to the booth were made during these brief periods. The rest of the times during the day were slow but steady with individual demonstrations filling in the remaining time.

D. Description of NLM System Program Presentations NONE

E. Problems

Freeman decorating did not provide our furniture and carpet when we arrived at the exhibit hall to set-up. They claimed they did not receive our order, which however was faxed to them. Always keep a fax confirmation on file for just this reason. We only had one counter available since the other had been damaged in shipping from the design company and we return it for repairs immediately. We used a 6 ft. table which filled up the booth too much which put us in the aisle working with clients. Next time we are getting a 4ft. counter table so the new display has more room until our counter is fixed. We tried using the monitor shelf with the hand-out shelving but found we and our booth visitors could not see the monitor from the front of the booth. We moved the monitor to the counter and used the wireless keyboard and that was very effective. We just used the hand-out shelving for the remainder of the show after moving the monitor to the counter. We were initially charged as a commercial vendor for the booth fee but received a refund as we were listed in the on-site program as a non-profit organization.

F. User Feedback

The traffic flow was consistent throughout the conference with the daily break periods for the attendees being the heaviest traffic for the booth. There was a surge of traffic at the end of the show 3-4 on wed. Nearly all the physicians had heard of or were using some form of MEDLINE access. Several users were happy to receive information beamed on their PDA's. There was a PDA class in the educational offerings as an emerging technology. Describing Linkout and how they could access full-text was a common concern with some discussion of Pubmed Central. They liked our Figitzu laptop computers which they normally would not see when both our counters are available for use. One comment was that they had Ovid but still connect to Pubmed. More and more users are linking to Pubmed on their web pages. Emedicine.com is well established now with ER physicians. I talked to a physician from the American Hospital in Paris, France who was linking to Internet Grateful Med. I asked him to switch to Gateway. Given the events of September 11th and the Anthrax threat this group was highly motivated to find resources for Disaster Medicine.

G. Suggestions/Comments

Ask Vendors/Conference Hall internet service what their internet server is to see if we (UIC) are band from sending email as we like to email info to clients at their request during the show. Exhibitors were offered a

complimentary CE from the educational offerings. I tried to get in the PDA class but it was full. However, I did get the program tape with a great deal of information about how PDA's can be used in the ER.

H. Recommendation: Should NLM continue to exhibit at this meeting?

This is a good contact group. ER's are traditionally a mix of acute care medicine and lower income or low literacy clients who use the ER for basic health problems. The docs expressed an interest in Medlineplus as a way to give patients information in discharge planning. They are very frontline with their patients and need quick access to reliable information. I was surprised that some of the ER's did not have Internet access up until recently. They will be a good target in the future as they are frontline for public health concerns so with their apparent newly found Internet access they are likely to be using our sites more and more. The Year 2002 conference is in Seattle, Washington. Oct. 6-9.

V. BUDGET SHEET

Booth Fee:	\$ 550.00
Electricity:	\$ 225.00
Ethernet:	\$1,374.00
Furnishing Accessories	\$ 222.81
Carpeting:	\$ 284.82
Materials Handling:	\$ 340.50
Booth Materials:	\$ 294.00
Shipping:	<u>\$ 688.00</u>
Totals:	\$3,979.13