

# ERT

can help you be a more productive

exhibitor by adding your voice and

ideas to

improve



the ALA exhibits for everyone – ALA,

librarians, and vendors work together on

the roundtable.

## JOIN US NOW!

IMPORTANT: You must be a current ALA Member in order to join the Exhibits Round Table.

Current ALA Members can join the Exhibits Round Table for only \$15.00.

<http://www.ala.org/ala/ert/exhibitsround.htm>

PLAY A PART  
IN THE FUTURE OF  
ALA EXHIBITS



EXHIBITS ROUND TABLE

linking exhibitors with libraries

*Membership in Exhibits Round Table gives you direct input to ALA concerning exhibits and how they are managed. Libraries are dynamic and ever-changing. In order to effectively market your products to the library field you need to be aware of current trends and issues. Membership in the ERT helps provide you with that awareness. Below are specifics.*

## BENEFITS

### All ALA/ERT members receive tangible benefits that include:

- Preferred booth placement
- Express registration
- Recognition on badges and with booth signs indicating ERT membership
- Traffic promotion guidelines
- *American Libraries* magazine (ALA's Professional Journal)
- ALA Handbook of Organization & Membership Directory
- Recognition of your Company as a supporter of ALA
- Discounts on ALA publications and graphics
- Calendar Contact information for all state and regional library conferences
- Eligibility for insurance and special member recognition programs

You can help ALA maintain a quality show when you join ERT by having a voice in the operation of ALA's Exhibits. Since 1954, ERT has worked to assure good relations between ALA and exhibitors.

## PURPOSE

### Some of ERT's major functions are:

- Working with ALA to set standards for booth rental and space assignment, exhibit hours, and display rules;
- Publishing newsletters and other information pertaining to effective exhibiting;
- Providing attendee survey information for both yearly ALA conferences;
- Financial support of the Chris Hoy/ERT Scholarship program;
- Sponsorship of the ERT Closing Reception in the exhibit hall at the Annual Conferences.



## RESULTS

### Recent efforts have resulted in:

- The Friday night ALA Midwinter Meeting opening gala with no-conflict exhibit time;
- The Technology Showcase;
- Author events at the ALA Midwinter Meeting opener;
- Drawings for Gift Baskets to increase floor traffic at the Midwinter Meeting;
- Sponsorship of the Silent Auction at the Annual Conference to support the ERT Scholarships;
- Analysis of traffic levels and patterns;
- Improved exhibit hours with a Monday Midwinter Meeting closing earlier in the day;
- ALA tracks at the annual conference that include no-conflict exhibit hours.