

2004 ILA Conference Exhibits Chair Final Report  
to the  
ILA Executive Board  
November 22, 2004

The ILA state conference for 2004 was held at the Double Tree-Riverside Hotel in Boise on October 6th through 8th. 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 last spring and sent out letters and registration forms to library vendors countrywide 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 the information about our vendors that they needed. During the conference I attended to the needs of the company representatives in our exhibits area. With this report I would like to provide the Executive Board with an overview of the exhibits area of the 2004 conference. I have tried to include information for the record and for its usefulness in planning for next year's conference.

Pre-conference advertising

On March 5, 2004, I mailed out our first vendor invitation to 190 companies. This mailing cost ILA \$133. The vendor invitation and registration form were also posted on the ILA Web page shortly after this mailing. During the summer, Anne Abrams, the ILA Membership Chair, was preparing a mailing to go out to companies inviting them to become corporate members of ILA. She offered to include my letter and conference registration form with that mailing. I shared with Anne the mailing list I used in March, to which I had added some additional company names, and she covered the cost of the mailing as Membership Chair. The Exhibits Chair records show that in previous years the chair has used two mailings to solicit participation from vendors. It was very practical to work with the Membership Chair on a combined mailing and to share the work of maintaining a database of library vendors.

Exhibitors

We received completed registration forms from 28 vendors. Two of the vendors cancelled—one early on, and the other a month before the conference—so there were 26 vendors represented at the conference. The records I have from past Exhibits Chairs show that this level of participation is similar to that of previous ILA conferences.

1995	1998	1999	2000	2001	2002	2003	2004
Apr. 5-8 Spokane ILA / WLA joint conference	Aug. 13-14 Sun Valley ILA / PNLA joint conference	?	Oct. 5-6 Lewiston	Oct. 4-5 Pocatello Cavanaugh's	Oct. 2-5 Boise Grove Hotel	Oct. 1-4 Post Falls WestCoast Templin's Resort	Oct. 6-8 Boise Double Tree Hotel Boise- Riverside
64 vendors	44 vendors	27 vendors	27 vendors	?	32 vendors	26 vendors	26 vendors

A list of the vendors coming to the 2004 conference was posted on the conference Web page 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.

Expenses

The expenses of the Exhibits Chair and costs related to the exhibits area during the conference came to \$3,849.32. In this total I have included my travel costs from last January when I came to Boise to attend a meeting of the Local Arrangements Committee. On this trip to Boise, I met Cynthia Toppen, the Conference Chair, and other people that I would be working with, and I was able to look at the hotel venue chosen for the conference. As well, I attended the Executive Board meeting the following day.

**EXPENSES**

Pre-conference travel	
Round trip plane ticket from Lewiston to Boise for Exhibits Chair to attend Local Arrangements Committee Meeting on Jan. 13 and ILA Executive Board Meeting on Jan. 14	\$404.00
Two nights (Jan. 13-14) stay at the University Inn at Boise	\$105.00
	subtotal \$509.00
Pre-conference advertising	
SUPPLIES: 200 envelopes and 2 packages of mailing labels	\$27.20
POSTAGE: 200 postage stamps @ .37 each	\$74.00
PHOTOCOPIES: 200 photocopies of 3 pages (invitation to vendors and registration form) @ .05 per page	\$31.80
2nd mailing was combined with Membership Chair's mailing to solicited corporate members; expenses paid through the Membership Chair's account	\$0.00
	subtotal \$133.00
Conference expenses and Double Tree Riverside charges for exhibits area	
PHOTOCOPIES: 100 sheets of raffle tickets (donation to ILA; not submitted to ILA treasurer for reimbursement)	\$6.36
TRAVEL: Three nights (Oct. 5-7) stay at the conference hotel for the Exhibits Chair during the 2004 conference	\$232.96
SET/STRIKE: Set up (\$90) and tear down (\$90) labor fee for the Ponderosa and Tamarack rooms (not including sales tax)	\$180.00
TABLES: \$35 (\$27.52 plus 20% service charge and tax) per table charge for "8x8 trim kit" for 35 tables	\$1,225.00
INTERNET: \$50 flat fee per DSL Internet connection for 9 working connections (not including sales tax)	\$450.00
ELECTRICITY: Electrical extension cords for supplying electricity to vendors (no charge)	\$0.00
PHONE LINE for Conference Bookseller's credit card machine (no charge)	\$0.00
MICROPHONE: 1 floorstand and microphone in exhibits area (no charge)	\$0.00
REFRESHMENTS: Vendor representatives were included in the count of people for determining the cost of refreshments (breakfast and afternoon breaks) in exhibits area for 2 days; 35 representatives at \$15.90 per person per day	\$1,113.00
	subtotal \$3,207.32
	TOTAL \$3,849.32

Receipts

We charged vendors a registration fee of \$390 and offered an early bird discount fee of \$340 for those who registered by May 7; these fees applied to profit and non-profit organizations alike. This was an increase over the fees charged last year. In 2003 the registration fee was \$350 with a reduced rate of \$300 for registrations postmarked before July 15. This year we did not offer a corporate membership conference rate that combined ILA corporate membership dues with the conference fee. However, I did include ILA membership as a separate option on the registration form allowing vendors to pay for membership at the same time that they paid their conference registration fee.

We charged our vendors \$75 per day for Internet access. I based this fee on what I was told by the Double Tree's convention services manager when I was preparing the registration form in the spring. He informed me that the hotel would charge us \$75 per day per connection. At that time we anticipated that there would be three full days of exhibits display and my registration form offered vendors the option of Internet access for one to three days. Much later, we learned that our vendors would not be able to set up in the Ponderosa/Tamarack room until 2:00 on Wednesday. Therefore, we refunded \$75 to each vendor who had paid \$225 for three days of Internet access. Later, the hotel reduced its charge to us for Internet connections to a flat \$50 per connection. Therefore, although we are being billed \$450 by the hotel for nine DSL connections in the exhibits room, we took in \$1,350 in fees from our vendors for providing Internet connections.

The total given in the table below reflects our receipts less the refunds that we paid to some of our vendors. We paid a total of \$1,790 in refunds for: one overpayment, a cancellation, the reduced number of days of Internet use (from 3 to 2), and for three Internet connections that failed to work during the conference.

## RECEIPTS

Payments received from exhibitors for conference	
11 vendors registered before our deadline and paid the early registration fee of \$340	\$3,740.00
15 vendors paid the full registration fee of \$390	\$5,850.00
9 vendors paid \$150 for 2 days of DSL Internet connection	\$1,350.00
6 vendors paid \$35 per table for additional tables (9 additional tables)	\$315.00
4 vendors donated sponsorship money to help defray conference expenses	\$1,200.00
1 vendor paid for 2 meal tickets	\$38.00
	subtotal \$12,493.00
Other payments received from exhibitors	
2 vendors each paid \$200 for a 1year corporate membership in ILA	\$400.00
	TOTAL \$12,893.00

Conference Bookseller

I was fortunate to find a local independent bookstore that was willing to be our conference bookseller. Diane Leaverton of Vista Book Gallery was very competent, knowledgeable, and accommodating. We provided a pair of tables near the conference registration desk for her to set up shop. The hotel provided, at no charge, a telephone line for Diane to use with her credit card

machine. Having the credit card machine worked well for the book store as this allowed many conference attendees to use their libraries' purchasing cards.

The Vista Book Gallery brought copies of the books written by the authors who were featured speakers or who gave presentations during the conference. The bookstore also brought copies of all of the books that were nominated for the Idaho Book Award. Diane reports that the best sellers were: Traplines (award winner), Veiled Threats (Donnelly, speaker), Died To Match (Donnelly, speaker), May The Best Man Die (Donnelly, speaker), Polly Bemis (honorable mention), and Idaho Historic Trails (nominee). Additionally, Vista Book Gallery brought a few other books and items (such as the Idaho Authors card game) of regional interest. However, because of limited space, they were not able to bring very many other titles.

We did not charge Vista Book Gallery for their space at the conference because Diane was providing us with a service and had agreed to come at our request, also her participation at the conference did not cost ILA any money. Nor did the bookstore charge us for their time and expense in ordering materials and manning the table. Diane reports that the Vista Book Gallery's sales during the conference exceeded \$3,000. This compensated them for the costs they incurred in preparing for, and being at our conference.

### Exhibits area

The 4,560 square foot exhibits area comfortably fit the 26 vendor booths (35 tables) with a corner space to display the door prizes and to have a small seating area (a layout of the exhibits room is attached to this report). Most vendors who had requested Internet access were able to connect, however the media person working for the hotel was unable to get three computers connected and we refunded those vendors their Internet fee.

During the three days of the conference, the exhibits area was open for total of 18 1/2 hours with 3 hours of exclusive time during the two "Breakfast with the Vendors" and the three half hour "Meet with Vendors" breaks in the conference schedule. Scheduling a half hour for the breaks seemed to work well to give people time to leave their sessions, visit the restroom, and still have time to come to the exhibits area to talk with vendors. And it allowed Tony and I more time to give away the door prizes.

We encouraged people to come to the exhibits area during the breaks by giving away door prizes that had been donated by our vendors. I made 600 raffle tickets which I provided to the vendors to give to each conference attendee 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. Our master of ceremonies Tony Hurst called out the name on each ticket drawn. If that person wasn't present to claim his prize, we pulled out another ticket until we had a winner. Although the giving away of the door prizes did generate a crowd in the exhibits area, it probably distracted people from actually talking with the vendors during that time. In previous years the loudness of the microphone had been criticized as interfering with the representatives' ability to talk with an interested librarian. As well, the crowd gathered near the microphone during the drawings and impeded access to the booths that were in that area.

People were also enticed into the exhibits area by the refreshments set out there throughout the day. Food was set out at 7:00 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.

The staff of the Double Tree Hotel was uniformly courteous and generally very responsive. During the vendor set up time on Wednesday, as we were trying to get the exhibits area ready for the evening ribbon-cutting opening, the staff who were bringing in tables and putting on the linens would disappear even though I had vendors waiting to set up their exhibits because their booth space was still barren. With so much to prepare for all at once that afternoon, the hotel staff was stretched thin. The hotel staff also had difficulty locating some of the boxes that had been shipped ahead by the representatives’ companies and placed in the hotel’s storage. Yet, when asked for help, the hotel’s staff did their best and I feel that they are to be commended.

Respectfully submitted,  
Linnea Marshall  
2004 ILA Conference Exhibits Chair

Attachments:  
Vendor list  
Exhibits area layout