



**Minutes of the Membership of the
Exhibits Round Table
ALA Midwinter Meeting - Seattle, WA
January 28, 2019**

A meeting was held of the Membership of the Exhibits Round Table of ALA in Seattle, WA during the 2019 ALA Midwinter Meeting on January 28, 2019

Board Members In attendance were:

Vendor members:

David Lysinger (Recorded Books) - Chair, Susan Rhoad (TLC) - Vice Chair, Rachel Lehmann (Demco) - Treasurer, Gene Shimshock (Patron Point) - Secretary, Elenita Chmilowski (Ingram Publisher Services), Stephanie Lund (Ingram), Kate Waldron (EBSCO), Jason Wells (Magination Press/APA)

Librarian Members:

Alice Knapp, The Ferguson Library, Stamford, CT - Vice-Chair Librarian, Kelly McElroy, Oregon State University

Absent from the meeting were:

Librarian Member: Rachel Clukey, Delaware County District Library (OH)

Vendor member: Kirk Whisler, Latino 247 Media Group

ALA Staff and Guests in attendance:

Paul Graller, ALA Conference Services/Hall-Erikson

Earla Jones, Director, Conference Services

Various staff from GES, Hall-Erikson and ALA.

There were approximately 45 ERT members and interested parties in attendance.

The meeting was called to order by the Chair at 8:05 am. Introductions were made.

A majority of Board members were present and a quorum was declared.

Ms Knapp reported on New Members Round Table (NMRT) Tour that was given on Sunday. 6 members of the NMRT attended and were given a "how to work the Exhibits floor" narrative.

Ms. Knapp also reported that the ERT Programs submission deadline for the 2019 Annual Conference is March 1, 2019. She emphasized that, these programs are intended to be educational in nature and not a commercial for Member's products, they are great opportunities

to engage attendees. Details on submitting a program can be found on the ERT website home page here: <http://www.ala.org/rt/ert>

ALA Annual Update

Mr. Graller noted that booth assignments for ALA went out a while ago and that if Members haven't received them, they should check with him. He also reported that early registration seems strong.

- The Library of Congress and Smithsonian are all planning special events
- 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
- Expecting good activity on the floor.

Anne Manley, Development Office ALA

Ms. Manley introduced herself to the Membership having Just joined ALA. She reported that she'll be reaching out to meet members and talk about Library Champions programs by email in the next couple of weeks.

Future of Midwinter

Mr. Graller provided an update to the Members regarding the future of the Midwinter Meeting:

- In general, Midwinter attendance has been declining. Exhibitors have been leaving.
- ALA is working on a new game plan which the ALA Executive Board is considering. In addition, there are Town Hall meetings being held to disseminate and gather feedback into the process.
- In general the plan is to eliminate Midwinter (as it exists today) after Philly, 2020 with a new event in 2021, Indianapolis rooted in programming, exhibits, networking. Eliminate committee meetings, governance and make more like a division event.
- It will be a shorter event. More focused...center around Publishing Awards/Collection Development and Professional/Career Development/Leadership Training.
- There will be a floor, initially smaller. Not trying to do another Mindwinte so some exhibitors/attendees may not find value initially.
- It would be a shorter event. Exhibits would have a Friday opening then hours on Saturday and Sunday. No exhibits for Monday, but time scheduled for tear-down.
- The intent with the smaller event is to go to mid-tier, regional cities that could be less expensive proposition with Indianapolis (2021) and San Antonio (2022)
- Initial estimates identify librarian Members (Council, Committees, Round Table work) would be estimated at 1,000 that already attend Midwinter. An additional 1,500-2,000 attendees would be attracted to the program.
- This would also relieve the stress of needing to travel 2x a year.
- The proposal will go to the ALA Executive Board on Tuesday with the goal of a decision by Spring.

Midwinter Registration

Registration numbers were presented and are provided below

	<u>Seattle-2019</u>	<u>Denver-2018</u>	<u>Atlanta-2017</u>
Full Conference	4,251	3,573	4,087
<u>Exhibits Only</u>	<u>2,219</u>	<u>1,738</u>	<u>1,985</u>
Total Attendees	6,470	5,311	6,062
<u>Exhibitors</u>	<u>2,718</u>	<u>2,682</u>	<u>2,912</u>
Total	9,188	7,993	8,974

Open Microphone

Attendees were offered an opportunity to address meeting:

Texas Library Conference

Cindy Boyle of the Texas Library Association spoke to the membership regarding exhibit and promotional opportunities at the upcoming Texas Library Conference, April 15,-18, 2019 in Austin. Cindy can be reached at cindyb@txla.org, 512.328.1518 x144.

Adjournment

Without any further business to put forward to the Membership, the meeting was adjourned at 8:30am.

Respectfully submitted, this day February 28, 2019 by:

Eugene Shimshock
Secretary