Watch Me Pull an Exhibit Out of My Hat!

Laura Davison & Mary Congleton
University of Kentucky Medical Center Library
Midwest Chapter/MLA Conference
October 4, 2009
Magic x 3
(courtesy of GMR & end of year funds)

BannerUp

• 3 ft wide x 7 ft tall
• Lightweight
• Easy assembly
• Interchangeable
Large Tabletop

- 6 ft wide x 5 ft tall
- Carpet panels & end caps
- Custom panels
- Carrying case with wheels
Small Tabletop

- 5.5 ft wide x 2.5 ft tall, plus header (9” x 21”)

- Lightweight
- Compact
- Flexible
Financial Tricks

- Cost estimates
- Budget
- Funding
Promotional Tricks

• Handouts & where to get them

• Give Aways & where to get them
Exhibiting in the GMR

Exhibits have proven to be an effective means of promoting the products and services of the National Library of Medicine (NLM) and the National Network of Libraries of Medicine (NNLM), Greater Midwest Region (GMR), to large groups of health professionals as well as to community organizations, including public libraries, that provide health information to consumers. Additionally, exhibits enable local librarians to meet with specific clients in their own territory to promote the services and resources of their own institutions.

• Volunteer to Assist at GMR Exhibits

The GMR sponsors a variety of national and regional exhibits and we welcome volunteer help at these events. Please look for announcements on GMRList and your state’s email list and visit our GMR Calendar for upcoming events. Please note that the GMR reimburses for travel expenses and some meals. We deeply appreciate your involvement and look forward to sharing with you at upcoming exhibits.

• Apply for an Exhibit Award for Regional Events

The NNLM GMR, under contract with NLM, offers a number of Exhibit Awards each contract year to Network Members to exhibit at and/or local health association meetings, state or public library association meetings and community organization programs serving consumers. Up to $2,000 is available for costs associated with exhibiting. A minimum of ten awards will be made in 2009/2010 and proposals are accepted continuously. Proposals not funded in one contract year may be resubmitted in subsequent years. Please allow at least two (2) months prior to the exhibit for proposal review.

To apply, visit Exhibit Award - Request for Proposals. Please also visit our list of Exhibit Award - Recipients.

Additional Exhibiting Links

• Participate in the NLM Traveling Exhibitions program, bringing an exhibit to your institution
• Use the Borrowed Exhibit Application if you don’t need funding for your outreach exhibit
• See the Types of Exhibits available for your use through the GMR
• View and/or order Promotional Materials
• Print out brochures, flyers and other Handouts
• Exhibit Support Materials links to reporting, reimbursement and other forms (generally shipped with the exhibit)
• Report a Problem with an Exhibit online
• In creating your own graphics, learn about 10 Small-Booth Graphics Mistakes

This icon designates a link outside the NNLM GMR Web site and indicates a non-GMR hosted resource.
Promotional Materials Order Form

The NNLM GMR supports network members by providing limited quantities of free NLM and NN/LM promotional materials, including bookmarks, pens, and posters to new GMR network members. GMR network members providing outreach through our awards and subcontracts, and GMR members who request promotional materials for special events.

Because a limited number of these materials are available for distribution within the region, we review requests on a case-by-case basis. All requests are subject to availability. PLEASE limit your order to 250 total items. For more information, contact your GMR State Contact Librarian. EXHIBITORS: Please check with Holly Burt, Outreach and Exhibits Coordinator at GMR4U@UIC.EDU before using this form.

Visit Handouts for downloadable brochures, flyers and handouts on NLM databases. For additional NLM items that you can purchase, visit the new: http://nlm.promoshop.com/

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<tr>
<th>ITEM</th>
<th>DESCRIPTION</th>
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<tr>
<td>Capability Brochure - AIDS Information Services</td>
<td>Contains brief description of seven AIDS information resources as well as the Help Line contact information. Visit AIDS Info at aidsinfo.nin.gov. 4” x 11” size, Full-Color</td>
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Example for School Librarian Meeting
Content Tricks

- Target Audience
- Message
- Dealing with different personalities
Creative Tricks

• Booth placement

• Seasonal decorations

• Use what you have
Coasters... or clever coverup?
Poster? Dots? Bookmarks?
Questions?

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