

2005 ILA Conference Exhibits Chair Final Report
to the
ILA Executive Board
November 18, 2005

The ILA state conference for 2005 was held at the Red Lion Hotel in Pocatello on October 5th through 7th. I had the privilege of contributing to the success of that conference by serving as the Exhibits Chair. In my capacity as the Exhibits Chair I updated our mailing list and sent out letters and registration forms to library vendors inviting them to participate in our conference. Throughout the summer I received registrations, was the contact person for vendors who called or e-mailed with questions, kept our registered vendors informed on the upcoming conference, and provided other ILA conference planners with information about our vendors. During the conference I attended to the needs of the company representatives in our exhibits area and gave away some door prizes. With this report I provide the Executive Board with an overview of the exhibits area of the 2005 conference.

Exhibitors

We received completed registration forms from 28 vendors. No one cancelled and we had two more vendors this year than last year.

1999	2000	2001	2002	2003	2004	2005
Oct. 6-9 Boise Double Tree Hotel Boise- Riverside	Oct. 4-7 Lewiston Red Lion	Oct. 3-5 Pocatello Cavanaugh's	Oct. 2-4 Boise Grove Hotel	Oct. 1-4 Post Falls WestCoast Templin's Resort	Oct. 6-8 Boise Double Tree Hotel Boise- Riverside	Oct. 5-7 Pocatello Red Lion
27 vendors	27 vendors	?	32 vendors	26 vendors	26 vendors	28 vendors

A list of the vendors coming to the 2005 conference was posted on the ILA Website prior to the conference and was published in the conference program that was provided to each attendee. I have included a list of this year's vendors as an attachment to this report.

There was a significant number of repeat vendors in our exhibits area. Of the 28 companies and organizations represented, 19 had also participated in our conference last year and only 9 had not.

Expenses

The expenses related to the exhibits area during the conference came to \$3,881.69. This was an increase of \$1,654.37 over last year.

	2004	2005
Pre-conference mailing		
Envelopes and mailing labels for mailing invitation to exhibitors	\$27.20	\$24.59
Postage stamps	\$74.00	\$106.56
Photocopying	\$31.80	\$56.45
subtotal	\$133.00	\$187.60
Conference expenses		
SET UP: pipe & drape	\$1,405.00	\$2,226.00
INTERNET: Wireless Internet access for vendors	\$450.00	\$0.00
INTERNET: Internet access to attendees--Internet café	not provided	\$820.00
TRAVEL: hotel room for Exhibits Chair to attend conference	\$232.96	\$265.96
Electricity to vendor booths	\$0.00	\$0.00
Microphone in exhibits room	\$0.00	\$0.00
Photocopying (paid by Exhibits Chair and not submitted for reimbursement)	\$6.36	\$6.93
subtotal	\$2,094.32	\$3,694.09
TOTAL EXPENSES	\$2,227.32	\$3,881.69

Pre-conference mailing

On March 16, 2005, I mailed out 266 vendor invitations (up from 190 last year) to companies and organizations. This mailing cost ILA \$187.60 for envelopes, address labels, photocopying, and postage. The vendor invitation and registration form were also posted on the ILA Web page shortly after the mailing. The records from past exhibits chairs indicate that previously we typically sent out a second mailing during the summer. Last year the Membership Chair sent out a mailing during the summer to companies who do business with libraries to encourage them to become corporate members of ILA. With her mailing she included my invitation letter and registration form. Since this was expensed to her budget I did not include it as part of the 2004 conference's exhibits expenses. In 2005 there was no second mailing of vendor invitations at all.

Setup: pipe & drape

The booth spaces in the exhibits area are defined and separated by pipe and drape—a setup of armature and curtains. Because we had to arrange for the setup with a rental agency in Boise, this cost was higher than last year when the conference was in Boise. This year ILA paid \$1,320 for the rental of this equipment, \$800 for the delivery from Boise, and \$106 in tax.

Internet café

This year we added an Internet café to the exhibits area for conference attendees to be able to check their e-mail. We set up the café in the exhibits area for two reasons. The café was not just a service for the attendees, it served as an enticement to bring them into the exhibits area as well. Also, this area provided the necessary security since I was there during the day and the room was locked at night.

The Internet café server and terminals were provided by Veicon, a company in Beaverton, Oregon. Veicon shipped the equipment to the hotel and provided technical support throughout the conference via the telephone. After the conference I replaced the equipment into the shipping boxes for return to Beaverton. Once Veicon’s “Internet Oasis” was running, I noticed conference attendees using it but I did not collect use statistics.

The Internet café was somewhat problematic for me for two reasons. Although this system was designed to be easy to set up, plug together, and get it running, it really was beyond my technical skills and without the effort of Mike Doellman, our conference chair, we would not have gotten online. Also, the time for setting up the Internet café is the same time that the vendors were setting up, this is when I especially needed to be available to them. If ILA provides an e-mail service for attendees in future conferences, I recommend that the Exhibits Chair not be responsible for it.

Receipts

Our total receipts from the vendors for conference registration, sponsorship, and meals was \$12,505—this was a slight increase over last year. The net income from exhibits this year was \$8,669.51—\$483.17 less than in 2004.

	2004	2005
Payments received from exhibitors for conference		
Exhibitor registration fees	\$9,590.00	\$10,370.00
Additional table/booth space	\$315.00	\$600.00
Internet access for vendors	\$1,350.00	\$0.00
Sponsorship money	\$1,200.00	\$1,500.00
Meal tickets	\$38.00	\$35.00
	TOTAL RECEIPTS \$12,493.00	\$12,505.00
	NET INCOME total receipts less total expenses \$9,152.68	\$8,669.51

Exhibitor registration fees

Our income from registration fees and additional booth space increased over last year by about \$1,000. We charged vendors a registration fee of \$415 and offered an early bird discount fee of \$365 for those who registered by July 31; these fees applied to profit and non-profit organizations alike. This was an increase over the fees charged last year. In 2004 the registration fee was \$390 with a reduced rate of \$340 for registrations postmarked before May 7.

This year we increased the cost of an additional booth space from \$35 to \$200. Last year 4 vendors opted for 2 spaces, 1 vendor for 3 spaces, and 1 vendor for 4 spaces. No doubt due to the increased fee, this year only 3 vendors opted for 2 spaces and no one had more than 2 spaces. Considering the limited room in our exhibits area and the loss in income to ILA when providing an extra space at an insignificant charge, it makes more sense to charge full or near full price for a second space. This year I did have to turn one vendor away because I did not have enough room.

Internet access fees

All vendors who wanted to have access to the Internet took advantage of the hotel’s free wireless service therefore we did not have any receipts for providing Internet access to the exhibits room. Last year we took in fees totaling \$1,350 from our vendors for providing Internet access that ultimately the hotel charged us only \$450 for (\$50 per connection).

Sponsorships

We had four conference sponsors this year. Three vendors who came paid additional sponsorship money: BCR, EBSCO, and OCLC Western. Blackwell’s Book Services did not send a vendor, nevertheless, they contributed some sponsorship money.

Corporate membership

As with last year, I included ILA membership as a separate option on the registration form allowing vendors to pay for corporate membership at the same time that they paid their conference registration fee. Last year two vendors (BCR and Swets Information Services) took advantage of this opportunity for ILA membership—this year only one did (OCLC Western Service Center).

	2004	2005
Corporate membership in ILA	\$400.00	\$200.00

Conference Bookseller

The Waldenbooks in Pocatello was our official conference bookseller. We set up their table in the indoor patio outside the exhibits room. Two of their staff people manned the table on both Thursday and Friday. They brought copies of the books written by the authors who were featured speakers or who gave presentations during the conference. The books by our keynote speaker Nancy Pearl were very popular and Waldenbooks sold out all of their copies. The bookstore also sold copies of the books that were nominated for the Idaho Book Award and some other titles they brought from their store. As with our bookseller last year, we did not charge Waldenbooks for their space at the conference since they were performing a valuable service for us.

Exhibits Area

The 3,712 square foot exhibits area was smaller than last year’s space (4,560 square feet). In 2004 we had 38 tables/spaces for our vendors and refreshments, plus a small seating area near the food. This year we had 35 tables/spaces for our vendors, refreshments, and Internet café with no seating area. (A layout of the exhibits area accompanies this report.)

2004	Setup/ breakdown	Exhibits area open	Minutes exhibits area was open	Exclusive vendor times	Minutes of exclusive vendor time
Wed	4:30-6:00pm				
Wed		6:00-7:00pm	60		
Thur				7:00-8:00am	60
Thur				10:30-11:00am	30
Thur				3:00-3:30pm	30
Thur		7:00am-5:30pm	630	subtotal for Thur	120
Fri				7:00-7:30am	30
Fri				9:30-10:00am	30
Fri	2:00-5:00pm-	7:00am-2:00pm	420	subtotal for Fri	60
Total time		in minutes	1110		180
		in hours	18.5		3

2005	Setup/ breakdown	Exhibits area open	Minutes exhibits area was open	Exclusive vendor times	Minutes of exclusive vendor time
Wed, Oct. 5	1:00-4:30pm				
Thur				7:30-8:30am	60
Thur				9:30-10:00am	30
Thur				11:00-11:15am	15
Thur				2:30-2:45pm	15
Thur				3:15-3:30pm	15
Thur, Oct. 6		7:30am-5:30pm	600	subtotal for Thur	135
Fri				7:30-8:30am	60
Fri				9:30-9:45am	15
Fri				10:45-11:00am	15
Fri				12:00-12:15pm	15
Fri				2:15-2:30pm	15
Fri, Oct. 7	3:10-5:00pm	7:30am-3:10pm	465	subtotal for Fri	120
Total time		in minutes	1065		255
		in hours	17.75		4.3

During the two days of the conference when the exhibits area was open (Thursday and Friday), the exhibits area was open for just a little under 18 hours with about 4 hours of exclusive time during the “Breakfast with the Vendors” and the “Meet with Vendors” breaks in the conference schedule.

During the breaks I gave away door prizes that had been donated by our exhibitors. I made 200 raffle tickets which I provided to the vendors to give to the conference attendees they talked with. The more vendors a person talked with, the more raffle tickets she got and the greater her chances of winning a door prize. I placed a basket in the back of the exhibits area for people to drop in their raffle tickets, and during the “Meet the Vendors” breaks we drew raffle tickets from this basket. I called out the name on each ticket drawn. If that person wasn’t present to claim her prize, we pulled out another ticket until we had a winner. Since I had no place to collect door prizes, and since the microphone supplied by the hotel was wireless, I moved from booth to booth and gave away the door prizes at each vendor’s booth. It was difficult to have drawings for door prizes during the fifteen-minute breaks. Just as I thought I had a sufficient sized crowd to be sure of having our winners present, the break was over.

People were also enticed into the exhibits area by the refreshments set out there throughout the day. Food was set out at 7:30 in the morning on Thursday and Friday for “Breakfast with the Vendors,” and more food was brought out during the day for the “Meet the Vendors” breaks.

As with last year, the vendors were very eager to close down toward the end of Friday and by the time of the last scheduled vendor break many were packing up their booths. There were two hours between the 12:00 to 12:15 break and the 2:15 to 2:30 break. A few vendors told me that it wasn’t worth their time to hang on another two hours just for a last fifteen-minute vendor break. If we want to motivate all the vendors to stay very long into the afternoon on Friday, we would need a stronger incentive.

Facilities

Overall I would say that the Red Lion Hotel was an adequate facility as far as my responsibilities for the exhibits area was concerned. The space for our exhibitors was sufficient (although I did turn away one vendor). With a plethora of extension cords, we were able to get electricity to everyone who had requested it. The staff of the Red Lion Hotel was very responsive to my requests, and the high quality of their service made my job much easier. Our exhibitors had difficulty connecting to the hotel’s wireless system on Thursday morning, but this was due to difficulty that the hotel’s Internet supplier was having and once it was resolved no one seemed to have any more trouble with it.

Respectfully submitted,
Linnea Marshall
2005 ILA Conference Exhibits Chair

Attachments:
Vendor list

Exhibits area layout