Minutes of the Meeting of the
Exhibits Round Table Executive Board
ALA Midwinter, Seattle, WA
January 27, 2019

The meeting was called to order by the Chair, David Lysinger at 7:30am. Introductions were made.

In attendance were:
Vendor members: Elenita Chimilowski, David Lysinger (Chair), Stephanie Lund, Rachel Lehmann (Treasurer), Susan Rhood (Vendor Vice-Chair), Gene Shimshock (Secretary), Kate Waldron, and Jason Wells; and
Librarian members: Rachael Clukey, Alice Knapp (Librarian Vice-Chair), and Kelly McElroy.

Absent from the meeting was vendor member, Kirk Whisler.

ALA Staff and Guests in attendance included:
- Paul Graller, ALA Conference Services/Hall-Erikson
- Earla Jones, Director, Conference Services
- Andrew Pace Executive Board Liaison

A quorum was declared.

The Chair reviewed the agenda and no further items were added.

Mr. Shimshock submitted the Minutes of the October 29, 2018 for consideration and vote. A motion was made, seconded and approved to accept the Minutes without discussion. The Chair directed Conference Services to post the Minutes to the ERT section of the website.

Report from the Executive Board Liaison
Mr. Pace reported:
- The approved FY2019 budget begins a 3-year investment cycle designed to build capacity in critical infrastructure areas (information technology), in revenue growth (Development), and in core mission-forward activity (advocacy).
- The Association is in negotiation for the sale of ALA HQ building. One key issue was finding a new home for staff that is in downtown Chicago and convenient for the majority of the staff.
- The Steering Committee on Organizational Effectiveness (SCOE) models is reviewing member participation and legal structures and systems, with the goal of proposing changes that will revitalize its success, strength and agility as a 21st century association.
- Management has contracted with DelCor, an IT consulting firm whose practice is based in associations and other nonprofits, to conduct an assessment of ALA IT. The initial assessment is currently in its final stage and next steps are being defined.

- There is an initiative underway to improve alignment with the Washington and State Chapters and other State Associations (e.g., AASL Affiliates, ACRL Chapters) – to develop a national network of key library advocates.

- The Executive Search Committee has been reconstituted. Mr. Pace noted that the requirement that the candidate have an MLIS for consideration has been removed.

Mr. Wells observed that it is surprising to have all this activity underway without the new Executive Director in place.

Mr. Shimshock questioned as to the why the ERT wasn’t involved more directly in the Executive Search given the importance of the exhibitors and vendors to ALA’s success. Mr. Pace mentioned that he would represent the ERT’s interests, and without disagreeing, Mr. Shimshock noted that there’s a strong message to be sent to a candidate when an exhibitor-member participates directly in the interview process.

Mr. Pace announced his candidacy for the ALA Treasurer position. This was met with a rousing positive response and wishes of good luck from many of the board members.

**Treasurer’s Report**

Ms. Lehmann reported that the current balance in the ERT operating account was $11,412 as of November, 2018 and compared to $16,580 at the same time in the previous year. Ms. Lehmann also reported that membership was reported at 381 as of December, 2018 versus 454 in 2017 representing a 16% decline in membership.

The Chair directed the Secretary to enter the Financial and Membership Reports into these minutes as Attachments A and B respectively.

A general discussion ensued regarding better coordination and use of ALA staff to help promote the benefits of ERT membership.

**Reports from Standing Committees and Task Forces:**

**Hoy Scholarship/Auction**

No report was submitted.

**Library Relations**

Ms. McElroy reported that she represented the ERT at the New Members Round Table Orientation Meeting. There was about 55 people in attendance. The Exhibits Tour was promoted several times.

**Membership**

Mr. Wells reported that he is working on the brochure and requested to see the “New Member Packet” in order to determine if there were any opportunities to promote the ERT in that packet. Mr. Shimshock noted the fact that many vendors use the “UNO” classification to get programs at the Annual Conference and questioned the value of the ERT programs when any vendor can have a program using the UNO category.
Programs Committee
Ms. Knapp announced that program submissions are open. Deadline for submissions is March 1, 2019. She requested time during the membership meeting to promote this ERT benefit.

Nominating Committee
Mr. Shimshock noted that election season is coming up quickly and his plan to move forward with a “slate vote” rather than the open voting the ERT has used in the past. He presented a list of product categories what would be used as guidance to help distribute board membership evenly among the various types of vendors. The list has been entered into these minutes as Attachment C.

Mr. Shimshock presented and discussed the Board Terms Report and noted that Ms. Lehmann, Ms. Rhood, and Ms. Lund are ending their current terms. Ms. Lehman and Rhood are eligible for their 1st term as they were nominated by the Chair to their board seats. Ms. Lund is eligible for her 2nd term. Ms. Knapp term as Librarian Member will end in 2019 and she is not eligible for re-election.

The Board Terms Report is attached to these Minutes as Attachment D.

Mr. Shimshock noted Ms. Knapp’s nearly 10-year tenure on the Board. The Chair further acknowledged her dedication to the ERT and thanked her for her service.

Mr. Shimshock reported that he will be in contact with the vendor members to determine their interest in continuing on the Board for their respective terms. He also asked the Board to consider candidates for the librarian position as these are typically difficult to fill. He agreed to provide regular reports on the status of his nomination efforts on the monthly calls.

Website Task Force
Ms. Rhood presented a snapshot of the website and identified suggested changes to that could be made to improve the information flow and key messaging the ERT is communicating. She distributed samples of the website (ERT Webpages) and suggested edits (Website Suggested Edits). Both documents have been entered into these minutes as Attachments E and F respectively. The Chair tasked the Board to review the suggested edits proposed by Ms. Rhood and provide any comments and/or suggestions they might have.

Conference Planning (Conference Services)

Annual 2019
Mr. Graller introduced Earla Jones the new Director, Conference Services who started with ALA on the previous Wednesday. The Chair welcomed Ms. Jones on behalf of the Board and expressed looking forward to the opportunity to work with her and her team.

Mr. Graller reported that registration/housing for the Conference is open and that interest seems strong at this point. There is a strong local committee and the Library of Congress and the Smithsonian are planning special events for Thursday and Friday which should draw in attendees. A new pavilion called “The Sound Garden” will be added to the Floor and will include live podcast recording session, listening room for audio books and an area for independent audio publishers. The Floor will also continue with the Stages and interest in Gaming continues.
to grow. There are also plans to manage an Author’s Signing Area to alleviate some floor traffic issues in the past.

Mr. Graller reported attendance for Midwinter Meeting (as of Saturday):

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<tr>
<td>Exhibitor</td>
<td>2,693</td>
</tr>
<tr>
<td>Total</td>
<td>9,040</td>
</tr>
</tbody>
</table>

Mr. Graller distributed the ALA Conference Future Dates plan which is attached to these Minutes as Attachment G.

**ExhibitorLive Complimentary Passes**
Mr. Graller reported that there was strong interest in the EXHIBITOR LIVE complimentary pass offer and, based on the random drawing, the winners of the two passes were Stephanie Lund (Ingram) and Rachel Lehmann (Demco).

**Anne Manly - Development**
The Chair acknowledged Anne Manly from ALA Development. She introduced herself and talked about the plans of establishing a development office. A lively discussion ensued regarding the benefits of Library Champion program. Ms. Manly acknowledged that the program needs clarity and updating and is looking forward to working with the Board.

**Future of Midwinter**
Mr. Galler reported on the progress of determining the future of the ALA Midwinter meeting. He notes that the current plan (subject to change and negotiation among various interests in ALA) is:

- Midwinter 2020 will be the last Midwinter (as currently configured) ever;
- 2021 Indianapolis with have a new schedule focused on programs around two general themes: publishing/collections and leadership development. There would also be an improved focus on exhibits and networking opportunities.
- They will try and minimize the number of meetings..possibly limit meeting times to Friday and Tuesday
- More like a division conference. Awards committees need time.
- There is a significant amount of discussion about committees making changes on how they meet and conduct their business.
- There was concern about the elimination of no conflict and closing reception from the schedule. Mr. Galler confirmed that there will be no-conflict time built into the schedule.

**New Business**

**Round Table Councilor - Executive Director Search Committee**
Mr. Graller reported that the ERT nominated Ms. Knapp as the RTC representative on the search committee and that Charles Krautz was ultimately nominated.

The Chair opened the discussion to further new business. No new business came before the board.
Future Call
The chair scheduled the next working call February 27 Noon Eastern time. Conference call details to follow.

Being no further business before the board, the Chair adjourned the meeting at 9:04 am.

Respectfully submitted this day, February 28, 2019.

Gene Shimshock
Secretary
Attachment A

ERT Financial Report
### Fund: OPERATING/RND TABLES FUND (13): 13
Unit_Project: EXHIBITS RT: 602

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### American Library Association
Performance Report
For the 03 Months Ending November 2018

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#### Unit_Project: EXHIBITS RT: 602

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#### Performance Report
#### For the 03 Months Ending November 2018

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Attachment B
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<th>Overall</th>
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<th>2017</th>
<th>% Change</th>
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<td>217</td>
<td>276</td>
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<tr>
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**Personal**

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<tr>
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**Organization**

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<th>% Change</th>
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<tr>
<td>Lib Very Sm Library</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Lib Small Library</td>
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<td>2</td>
</tr>
<tr>
<td>Lib Medium Library</td>
<td>%</td>
<td>%</td>
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<tr>
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<td>1</td>
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<tr>
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<td>Chaper Mbr</td>
<td>%</td>
<td>%</td>
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<td>2</td>
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<tr>
<td>International Lib</td>
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</tr>
<tr>
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<td>17</td>
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**Corporate**

<table>
<thead>
<tr>
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<th>2017</th>
<th>% Change</th>
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<tbody>
<tr>
<td>Renew</td>
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<td>Patron</td>
<td>6</td>
<td>8</td>
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<tr>
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<td>125</td>
<td>131</td>
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<td><strong>TOTAL</strong></td>
<td>150</td>
<td>161</td>
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Attachment C
Product Category List
Suggested product categories for ERT Board Member representation

9 elected exhibitor seats

Goal would be to have representation in each of these categories:

- Large Publisher (Ingram)
- Independent Publisher (APA)
- Digital Content/AV Materials & Equipment (Recoded Books)
- Furniture/Shelving/Equipment/Supplies (DEMCO)
- Automation/Library Software (TLC)
- Technology/Online Service/Content (PatronPoint, EBSCO)
- Services (Ingram, Latino 24/7 Media)

Plus (2) at-large.

3 elected librarian seats
Attachment D
Board Term Report
### ERT Board Terms

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<td>Vendor 1</td>
<td>Michelle Montgomery</td>
<td>Rachel Lehmann</td>
<td>Eligible - 1st</td>
<td></td>
<td></td>
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<tr>
<td>Vendor 2</td>
<td>Brian Brehm</td>
<td>Susan Rhood</td>
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<td>Stepanie Lund</td>
<td>Jason Wells</td>
<td>Ineligible</td>
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<td>Vendor 4</td>
<td>Katie Halata</td>
<td>Jason Wells</td>
<td>Gene Shimshock</td>
<td>Eligible - 2nd</td>
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<td>Vendor 7</td>
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<td>George Abbott</td>
<td>Rachel Clukey</td>
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</tr>
<tr>
<td>Librarian 2</td>
<td></td>
<td>Alice Knapp</td>
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<td>Joseph Eagan</td>
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<td>Kelly McElroy</td>
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### ERT Board Officers

<table>
<thead>
<tr>
<th>Position</th>
<th>Chair</th>
<th>Vice-chair Vendor</th>
<th>Vice-chair Librarian</th>
<th>Secretary</th>
<th>Treasurer</th>
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<tr>
<td>Coyle-Crivelli</td>
<td>Brehm</td>
<td>Eagan</td>
<td>Halata/Knapp</td>
<td>Coyle-Crivelli</td>
<td>Askuvich</td>
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<td>Askuvich</td>
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<tr>
<td>Lysinger</td>
<td>Rhood</td>
<td>Knapp</td>
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<td>Lehmann</td>
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### ERT Committee Chairs

<table>
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<tr>
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<tr>
<td>Programs Cmte Chair</td>
<td>Eagan</td>
<td>Abbott/Knapp</td>
<td>McElroy/Knapp</td>
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<tr>
<td>Chris Hoy Cmte Chair</td>
<td>Coyle-Crivelli</td>
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<td>Nominating Committee</td>
<td>Brehm</td>
<td>Shimshock</td>
<td>Shimshock</td>
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<td>Membership Cmte Chair</td>
<td>Wells</td>
<td>Wells</td>
<td>Wells</td>
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<tr>
<td>Librarian Relations Cmte Chair</td>
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### ALA Committee Liaisons

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<td>Coyle-Crivelli</td>
<td>Coyle-Crivelli</td>
<td>Chimilowski</td>
</tr>
<tr>
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<td>Chimilowski/Clukey</td>
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<tr>
<td>Conference Accessibility</td>
<td>Lysinger</td>
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<tr>
<td>Planning &amp; Budget Assembly</td>
<td>Eagan</td>
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<td>Not Needed</td>
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<tr>
<td>Education &amp; Recruitment Assembly</td>
<td>Knapp</td>
<td>Knapp</td>
<td>Clukey</td>
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<tr>
<td>Executive Board Liaison to ERT</td>
<td>Pace</td>
<td>Pace</td>
<td>Pace</td>
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<tr>
<td>Small Round Table Councilor</td>
<td>Hogan</td>
<td>Hogan</td>
<td>TBD</td>
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</tbody>
</table>

**Notes:**

Terms run for three years.
Previous years hidden.

Updated 6/24/18

**First Term**
**Second Term**
**Open/Mid-Term Appointed/Special**

Board terms run three years from the close of the ERT Membership meeting at Annual Conference.

*1st* and *2nd* indicate member's first or second full term. Members may serve two consecutive 3-year terms.
Attachment E
Website Pages Report
EXHIBITS ROUND TABLE

linking exhibitors with libraries
Exhibits Round Table (ERT)

Mission

- To study convention procedures to set standards for booth rental, space assignment, exhibit hours, and information for exhibitors to plan an effective display.
- To act as an interface between exhibitors and the Association.

Responsibilities

The Exhibits Round Table is unique among ALA units in that librarians and exhibitors share both the leadership positions and membership of ERT. The Round Table provides a venue for communication and cooperation between the exhibitors at library conferences and ALA for the purpose of making the exhibits an effective part of conference.

Tips for Exhibiting

The ERT board has develop a list of tips to help exhibitors be more successful at ALA events. Follow the link below to download the list.

Tips for Exhibitors from the Exhibits Round Table Best Practices for a Successful ALA Conference
(/rt/sites/ala.org.rt/files/content/ERT/Tips%20for%20Exhibitors%20from%20The%20Exhibits%20Round%20Table%201-5-18.pdf)

Promotional Activities

ERT/Christopher J. Hoy Scholarship and Artist Alley Silent Auction - Annual Conference
- This event features numerous donations auctioned during the Annual Conference with proceeds going towards member scholarships via the Christopher J. Hoy fund.

Membership

Exhibits Round Table (ERT) membership is open to all library associations, interested librarians, and firms or individuals exhibiting at library meetings. Current membership is approximately split half-and-half between personal and library organizational memberships, on the one hand, and corporate memberships, on the other. More... (/ert/ertduesmembership)

Questions? Email us: ertbd@lists.ala.org

Events

Membership Meeting

ALA Midwinter Meeting: Monday, January 28, 2019, 8:00 AM - 9:00 AM at the Book Buzz Theater (end of the 2400 aisle) in the Exhibit Hall

Annual Conference ERT Programs
The submission site for the 2019 Annual Conference ERT Programs is not available at this time, more details coming soon.

Guidelines for Participation:
1. Vendor must be a member in good standing of ERT (http://www.ala.org/rt/ert/ertduesmembership).
2. Programs must discuss topics, products or services of new and significant interest to conference attendees. Products can be discussed generally, but these ERT sponsored programs are not an opportunity for a sales talk.
3. Vendor assists with publicity of program and any marketing material should include that the program is ERT sponsored.
4. Presenters will be expected to use audiovisual technology for their program, and all vendors will share the cost of AV as part of the meeting room costs. (Approximately $600 each with any overage on this cost going into the Hoy Scholarship Fund (http://www.ala.org/rt/ert/ertawardsscholarships))
5. All programs are one hour in length. All ERT programs will take place in the same room during the convention, times for each program will be determined based on date of submission of the program.
6. It is important to have attention-grabbing giveaways--think fun and interesting.
7. Copies of the proposal must include:
   a. Session Title and accurate description of your session, using up to 75 words.
   b. Learning Objectives for the program: provide outcomes that pinpoint what you expect participants to be able to do after the program. Professional education is “how to” education, more about application and implementation. What will change because of your presentation? Is it intended to be a how to session with practical solutions and lots of takeaways, inspirational, or theoretical?
   c. Define your target audience: librarians? Paraprofessionals? Technicians? Academic or public libraries? Big and urban or small and rural?
   d. Identify speaker/speakers/panel names and qualifications, etc. If program is a panel, include members of the library community, subject experts and vendors.
   e. Provide primary contact information for the program (full mail address, phone numbers/fax/e-mail). All ALA communication will go to this primary contact.

Selection of programs:
The ERT Education Committee comprised of ALA Librarian members will determine selection of programs based on individual program proposals.

Proposals will be evaluated according to the following criteria:
- Degree to which purpose and objectives in the presentation offers up-to-date information on current issues faced by library and information professionals.
- Quality of program presentation and scope
- Relevance to target audience
- Creativity with proposed presentation, marketing, etc.

Right of Rejection, Withdrawal or Adjustment
ERT reserves the right to accept or reject any proposal, as well as any portion of the proposal if guidelines are not followed.

If you have questions about the submission process, please feel free to reach out to a member of the ERT Board @ ertbd@lists.ala.org.

Popular Resources
- ALA Exhibitors Page (http://exhibitors.ala.org/)
- ALA Conference and Event Calendar (/conferencesevents/)

**ERT News**

VMM15: Your historic opportunity to vote on a VMM resolution (http://www.ala.org/news/press-releases/2015/05/vmm15-your-historic-opportunity-vote-vmm-resolution) 3 years ago

More ... (http://www.ala.org/news/taxonomy/term/635)
Awards & Scholarships

Christopher J. Hoy/ERT Scholarship

Named for Christopher J. Hoy, who was director of the ALA Conference Services Office for over 20 years. The scholarship was established with donations from the family of Christopher J. Hoy and the Exhibits Round Table (ERT) to honor his memory. See list of previous winners below.

This $5,000 General ALA Scholarship is awarded each year to an individual who will be attending an ALA-accredited program of library and information studies leading to a master's degree. Applications for the scholarship are due by March 1.

For more information about scholarships and the application process please visit ALA Awards and Grants (/awardsgrants/) and http://www.ala.org/educationcareers/scholarships (http://www.ala.org/educationcareers/scholarships).

Christopher J. Hoy/ERT Scholarship Winners

2018 | Samantha Hyde
2017 | Olivia Muzzy
2016 | Whitney Nelson
2015 | Eliza Bettinger
2014 | Angela D. Price
2013 | Antoinette Solis Mendieta
2012 | Lora Lyn Worden of Portland, OR
2011 | Lori Kristen Neumeier of Little Rock, AR
2010 | Holly Michelle Byers of Chicago, IL
2009 | Jade Torres-Morrison of Albuquerque, NM
2008 | Kathryn Ruth Pettegrew of Camp Hill, PA
2007 | Chelsea Couillard of Wisconsin Dells, WI
2006 | Audra Eagle of Helendale, CA
2005 | Robin White of Bloomington, IN
2004 | Angelica Guerrero of Lemon Grove, CA
2003 | Jill Pitts of Marysvale, UT
2002 | Christopher S. Walter of Haddon Heights, NJ
2001 | Melissa H. Gotsch of Columbus, OH
2001 | Dawn M. Thornton of College Point, NY
2000 | May K. Dea of Portland, OR
2000 | Angela M. Falsey of Chicago, IL
2000 | Janet E. Birsch Kenney of Columbia, SC
2000 | Denise I. Matulka of Lincoln, NE
2000 | Ryan Max Steinberg of San Francisco, CA
1999 | Holly Wissink
ERT Scholarship Winners

2001

Melissa A. Adams of Cupertino, CA
Wendy A. Hallabeck of Malden, MA
Donna E. Hopkin-Pidgeon of Windham, NY
Theresa A. Laffey of Medina, OH
Elizabeth Spackman of Dumfries, VA
Elizabeth A. Weigand of Cincinnati, OH

Questions? Comments about this web site? Please email us (mailto:pgraller@ala.org).
ERT Bylaws

Article I: NAME
The name of this organization shall be the Exhibits Round Table (ERT) of the American Library Association (AM).

Article II: OBJECT
The Exhibits Round Table will strive to foster and maintain good relationships between exhibitors and the library associations, exhibitors and librarians, and between exhibitors. The members of the Round Table are committed to the long-term growth and development of the library community.

Article III: RELATIONSHIP TO THE AMERICAN LIBRARY ASSOCIATION
The Exhibits Round Table is a Round Table of the American Library Association. The constitution and by-laws of that organization, in case of conflict, take precedence over the by-laws of this organization.

Article IV: MEMBERSHIP AND DUES
Section I. Members.
Any person, corporation or organization that is a member of the American Library Association may become a member of the Round Table upon payment of ERT's annual dues. If membership is in the name of an institution or organization, the responsible officer or that entity shall designate its representative to the ERT.

Section 2. Rights.
Every personal and/or designated corporation or organizational representative has the right to vote, to hold office, and/or to serve on committees.

Section 3. Dues.
The ERT Executive Board shall determine the amount of personal, corporation, and organizational dues.

Section 4. Membership year.
ERT's membership, fiscal, and program year shall be the same as that of the American Library Association.

Article V: EXECUTIVE BOARD
Section 1. Responsibility & authority.
The governing body of the Round Table shall be the Executive Board. The Executive Board shall represent the membership of the Exhibits Round Table; direct the affairs; determine its policies or changes therein; actively encourage support for its goals; establish financial policies for the Round Table, be accountable for assets; and be responsible for the interpretation of these by-laws. The Executive Board may adopt such rules and regulations for the conduct of its business as shall be deemed advisable and may, in the execution of the powers granted, delegate certain of its authority and responsibility to such members as it may consider necessary.

Section 2. Members.
The Executive Board shall consist of twelve members all of whom shall be members of ERT prior to their election on the Board. Three of the Executive Board members shall be librarian representatives and nine shall be exhibitor representatives. All shall be nominated and elected by the members of the Exhibits Round Table at the annual meeting. Each member of ERT shall receive a ballot annually for the election of ERT Board members. In the event of a tie vote for an Executive Board position, the successful candidate shall be determined by a coin toss.

Section 3. Elective & appointive year.
The term of office for members of the Executive Board shall be three years. They shall be elected at each annual meeting in such a way that one-third of the Board (three exhibitor and one librarian) is elected each year. No member of the Executive Board shall serve more than two consecutive terms.

Section 4. Quorum.
Seven members of the Executive Board shall constitute a quorum.

Section 5. Meetings of the Board.
Meetings of the Exhibits Round Table Executive Board shall be held and shall coincide with the Annual Conference and Midwinter Meeting of the American Library Association. Notice of time and location of meetings shall be made 30 days in advance. Special meetings may be called with at least 15 days advance notice.

**Section 6. Absence.**

Any member of the Executive Board who shall have been absent from two (2) consecutive regular meetings of the Executive Board shall automatically vacate the seat on the board and the vacancy shall be filled as provided in these bylaws. The Executive Board shall consider each absence as a separate circumstance and may excuse such absence by majority vote.

**Article VI: OFFICERS**

**Section 1. Officers.**

The officers of the Executive Board shall be:

Exhibitor Chairperson, Exhibitor Vice-Chairperson, Librarian

Vice-Chairperson, Secretary, and Treasurer.

**Section 2. Election and Terms of office.**

The officers shall be elected by the Executive Board from among its members at the Board’s first meeting following the ERT membership meeting held during the ALA summer Conference. This Meeting shall be held immediately following the membership meeting of the Exhibits Round Table, and before the summer Conference is adjourned. Their term of office shall be one year. To be eligible for election as an officer the nominee must have previously served at least one year on the Executive Board. In the event of a tie vote for any officer position, the successful candidate shall be determined by a coin toss.

**Section 3. Responsibility and authority.**

The officers shall perform the duties pertaining to their respective offices and other duties as defined by the Executive Board.

- a) Chairperson. The Chairperson shall have customary duties of the office. The Chair shall preside over the meetings of the Exhibits Round Table and the Executive Board.
- b) Vice Chairs. Each Vice-Chairperson shall be responsible for the coordination and implementation of the work of the standing committees, as assigned by the Chairperson. In the absence of the Chairperson the Exhibitor Chairperson shall preside over meetings. In the absence of the Exhibitor Vice Chair, the Librarian Vice Chair shall preside.
- c) Secretary. The Secretary shall keep meeting minutes of the Round Table and Executive Board. These minutes will be available at the next regular meeting of the Round Table and/or Executive Board. All Executive Board action shall be reported at each membership meeting. The Secretary shall arrange for the preservation of the archives and records of the Round Table, and maintain a complete roster of the members as made available by the ALA office.
- d) Treasurer. The Treasurer shall be responsible for the safekeeping of all funds of the Round Table and for the payment of all duly incurred bills.
- e) Directors. The Directors shall be responsible for attending regular meetings of the Executive Board, setting policy, and representing the membership of the Round Table.

**Article VII: COMMITTEES**

**Section 1. Authorization.**

Standing committees of the Exhibits Round Table shall be authorized by action of the Executive Board.

**Section 2. Standing Committees.**

Standing committees may be established to consider matters of the Round Table that require continuity of attention by the members. When such a committee is established, its function, name and size shall be determined by the Executive Board.

**Section 3. Discontinuance.**

A standing committee may be discontinued only by the Executive Board.

**Section 4. Appointment.**

The Chairperson may appoint standing committee members and designate a committee chair.

**Section 5. Ad Hoc Committees.**
The Chairperson may establish other committees for any definite and specific purpose not within the purview of any standing committee. The term of any ad hoc committee may not exceed the term of the appointing Chairperson.

Article VIII: VACANCIES

Section 1. Elective positions.

- a) Appointment to fill the vacancy of a member of the Executive Board, with the exception of the Chairperson, shall be made by the Chairperson until it is possible for the Board to fill the vacancy at the next scheduled meeting. Such an appointment to complete a term shall not prevent him/her from serving additional terms.
- b) In the event of a vacancy in the office of Chairperson, the Exhibitor Vice-Chairperson shall act as Chairperson until the next regular Executive Board meeting.
- c) If vacancies occur in the offices of Chairperson and Exhibitor Chairperson, the Librarian Chairperson shall serve as Chairperson until the next regular Executive Board meeting.

Section 2. Appointed positions.

Appointments to fill vacancies on committees shall be made by the Chairperson.

Article IX: MAIL and ELECTRONIC VOTING

Section 1. Mail.

- a) Mail vote of the membership of the Round Table shall be authorized between meetings by the Executive Board.
- b) Mail votes shall be conducted under the same requirements as votes at meetings.
- c) Mail votes shall be counted within 15 days from the day the ballot was returned.
- d) Mail votes of the Executive Board may be taken provided they are authorized by the officers.
- e) An affirmative vote of a majority of the membership and/or Board shall be required.

Section 2. Electronic Mail.

- a) Electronic votes of the Executive Board may be taken provided the officers authorize them.
- b) Electronic votes shall be counted within 15 days from the day the action item was sent.
- b) An affirmative vote of the majority of the Executive Board shall be required to pass a motion.

Article X: PARLIAMENTARY AUTHORITY

The parliamentary authority used by the Exhibits Round Table shall be the same as that used by the American Library Association.

Article XI: AMENDMENT OF 'THE BYLAWS

Section 1. Proposals.

Amendments to the bylaws may be proposed by the Executive Committee. The Executive Committee will accept, in writing, any proposals of changes by the general membership with a petition signed by 25 or more, and by any standing committee.

Section 2. Notice.

Written notice of the text of an amendment shall be provided to members at Least 30 days before consideration.

Section 3. Voting.

Members may vote upon amendments by mail ballot or at a membership meeting.

- a) If by mail ballot, the bylaws amendment is accepted if a majority of those members participating vote in favor of the amendment.
- b) If at a membership meeting, the bylaws amendment is accepted if majority votes of the members present vote in favor of the amendment.

Section 4. Adoption.

If not otherwise specified, a proposed amendment becomes effective as soon as it has been approved as described above.
Executive Board, Committees, and Liaisons

Executive Board

Officers:

- Chair: David Lysinger - Recorded Books
- Vice Chair-Vendor: Susan Rhood - TLC
- Vice Chair-Librarian: Alice Knapp - Ferguson Library
- Secretary: Gene Shimshock - 3rd Chapter
- Treasurer: Rachel Lehman - DEMCO

Vendor Members:

- Elenita Chmilowski - Ingram Publisher Services
- Stephanie Lund: Ingram
- Kate Waldron - EBSCO
- Jason Wells - American Psychological Association
- Kirk Whistler - Latino 247 Media Group

Librarian Members:

- Rachael Clukey - Delaware County District Library
- Kelly McElroy - Oregon State University

ALA Executive Board Liaison:

- Andrew Pace - OCLC

ALA Liaison:

- Paul Graller - ALA Director, Conference Services

Committees

Standing Committee

- Chris Hoy Scholarship Committee: Kelly Coyle-Crivelli
- Library Relations Committee: Alice Knapp
- Membership Committee: Jason Wells
- Programs Committee: Alice Knapp, Kelly McElroy
- Nominating Committee: Gene Shimshock

Liaisons

- New Member Round Table: Alice Knapp
- Christopher J. Hoy Scholarship:
- Conference Program Coordinating Team:
- ALA Conference Coordinating Committee:

Questions? Comments about this web site? Please email us (mailto:pgraller@ala.org).
Exhibitor Information

Exhibitor Information for lastest ALA conference can be found at http://exhibitors.ala.org/ (including services manual, housing, badge registration, program listings, advertising)

Upcoming American Library Association Conferences (/conferencesevents/) (ALA and ALA chapters, divisions, and affiliates)

Promotions to Increase Floor Traffic:

The Exhibits Round Table has been working hard with ALA to increase the traffic on the floor of the Exhibits. Different projects are underway (and more are in the planning stage) which are designed to:

1. Encourage more librarians to attend conference,
2. Encourage more conference attendees to visit the Exhibits, and
3. Encourage attendees to spend more time in the Exhibit Halls once there.

Midwinter Meeting promotional activities:

All-Conference Reception: The reception is held Friday evening in the exhibit hall. ALA provides food, drink and entertainment. This Friday night reception has proven to be a great way to kick off the Annual exhibits and meet with librarians who sometimes don't get to the exhibit hall during the conference.  

Questions? Comments about this web site? Please email us (mailto:pgraller@ala.org)
Meetings

Membership meetings are open to all interested librarians and exhibitors at conference. In order to limit conflicts with exhibit hours, ERT membership meetings are held early in the day. They are announced on the ERT home page and can also be found in the conference programs.

**Membership Meeting will be held on the exhibit floor at the Book Buzz Theater**

Membership Meeting: Monday, January 28, 2019, 8:00-9:00 am - Washington State Convention Center

**Meeting Minutes**

- 2018 October Board Meeting, October 29, 2018 ([/rt/sites/ala.org.rt/files/content/ERT/Minutes-BoardMeeting-20181029.pdf])
- 2018 Annual Conference Board Meeting, June 25, 2018 ([/rt/sites/ala.org.rt/files/content/ERT/Board%20Meeting%20Minutes-AC2018-20180625.pdf])
- 2018 Annual Conference Membership Meeting, June 25, 2018 ([/rt/sites/ala.org.rt/files/content/ERT/Membership%20Minutes-AC2018-20180625.pdf])
- 2018 Annual Conference Board Meeting, June 24, 2018 ([/rt/sites/ala.org.rt/files/content/ERT/Board%20Meeting%20Minutes-AC2018-20180624.pdf])
- 2018 Midwinter Conference Membership Meeting January 12, 2018
- 2018 Midwinter Conference Board Meeting February 11, 2018 ([/rt/sites/ala.org.rt/files/content/ERT/Board%20Meeting%20Minutes-MW2018-20180211.pdf])
- 2017 October Board Meeting, October 30, 2017 ([/rt/sites/ala.org.rt/files/content/ERT/Board%20Meeting%20Minutes-OCT2017-20171030.pdf])
- 2017 Annual Conference Board Meeting, June 26, 2017
- 2017 Annual Conference Membership Meeting, June 26, 2017 ([/rt/sites/ala.org.rt/files/content/ERT/Membership%20Minutes-AC2017-20170626.pdf])
- 2017 Annual Conference Board Meeting, June 25, 2017 ([/rt/sites/ala.org.rt/files/content/ERT/Board%20Meeting%20Minutes-AC2017-20170625.pdf])
- 2017 Midwinter Conference Membership Meeting January 23, 2017
- 2017 Midwinter Conference Board Meeting January 22, 2017
- 2016 Annual Conference Board Meeting, June 26, 2016 ([/rt/sites/ala.org.rt/files/content/ERTBoard-Minutes-June%2026,2016.pdf])
- 2016 Midwinter Conference Board Meeting January 10, 2016 ([/rt/sites/ala.org.rt/files/content/ERT%20Board%20Meeting%20Minutes%20Midwinter%202016-01-10.pdf])
- 2015 Annual Conference Board Meeting, June 28, 2015 ([/rt/sites/ala.org.rt/files/content/Notes%20from%20ERT%20Board%20Meeting%2028-06-15.pdf])
- 2015 Midwinter Conference Board Meeting, February 1, 2015 ([/rt/sites/ala.org.rt/files/content/ERT%20Board%20Meeting%20Minutes%202015-02-01.pdf])
- 2014 Annual Conference Board Meeting, June 29, 2014 ([/rt/sites/ala.org.rt/files/content/ERT%20Board%20Meeting%20Minutes%202014-06-29.pdf])
- 2013 Annual Conference Board Meeting, July 1, 2013 ([/rt/sites/ala.org.rt/files/content/ERTBoard-MINUTES-2013-07-01.docx])
- 2012 Annual Conference Board Meeting, June 24, 2012 ([/rt/sites/ala.org.rt/files/content/ERTBoard-Minutes-2012-06-24.pdf])
Membership & Dues

ERT brochure (pdf format) (/rt/sites/al.a.org.rt/files/content/ERT%20Brochure%201.pdf)

Membership

Exhibits Round Table (ERT) membership is open to all library associations, interested librarians, and firms or individuals exhibiting at library meetings. Current membership is approximately split half-and-half between personal and library organizational memberships, on the one hand, and corporate memberships, on the other.

American Library Association (ALA) membership is required for all Round Table memberships. For information on personal ALA memberships or an online membership application forms for ALA, or to add ERT membership to your personal ALA membership, go to ALA's membership page (/membership/).

Only personal members and the designated representative of corporate members may vote in ERT elections and at ERT membership meetings.

Dues

Personal membership (/membership/memberbenefits/benefitspersonal) $15.00.

Organizational membership (/membership/memberbenefits/benefitsorg) for libraries and library associations $15.00.

Corporate Membership (/membership/memberbenefits/benefitscorp)

- $500 Corporate Contributor
- $2,000 Corporate Patron.

Corporate Membership

Corporate Members of ALA receive recognition as supporters of libraries and library workers, and have premier access to 58,000 individual and 4,000 organizational members of ALA through our convention and trade shows. In addition, ALA brings Corporate Members visibility in the marketplace and offers member-to-member access to buyers and decision makers in the library community.

Corporate Members receive a wide variety of benefits (/membership/memberbenefits/benefitscorp), including preferred booth space assignments for ALA's Annual Conference and Midwinter Meeting; voting membership in ALA and the Exhibitors Round Table (/ert) (ERT); 10% - 15% discounts on ALA goods and services, including rental of ALA subscription mailing lists; and use of the unique ALA Corporate Member logo.

Questions? Comments about this web site? Please email us (mailto:pgraller@ala.org).
Tips for Exhibitors from the Exhibits Round Table
Best Practices for a Successful ALA Conference

1. There is an **exhibitor lounge** on the show floor. What You Will Find There?
   - Answers about any part of the exhibitor process
   - Where you need to go to sign up for next year’s show.
   - Complimentary coffee/water/soft drinks (*while supplies last)

2. Pieces of paper will “magically” appear in your booth overnight. You should always read these. Some of these documents have important exhibitor information on it.

3. A clear one-page flyer prominently located on a table or brochure rack in the front of the booth that I can take for immediate info and to take along for future reference. (Helps attendee formulate questions if they chose to pursue more info or a demo.)

4. **Swag**: do not underestimate quantities. Some attendees have voracious appetites.

5. **Swag alternative**: consider donating some/all your swag budget to library-related causes, such as an ALA scholarship (the Hoy scholarship comes to mind). Display the alternative donation prominently in your space.

6. Read the Exhibitor Manual and pre-show notifications.

7. Contact show management with questions.

8. Contact ERT board members for insights and tips. ([ertbd@lists.ala.org](mailto:ertbd@lists.ala.org))

9. Do not make assumptions – ask questions.

10. Use the ALA hashtag in all of your SM posts and start posting early and often.

11. Make sure that your posts include a ‘call to action’ (i.e. coming to the booth to enter a contest or $$ for referring another customer.)

12. If you utilize one of ALA’s advertising opportunities, again, use a ‘call to action’ for your marketing collateral.

13. The *Aisle by Aisle* guide from Library Journal can be great if it pulls people to your booth for something besides a giveaway. Use Cognotes, the official show daily, for daily events or “Meet the Authors” in the scheduler app to promote signings.

14. Try to make appointments with prospects during the show - a scheduled meeting is more likely to result in sales or further discussion.

15. Partner with other vendors to cross-pollinate.
16. Use clear signage of name that can be seen from a distance. Introverts don't like to have to ask or get caught in a sales pitch.

17. Scheduling appointments in advance, and making sure that there is enough staff to cover walk-ins plus the scheduled appointments.

18. Easy grab pamphlets for those who are interested but don't have time for a sales pitch are useful.

19. **TRAIN your booth staff.** Smile & engage people walking past your booth. Keep your hands out of your pockets. PUT AWAY the cell phone. If you must take a call or text, WALK AWAY from your booth as to not appear disengaged from your potential clients. Have your sales pitch condensed to an elevator size. There are literally HUNDREDS of booths, and attendees will never get to all of them with the limited time they have on the show floor. Make your few moments count. Make sure your staff can answer questions or someone is present that can answer them. If you need to diffuse a situation, offer to take that individual away from the booth so you can sit & talk and not disrupt other potential customers.

20. **Educate yourself about drayage/material handling:** Ditch the paper products. Ship only a minimal amount of printed marketing collateral. You can obtain email addresses either through a lead reader or from the potential customer, and then send any information digitally. Not only will it reduce your shipping & drayage costs, you will then be able to follow up with the lead through email and tout your environmentally friendly practices.

21. **Order booth furnishings, utilities & labor EARLY:** Almost every show has an ADVANCE rate and a FLOOR rate. Save significant money by ordering your booth essentials prior to the discount deadline.

22. **Treat your ALA Exhibit Plan as a Project:** Exhibiting at ALA is a multi-vendor project from dealing exhibitor services, to ALA Promotions to third party vendors (Library Journal, caterers, for example). Most of these interactions are in discrete conversations including sale to operations staff. Remembering to look at an ALA insertion order for materials due ("Where do I send that ad?") or Exhibitor Prospectus for ordering deadlines can drive you nuts of you're not organized. When you're planning your exhibits presence, treat it as a project. Put all of your dates, deadlines, tasks, and contacts (emails, phone number) in a single place for easy reference. Use it to manage your "to do" list and deliverable dates. (I've found Google Documents and Google Sheets especially good for this purpose as sharing among staff and vendors is particularly easy.)

23. **Remember You Are in Control of Your Own Destiny:** Just because you "build" an exhibit space doesn't mean "they will come". If you're going to invest in coming to the show, you need to take the time (and maybe spend some money) on promoting your presence. There are multiple promotional opportunities from print, email, and online both from ALA and other vendors that you might want to consider. Take the time to investigate. Give attendees a reason to come to your booth and learn about your products and services. Raffles with coupon for example is a relatively inexpensive way to get folks to your booth. And, don't be afraid to offer promotional items to passers-by. Use a "give to get" approach...get them to fill out a contact card before they get that prized item. Remember, sales leads start with awareness so don't be afraid of doing the necessary steps to make awareness grow.
Attachment F
Website Page Edits
ERT Website recommended updates and changes.  
ALA Midwinter 2019

**Home page:**

Should be a uniform font and type size - it appears that there are at least two different ones being used.

**Logo slogan** - most other ALA round table logos do not include a slogan, but include “of the American Library Association” instead. If we want to keep one, some suggestions are:
- Helping Exhibitors Succeed
- Elevating the Exhibitor Experience
- Connecting Exhibitors & Librarians

**Mission statement suggestions:**

- To be a resource for exhibitors providing information and best practices related to ALA conferences.
- To be the best resource for exhibitor information and guidance while attending ALA conferences.
- The mission of the ERT is to define, promote, and improve best practices for exhibitors through communication, networking, and collaboration.

Suggest replacing “interface” with “liaison” for the second part of statement

**Responsibilities:**

Suggested rewrite:
The Exhibits Round Table is unique among ALA groups (or committees) in that librarians and exhibitors share both leadership positions and membership. The ERT provides a platform for communication and collaboration between the exhibitors and ALA making the Exhibit Hall a vital part of the conferences.

**Membership:**

Suggested rewrite:
Exhibits Round Table (ERT) membership is open to all exhibitors, librarians, and library associations that attend ALA conferences. Current membership is approximately half personal and library organization memberships and half corporate memberships.

American Library Association (ALA) membership is required for all Round Table memberships. For information on personal ALA memberships, online membership
application forms for ALA, or to add ERT membership to your personal ALA membership, go to ALA's membership page.

News:

What can we include here? Content is over three years old.

Exhibitor Information:

Under promotional activities should we include a sentence about the collaboration with NMRT?

The ERT collaborates with the New Member Round Table (NMRT) to provide a “sneak peak” of the Exhibit Hall for new members at both ALA Annual and Midwinter conferences.
Attachment G

ALA Future Conference Dates
<table>
<thead>
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<th>Midwinter</th>
<th>Fri-Tues</th>
<th>Annual</th>
<th>Thurs-Tues</th>
<th>AASL</th>
<th>ACRL</th>
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<td>Jan 20 - 24</td>
<td>Chicago</td>
<td>June 22 - 27</td>
<td>Phoenix - November 9-12</td>
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<td>DC</td>
<td>June 20 - 25</td>
<td>Louisville - November 14-17</td>
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<td>Portland - March 22-26</td>
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<td>San Diego</td>
<td>June 27 - July 2</td>
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<td>Minneapolis - April 2-5</td>
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<td>Portland - April 7-10</td>
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