

Exhibit Report

- I. Date of Report: **October 26, 2001**
- II. Name of Person Submitting Report: **Tammy Mays**
- III. Exhibit Specifics
Name of Meeting (Association): **Wisconsin Library Association**

Location: **Appleton, Wisconsin**

Dates: **October 24-26, 2001**

Staff: **Tammy Mays**

Number of Registrants: **1,165**

Number of Exhibitors (Companies): **84**

Specify by Days:

Day 1

- A. Exhibit Hours
Wednesday, October 24, 10:00 am – 5:00 pm
- B. Number of People Visiting the Booth
161
- C. Number of: NLM System Demonstrations/other Internet Demonstrations
MEDLINEplus: 17
MEDLINE: 3

Day 2

- A. Exhibit Hours
Thursday, October 25, 8:30 am – 4:30 pm
- B. Number of People Visiting the Booth
130
- C. Number of: NLM System Demonstrations/other Internet Demonstrations
MEDLINEplus: 8

IV. EXHIBIT SUMMARY

A. Pre-Exhibit Meetings

Tammy Mays coordinated registration and programming for the exhibit.

B. Distribution of Pre-mailers, Letters or Invitations

None

C. Booth Location

37

D. Description of NLM System Program Presentations (See Note below)

MEDLINEplus

E. Problems

None

F. User Feedback

- “I have two daughters; one is nurse the other is a dental hygienist. I plan on telling them about MEDLINEplus and give them each a bookmark!”
- “I use WebMD when searching for health information...now that I know about MEDLINEplus; this is all I need.”
- “My grandfather has been diagnosis with lung cancer; I will research more using this resource (MEDLINEplus).”
- “Thank you for luring me into your booth; I didn’t know about MEDLINEplus. My students will find this very helpful.”
- “I use you all the time! Thank you for such a wonderful product!”

G. Suggestions/Comments

In the future the NN/LM GMR should be on the program to promote NLM’s resources.

V. BUDGET SHEET

Exhibit Fee	\$475.00
Freight/Drayage	0.00
Labor:	0.00
Telephone:	\$50.00
Electricity:	\$65.00
Computer Rental:	0.00
Furniture:	0.00 – 1 skirted tables, 2 chairs, 1 wastebasket, 1 identification sign
Transportation/Parking	\$196.84 -- 1 NN/LM GMR staff member for 2 days (October 24-25, 2001)
Per Diem, etc:	\$32.00 -- 1 NN/LM GMR staff member for 2 days (October 24-25, 2001)
Lodging	\$186.48 -- 1 NN/LM GMR staff member for 2 days (October 24-25, 2001)

VI. APPENDICES:

Maps of Exhibit Hall

Pictures

Samples of Promotional Materials Used



Mister Anderson's Company*

Booth 2

211 North Perkins Boulevard

Burlington, WI 53105

262-767-0425

262-767-0862 (fax)

mraco@bbw.tds.net

Representatives: Mary Therese Boyle, Mister Anderson

Mr. Anderson's Company provides high-quality puppets, storytelling props, resource books, board books, novelty books, and books with tapes for schools and libraries.

National Network of Libraries of Medicine, Greater Midwest Region

Booth 37

UIC Library of Health Sciences (M/C 763)

1750 West Polk Street, Room 126

Chicago, IL 60612

312-996-2464

312-996-2226 (fax)

Representative: Tammy Mays, MLIS

The National Library of Medicine provides free web access to biomedical information and coordinates delivery of library services to health professionals through the National Network of Libraries of Medicine.

NEWIST/CESA 7*

Booth 67

2420 Nicolet Drive, IS 1040

Green Bay, WI 54311

920-465-2599

920-465-2576 (fax)

Representatives: Jo Mellen

NEWIST/CESA 7 is producer and distributor of award-winning videos on critical social issues.

Northern Micrographics, Inc.

Booth 29

2004 Kramer Street

La Crosse, WI 54603

608-781-0850

608-781-3883 (fax)

Representatives: Renee Hilby, Carol Berteotti
NM specializes in digital scanning of brittle publications, microfilm, photographs, etc. Other services include data conversion, demand printing, book binding, microfilm production and CD-ROM publishing.

PBS Video

Booth 86

1834 Lincoln Park West

Chicago, IL 60614

312-664-8672

312-664-0395 (fax)

Representatives: Hjordis Garner, Jim Garner
Educational videos for schools and libraries.

Penworthy, see *The Penworthy Company*

ProQuest

Booth 16

300 North Zeeb Road

Ann Arbor, MI 48103

734-761-4700

734-975-6486 (fax)

Representative: Paul Somers

ProQuest is a premier provider of information databases available on CD-ROM, in microform, online, and in print, to libraries, businesses, educational institutions and individuals around the world. For more information, call 800/521-0600 or stop by our booth.

Quality Books, Inc.*

Booth 56

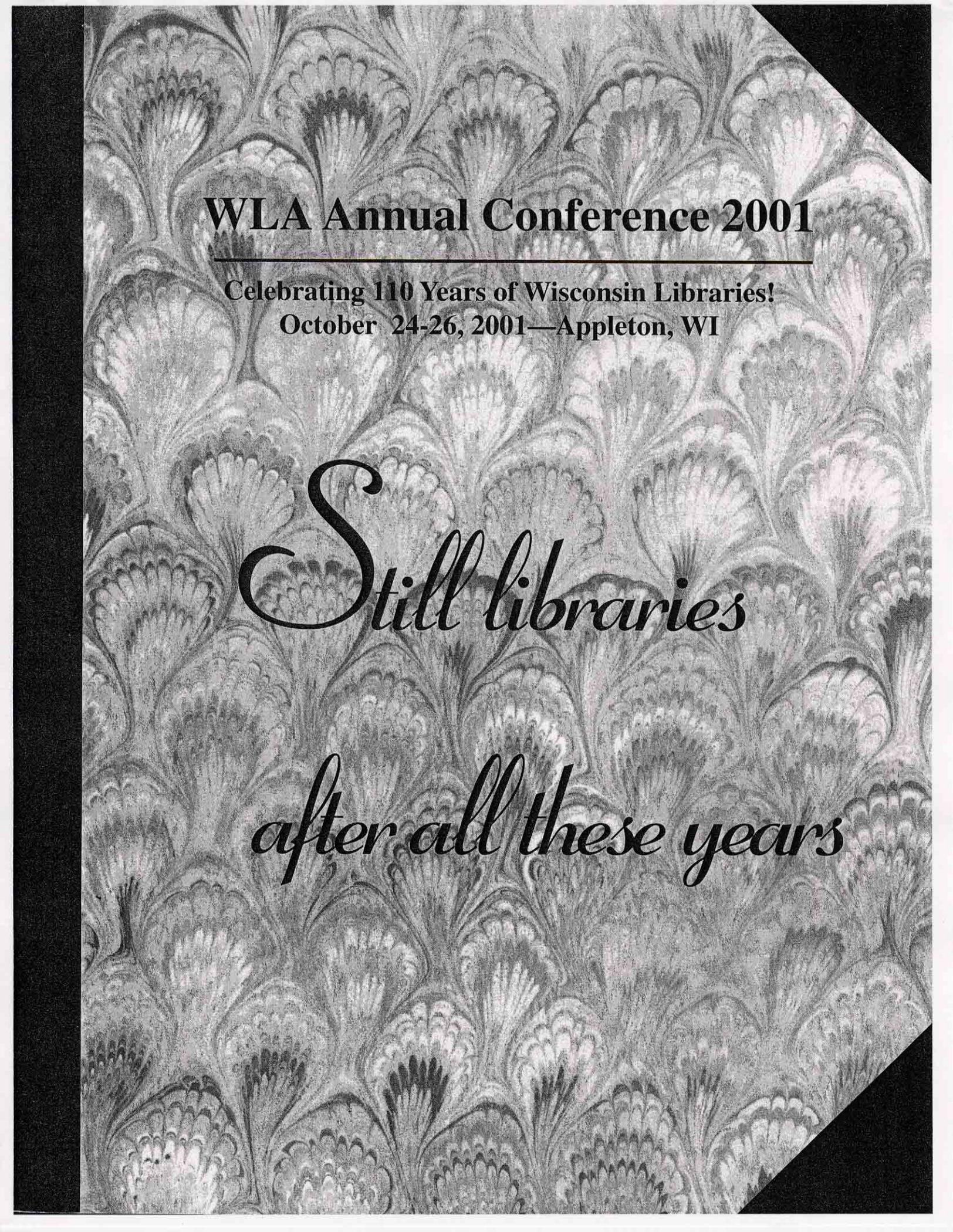
1003 West Pines Road

Oregon, IL 61061

800-323-4241

815-732-4499 (fax)

Representatives: Rob Zimmers, Clayton Baxter
Quality Books puts the world of small press, video and dvd at your fingertips. Coupled with a variety of value services, including electronic ordering, we make your world a little easier.



WLA Annual Conference 2001

Celebrating 110 Years of Wisconsin Libraries!
October 24-26, 2001—Appleton, WI

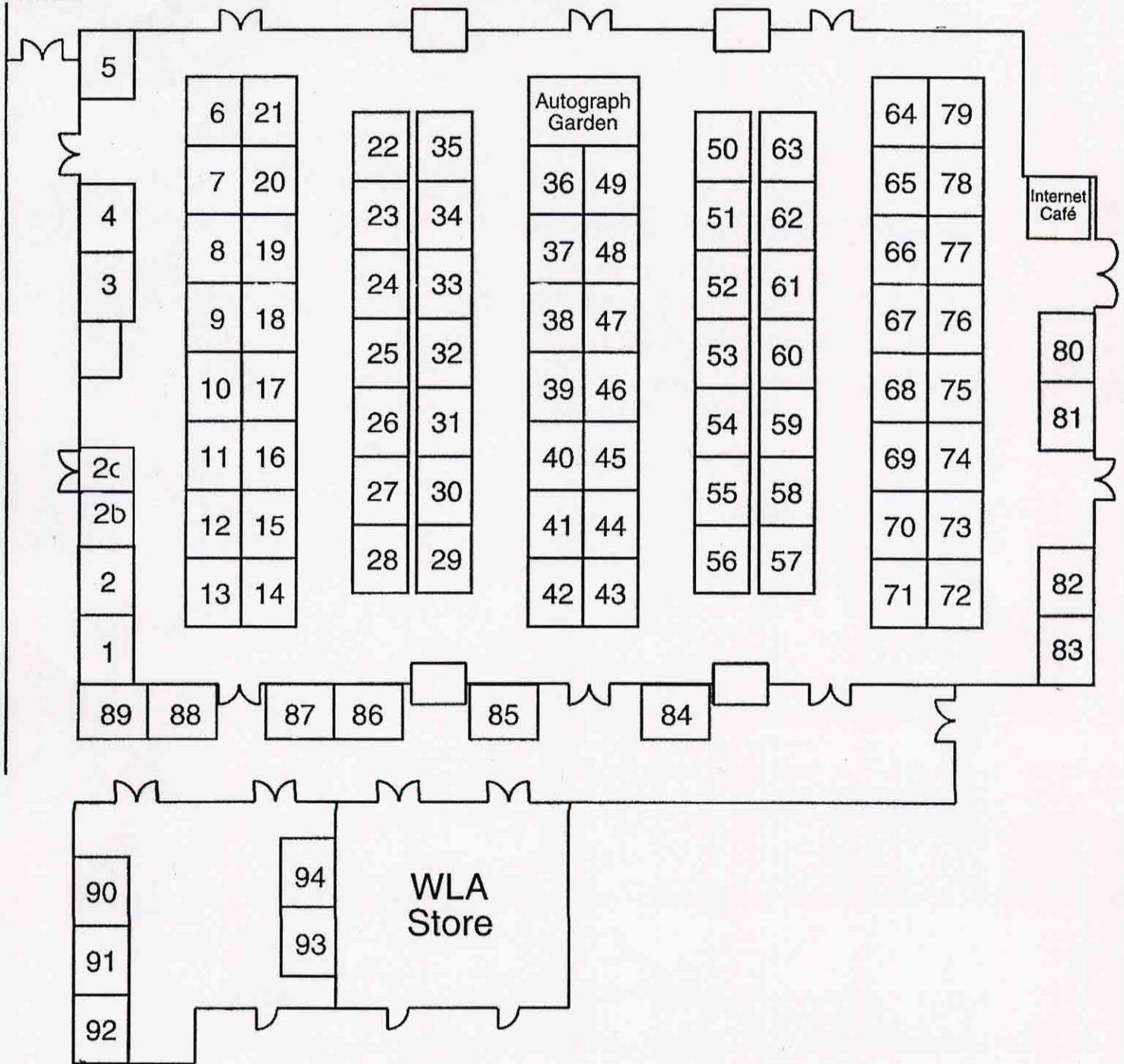
Still libraries

after all these years



Exhibit Area

10/24-25/01



Exhibits

Wednesday 10:00am-5:00pm
 Thursday 8:30am-4:30pm

Break for Exhibits

Wednesday 10:00-10:45am
 3:15-4:00pm
 Thursday 10:00-10:45am
 3:15-4:15pm

WLA Store Hours

Wednesday 7:00am-7:00pm
 Thursday 7:00am-5:00pm
 Friday 7:00am-10:00am

Internet Cafe

Wednesday 10:00am-5:00pm
 Thursday 8:30am-4:30pm



5250 East Terrace Drive
 Suite A-1
 Madison, WI 53718-8345
 (608) 245-3640
 (608) 245-3646 Fax
 www.wla.lib.wi.us
 email: wla@scls.lib.wi.us

- Association of Wisconsin Special Librarians
- Wisconsin Association of Academic Librarians
- Wisconsin Association of Public Libraries
- Wisconsin Association of School Librarians
- Wisconsin Library Trustee Association
- Circulation Services
- Document Services
- Intellectual Freedom
- Interlibrary Loan
- Library Research
- Library User Education
- Media and Technology
- Outreach Services
- Readers Section
- Reference & Adult Services
- Social Responsibilities
- Support Staff
- Technical Services
- WI Genealogy & Local History
- Wisconsin Small Libraries
- Youth Services

November 13, 2001

Dear Exhibitor:

Thank you for exhibiting at the 2001 Wisconsin Library Association Annual Conference. We hope your participation was both enjoyable and profitable. We greatly appreciate the service you provided to our members by showcasing your goods and services at our conference. Our association benefits greatly from your financial support. We look forward to seeing you at our 2002 conference, which will be held October 29 to November 1 at the Marriott Madison West in Middleton.

If you have any suggestions for improving the exhibits, please don't hesitate to give me a call at (920) 236-5222 or email me at hall@winnefox.org.

Thank you again for a successful show.

Sincerely,

WISCONSIN LIBRARY ASSOCIATION

Ken Hall
 2001 WLA Exhibits Chair

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Thank you again for a successful show.

Professional Staff

For more information, please call (608) 245-3640 or visit our website at www.wla.lib.wi.us

Leaders, educators and advocates @ your library.