

**Minutes of the Board of the  
Exhibits Round Table  
October 20, 2017**

A meeting was held of the Board of the Exhibits Round Table of ALA at the ALA Offices on October 30, 2017.

**Members in attendance:**

Vendor Members: Kelly Coyle-Crivelli (Chair), David Lysinger (Vice-Chair), Jay Askuvich (Treasurer), Gene Shimshock (Secretary), Jason Wells, Stephanie Lund, Susan Rhoad  
Librarian Members: Alice Knapp - Vice-Chair Librarian, George Abbott, Kelly McElroy

**Members absent:**

Vendor members: Rachel Lehmann, Kirk Whisler

**ALA Staff and Guests in attendance:**

Paul Graller, ALA Conference Services  
Andrew Pace, ERT Executive Board Liaison

The meeting was called to order by the Chair at 8:25 am. Introductions were made.

The following documents were accepted by the Chair and entered into the minutes:

- ERT Financial Report, Second Close August 2017
- Exhibits Round Table Executive Board Terms in Office, updated 10/25/17
- ALA Midwinter Annual Future Dates, as of June 2016
- ERT Membership Report, as of October 26, 2017
- "Tips for Exhibitors" draft

The Chair commented that the Board should go for a jog after today's meeting to reduce the effects of the fine Board Dinner. She extended thanks to Mr. Graller and Conference Services for all of the arrangements and meals.

Ms. Rhoad submitted the Minutes from the Board Meeting held at ALA Annual Conference of June, 2017. 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.

Mr. Pace reported highlights from the ALA Executive Board including

- The ALA will set up a Disaster Relief Fund for those interested in donating.
- Certain organizational changes at ALA Washington Office
- Membership Committee proposed adjustments to Membership Dues (slight increase in certain rates)
- Expanding avenues of communication
- Changes to the Liaison Program
- The search for the Executive Director did not yield candidates for consideration. Courtney Young is Search Chair. There is some discussion as to whether to continue with the MLS requirement as a condition of consideration. Search committee has recommended that the requirement be changed to “preferred”.
- Report from the closed session.

### **Reports from Standing Committees:**

Hoy Scholarship (Ms. Coyle-Crivelli) – Silent Auction went well. Net proceeds were in excess of \$6,000. Ms. Coyle-Crivelli questioned to the extent ERT might promote the Silent Auction on social media. She directed Conference Services to investigate the ALA policies in this regard.

***A motion was made to raise the ERT Program fee from \$350 to \$400. The motion was seconded and approved.***

The Chair proposed better promoting Facebook page for the Hoy Scholarship and tie it better to the Hoy Scholarship and ERT and investigate getting the donate page working. Mr. Wells suggested the possibility of including books as an auction item. Mr. Graller committed to reviewing whether auctioning books would be in compliance with ALA policy. An extended discussion ensued.

Library Relations (Ms. Knapp) – Ms. Knapp reported on her participation in the New Members Round Table. She invited the other librarian members to join her this coming Midwinter as her tenure on the Board will be coming to an end and it would be good to introduce the other librarian members to the NMRT.

Membership Committee (Vacant) - In the absence of a chair, a general discussion of membership issues and plans ensued. Mr. Abbott raised the question about how we are interacting with the librarian members. Mr. Graller noted that there were 297 personal members on the Roundtable.

The Chair suggested that a quarterly newsletter would help in the promotion of the ERT. She directed Conference Services to review plans to use the Exhibitor Update email list for these purposes. Mr. Graller mentioned that they can put together a “first time exhibitors” list. Mr. Graller and Mr. Wells will collaborate on a first draft of a newsletter for distribution to ERT members early December.

Ms. Lund suggested that ERT organize and promote vendor funded attendee scholarships. Mr. Graller suggested adding those scholarship opportunities to the conference website.

Programs Committee (Ms. Knapp, Mr. Abbott) – Ms. Knapp will be reviewing the web application form to include the requirement that a librarian with practical experience be on the panel (unless an

explanation is given as to why not). Ms. Knapp also mentioned ways to extend the Committee to include new members and recent candidates from the previous election.

It was generally agreed to add an early notice of the ERT Program opportunity to the quarterly newsletter.

Mr. Wells noted that he would send out an email asking for content ideas in early November.

Mr. Graller suggested that the winners of the Hoy Scholarship should be recruited to participate on the Programs Committee. The suggestion was met with general approval.

Nominating Committee (Mr. Shimshock) – Mr. Shimshock welcomed Ms. McElroy to the Board. He also acknowledged Mr. Graller's efforts in helping recruit and coordinate candidate elections. Mr. Shimshock further reported that he looks to the board for candidate nominations.

Ms. McElroy mentioned the idea of recruiting from the Hoy Scholarship winners. The Chair noted that she would follow-up with the list of recipients.

### **Committee Assignments**

The Chair reviewed Committee assignments. It was generally agreed to not assign members to the Conference Planning Committee and the Planning and Budget Assembly as had been done in the past. Mr. Lysinger reported that the Conference Accessibility Task Force had effectively completed its report and doesn't anticipate any further work. Mr. Abbott reported on the activities of Scholarship Committee.

### **Conference Services Report**

Mr. Graller reported on Midwinter plans and activities. Registration is slightly ahead of last year. Major speakers are in place. He reported that Conference Services is working with a consulting company to better package Midwinter and continue to change perceptions of this Meeting especially in a PLA year.

Mr. Graller reported that Annual will be the 300<sup>th</sup> Anniversary of New Orleans. Tremendous amount of promotion from the city. Reconfiguration of the Conference is continuing with a focus on centralizing program and keep attendees near the convention center.

### **Treasurer's Report**

Mr. Askuvitz entered the Financial Report into the Minutes of the meeting.

Revenues for FY2017 were \$21,441 as compared with \$22,080 for FY2016. Net Balance in the account was \$19,285 (FY2017) against \$21,714 (FY2016). Mr. Graller noted that he wanted to confirm the report for accuracy. The Report, as is, was submitted and accepted by the Chair and added to these Minutes. Mr. Graller noted that the report covered ERT Operating Expense and not the Hoy Scholarship funds.

Ms. Knapp requested that Mr. Graller review the financials and report back at one of the Board monthly calls. This was met with general approval.

## **Old Business**

Website Updates – A general discussion was held regarding the current state of the ERT website. Minutes are missing that had been previously posted. Mr. Graller will review current website and operational status. Ms. Knapp confirmed the date to open Program Submissions would be December 11, 2017. Ms. Knapp further requested that she be able to review the Guidelines for Submissions before posting.

## **New Business**

ISSN International Centre – Mr. Graller reported that the Centre requested to present to Exhibitors. He would report to the Board on additional details for consideration.

ERT Programming for Midwinter – The Chair directed the Program Committee to consider plans for Midwinter 2019.

General Discussion – The Chair reiterated the need to focus on ways to increase ERT membership and the Conference.

- General success was acknowledged of Annual 2017's "park lounge", virtual lounge, and the maker pavilion. Ms. Knapp suggested including these items in ERT promotions.
- Annual will have mardi-gras float pavilions for Friday's reception. Have music throughout the conference.
- Possible consideration of conducting a raffle for an ad in Cognotes to promote ERT.
- Possibly have a ERT booth with a water bottle giveaway.
- Investigating the possibility of having small meeting rooms on the Exhibits Floor.
- There was general agreement to sponsor tissue boxes, fans, and a raffle basket in the exhibitor lounge for an ad in Cognotes for Annual and a free one-year ERT personal membership.
- Mr. Shimshock questioned Mr. Graller about consideration of some level of "no conflict" time as a part of the "Reconfiguration of Annual". Mr. Graller responded was that this was not under consideration at this point but that he would make this request known to ALA management
- The Board directed Conference Services to consider moving the ERT Programs to the Exhibit Floor. Possibly consider renaming to "ERT Idea Space".

## **Presentation by ALA President-elect Garcia-Febo**

The Chair recognized ALA President-elect Loida Garcia-Febo. President-elect Garcia-Febo gave a brief presentation on her vision for her Presidency. She discussed five key areas of focus: Advocacy, Diversity, Professional Development, International Relations, and Wellness. She will be embarking on a five city tour: Cambridge, North Miami, Pikes Peak, Los Angeles (city) and Seattle.

## **Adjournment**

Without any further business for the Board, the meeting was adjourned.

Respectfully submitted, this day November 2, 2017 by Eugene Shimshock, Secretary

Fund: (13)OPERATING/RMD TABLE FUND (13)  
 Unit: (602)EXHIBITS ROUND TABLE (ERT)  
 Project: (All -All Projects

**American Library Association  
 Performance Report  
 For Second Close August 2017**

10/03/2017 8:57 AM

FY17 Close 2	August 2017				Variance	Variance %	Prior Year Actual	Remaining Current Budget
	Budget	Prior Year Actual	Budget	Actual				
21,441	0	22,040		21,441	100%	22,040	-21,441	
<b>REVENUES</b>								
494	417	590		1,770	35%	7,381	-1,770	
0	42	0		-500	-100%	0	500	
0	333	0		-4,000	-100%	0	4,000	
494	792	590		-2,730	-29%	7,381	2,730	
<b>EXPENSES</b>								
494	792	590		-2,730	-29%	7,381	2,730	
5	15	11		89	49%	114	89	
5	15	11		89	49%	114	89	
0	42	0		500	100%	630	500	
0	63	0		-3,695	-493%	3,303	-3,695	
0	104	0		-3,195	-256%	3,933	-3,195	
0	292	0		3,500	60%	1,400	2,115	
0	292	0		3,500	60%	1,400	2,115	
500	0	123		0	-100%	242	-753	
2,095	17	788		200	-947%	788	-1,895	
2,595	17	911		200	-1324%	1,030	-2,648	
2,600	428	922		5,130	-71%	6,478	-3,640	
0	8	0		100	100%	0	100	
0	2	0		492	-1871%	384	-467	
0	42	0		500	38%	379	192	
0	52	0		625	-28%	763	-175	
2,600	480	922		5,755	-66%	7,241	-3,814	
<b>TOTAL EXPENSES BEFORE OH &amp; TAXES</b>								

Fund: (13) OPERATING/RND TABLES FUND (13)  
 Unit: (602) EXHIBITS ROUND TABLE (ERT)  
 Project: (All -) All Projects

**American Library Association  
 Performance Report  
 For Second Close August 2017**

10/03/2017 8:57 AM

Annual Budget	FY17 Close 2	Budget	Year-To-Date		Variance %	Prior Year Actual	Remaining Current Budget
			Variance	Variance %			
3,745	-2,799	3,745	-6,544	-175%	139	6,544	
2,464	677	2,464	1,787	73%	738	1,787	
2,464	677	2,464	1,787	73%	738	1,787	
<b>8,219</b>	<b>10,246</b>	<b>8,219</b>	<b>-2,027</b>	<b>-25%</b>	<b>7,979</b>	<b>-2,027</b>	
<b>1,281</b>	<b>-3,476</b>	<b>1,281</b>	<b>-4,757</b>	<b>-371%</b>	<b>-599</b>	<b>4,757</b>	
<b>1,281</b>	<b>-3,476</b>	<b>1,281</b>	<b>-4,757</b>	<b>-371%</b>	<b>-599</b>	<b>4,757</b>	
<b>1,281</b>	<b>17,965</b>	<b>1,281</b>	<b>16,684</b>	<b>13021%</b>	<b>21,441</b>	<b>-16,684</b>	

CONTRIBUTION MARGIN

5911 INT/OVERHEAD

TOTAL OVERHEAD / TAXES

TOTAL EXPENSES

NET REV/(EXP) FROM OPERATIONS

NET REVENUE/(EXPENSE)

ENDING NET ASSET BALANCE

FY17 Close 2	August 2017		Prior Year Actual
	Budget	Actual	
-2,106	312	-333	
49	205	-6	
49	205	-6	
<b>2,649</b>	<b>685</b>	<b>916</b>	
<b>-2,156</b>	<b>107</b>	<b>-326</b>	
<b>-2,156</b>	<b>107</b>	<b>-326</b>	
<b>19,285</b>	<b>107</b>	<b>21,714</b>	

EXHIBITS ROUND TABLE  
EXECUTIVE BOARD  
TERMS IN OFFICE

12/19/17

*ERT Board Terms*

	June-2014	June-2015	June-2016	June-2017	June-2018	June-2019
<b>Vendor Members</b>						
Vendor 1	Janet Nelson		Michelle Montgome	Rachel Lehman		Eligible - 1st
Vendor 2	Brian Brehm		Brian Brehm	Susan Rhoad		Eligible - 1st
Vendor 3	Heather Blaine-Wiegand		Stepanie Lund			Eligible - 2nd
Vendor 4	Katie Halata			Jason Wells		
Vendor 5	April Mitchell	Jennifer Dupuis	Gene Shimshock	Gene Shimshock		
Vendor 6	Lizette Serrano	Jason Wells		Kirk Whisler		
Vendor 7	Kelly Coyle-Crivelli				Not Eligible	
Vendor 8	Kevin Stewart	Jessica Wetzel	David Lysinger		Eligible - 1st	
Vendor 9	Jay Askuvich				Eligible - 2nd	
<b>Librarian Members</b>						
Librarian 1	George Abbott			Eligible - 2nd		
Librarian 2			Alice Knapp			Not Eligible
Librarian 3	Joseph Eagan			Kelly McElroy		

First term:  Second Term:  Mid-Term Appt:

<b>ERT Board Officers</b>						
Chair	Coyle-Crivelli	Coyle-Crivelli	Coyle-Crivelli	Coyle-Crivelli		
Vice-chair Vendor	Blaine-Wiegand	Brehm	Brehm	Lysinger		
Vice-chair Librarian	Brechon	Eagan	Eagan	Knapp		
Secretary	Nelson	Nelson	Halata/Knapp	Shimshock		
Treasurer	Askuvich	Askuvich	Askuvich	Askuvich		
<b>ERT Committee Chairs</b>						
Programs Cmte Chair	Brechon	Brechon	Eagan	Abbott/Knapp		
Chris Hoy Cmte Chair	Coyle-Crivelli	Coyle-Crivelli	Coyle-Crivelli	Coyle-Crivelli		
Nominating Committee		Brehm	Brehm	Shimshock		
Membership Cmte Chair	Wells	Wells	Wells			
Librarian Relations Cmte Chair	Askuvich/Knapp	Askuvich/Knapp	Knapp	Knapp		
<b>ALA Committee Liaisons</b>						
RTCA Liaison	Eagan	Eagan	Eagan			
NMRT Liaison	Knapp	Knapp	Knapp	Knapp		
CPCT Liaison			Not Needed	Not Needed		
ALA Membership Committee			Brehm	Not Needed		
Conference Cmte Liaison			Coyle-Crivelli	Coyle-Crivelli		
Scholarship Cmte Liaison			Abbott	Abbott		
Conference Accessibility			Lysinger	Not Needed		
Planning & Budget Assembly			Eagan	Not Needed		
Education & Recruitment Assembly			Knapp	Knapp		
Executive Board Liaison to ERT			Pace	Pace		
Small Round Table Councilor			Hogan	Hogan		

**Notes:**

Terms run for three years  
Previous years hidden

Updated 10/25/2017

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.

ALA Midwinter Annual  
 Future Dates  
 as of June 2016

	Midwinter	Fri-Tues	Annual	Thurs-Tues	AASL	ACRL	PLA
2017	Atlanta	Jan 20 - 24	Chicago	June 22 - 27	Phoenix - November 9-12	Baltimore - March 22-25	Philadelphia - March 20-24
2018	Denver	Feb 9 - 13	New Orleans	June 21 - 26			
2019	Seattle	Jan 25 - 29	DC	June 20 - 25	Louisville - November 14-17	Cleveland - April 10-13	Nashville - February 24-28
2020	Philadelphia	Jan 17 - 21	Chicago	June 23 - 28	Salt Lake City - October 21-24	Seattle - April 14-17	Portland - March 22-26
2021	Indianapolis	Jan 22 - 26					
2022	San Antonio	Jan 21 - 25	DC	June 23 - 28			
2023	New Orleans	Jan 27 - 31	Chicago	June 22 - 27		East	
2024	Denver	Feb 9 - 13	San Diego	June 27 - July 2			
2025			Philadelphia	June 26 - July 1	St. Louis - October 16-19	Minneapolis	
2026			Chicago	June 25 - 30			
2027	Philadelphia	Jan 22 - 26	New Orleans	June 24 - 29			
2028							
2029			DC	June 21 - 26			
2030							
2031			Philadelphia	June 26 - July 1			

ERT Membership Report

As of October 26

	<u>2017</u>	<u>2016</u>
Personal	297	293
Organizational	24	24
Corporate	<u>153</u>	<u>171</u>
	474	488

**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.
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 if you're not organized. When you're planning your exhibit 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.