

I. DATE OF REPORT: 12/5/01
II. NAME OF PERSON SUBMITTING REPORT: Beth Carlin
III. EXHIBIT SPECIFICS:

Name of Meeting (Association):

54th Annual Scientific Meeting of the Gerontological Society of America

Location:

Chicago, Illinois

Dates: November 15-18, 2001

Staff:

GMR: Beth Carlin
Tammy Mays
Chris Shaffer
Stephanie Weldon
Charniel McDaniels

OTHER: Ellen Geraghty, MLS University of Illinois-Chicago
Library of the Health Sciences

Number of Registrants: 3,123
Number of Exhibitors (Companies): 98

Specify by Days:

A. Exhibit Hours

Thursday	November 15	4pm-7pm	3
Friday	November 16	9am-4pm	7
Saturday	November 17	9am-4pm	7
Sunday	November 18	9am-11am	2

Total Number of Hours: 19

B. Number of People Visiting the Booth

Thursday	November 15	95
Friday	November 16	194
Saturday	November 17	347
Sunday	November 18	30

TOTAL: 671

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

Thursday November 15
PubMed 10
MEDLINEplus 55

Friday November 16
PubMed 7
Gateway 1
MEDLINEplus 85
Clinicaltrials.gov 5

<i>Other</i>	3
Saturday	November 17
<i>PubMed</i>	41
<i>Medlineplus</i>	142
Sunday	November 18
<i>PubMed</i>	5
<i>Medlineplus</i>	15

Total Demos: 369

GRAND TOTAL: Demo + Contacts= 671

IV. EXHIBIT SUMMARY

A. Pre-Exhibit Meetings

None

B. Distribution of Pre-mailers, Letters or Invitations

Activated the NLM exhibitor's link on the Gerontology Society web site to go to the NLM web site.

C. Booth Location

The booth was located in a dark corner of the exhibit hall. It was a corner booth and at the end of the first aisle leading from the entrance to the exhibit hall. The booth was next to a commercial booth that did not set up for the first two days of the exhibit and we were stuck next to a pile of boxes. Booth number 118.

D. Description of NLM System Program Presentations

None

E. Problems:

We never got the exhibitor kit. It was sent to Bethesda instead of the Chicago office. The main problem was getting in touch with the Meeting Planners, Meetings International. They never responded to phone calls or emails. They didn't answer the phone or leave voice mail messages of where they were when they left to be at the meeting site in Chicago. A lot of legwork to keep after them to see if they could send us the exhibitor kit and to follow up on set-up orders and if they received our checks. They provide incorrect information about exhibit storage and shipping and pick-up. Once we got to the meeting service improved working with the hotel staff.

We didn't have one counter as it was out for repairs so we had to rent a table. The other monitor was expensive to rent but we would have had less booth traffic if we hadn't had the two larger monitors so we could gather more than one person at a demo. Set-up and dismantling time is much longer with the counter and the new exhibit.

The last day of the exhibit was virtually a day of dismantling. Very few attendees came to the exhibit hall and most of the vendors just dismantled their booths and left.

F. User Feedback

Overall the attendees were very enthusiastic about NLM and NLM databases. This was an interesting spectrum of professionals, which included behavioral, and social scientists and medical educators to clinicians and planners for nursing homes, gerontological centers and hospitals. They were grateful when we showed them searching tips for Pubmed and especially when we demonstrated the features of Medlineplus. They were particularly impressed with the Health News such as "Curry Spice Could Slow Alzheimer's," and "Study Shows Mental Activity May Help

Ward Off Dementia” which were released the day of the conference. Also, the fact that the articles were cited from NEJM and Nature was important to them. A lot of researchers were skeptical of the use until we showed them the links to PubMed and the Clinicaltrials.gov. Two researchers showed me their own clinical trials on clinicaltrials.gov. One person consulted for public health programs and she was very impressed with Medlineplus and the Public Health projects we funded. We had authors who wrote articles for Health Newsletters and several representatives from local Public Health offices who were thrilled with Medlineplus. Nutritionists were another consistent group whom we were able to help with useful references. We spent time changing the attitudes of those who loved Internet Grateful Med by showing them searching techniques on PubMed. There was even an NLM fellow in Marine Biology who was impressed with Medlineplus. Since their focus was Gerontology they wanted to know how NLM advertises to seniors? They also requested additional Health tutorials in *Aging, Dementia, and Alzheimer’s* and more information on “*hypomotility*”, all-important issues in Gerontology.

Specific comments:

Extraordinarily helpful.
I can use this for my students.
I use clinicaltrials.gov
NLM is wonderful.
We have a good Librarian who keeps us informed.
Excellent.
I'll try it at home.
Thanks for walking me through the process.
Don't like PubMed, want Internet GratefulMed back.

G. Suggestions/Comments:

Please add Health Tutorials for Aging, Dementia, and Alzheimer’s.
Please add more information on “hypermobility” to Medlineplus.

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

I would highly recommend continuing to exhibit at this conference. It would be an outstanding conference for CE classes on Pubmed and Medlineplus and Clinicaltrials.gov as they seem to be a group who is transitioning from GratefulMed and need more coaching in the features of PubMed. Although we had groups of folks standing around to watch demos they need more hands on. I was surprised at their seemingly lack of recognition of Medlineplus with their focus in “Seniors”, now more than ever a highly visible group with the Baby boomer’s continued aging. Perhaps with follow-up on their suggestions of advertising to seniors and adding the health tutorials, etc. it will become more visible to them. We had strong need for more saturation with this group.

V. BUDGET SHEET

Booth Fee:	\$850.00
Electricity:	\$192.00
Telephone/Internet:	\$390.00
Furnishing Accessories	\$219.00
Carpeting:	\$110.00
AV Monitor	\$850.00
Materials Handling:	\$275.00
Booth Materials:	\$476.50
Shipping:	<u>\$362.46</u>
Totals:	\$3,724.96

VI. APPENDICES: