

I. DATE OF REPORT:

October 15, 2001

II. NAME OF PERSON SUBMITTING REPORT:

Beth Carlin

III. EXHIBIT SPECIFICS:

Name of Meeting (Association):

Midwest Chapter, Medical Library Association

Location:

Milwaukee, Wisc.

Dates:

October 5-9, 2001

Staff:

**GMR:**

Beth Carlin

Charniel McDaniels

Chris Shaffer

Stephanie Weldon

Tammy Mays

Jean Sayre

Susan Jacobson

Number of Registrants: 211

Number of Exhibitors (Companies): 24

Specify by Days:

A. Exhibit Hours

Sunday: October 6, 2001 5:30pm-8:00pm

Monday: October 7, 2001 7:30am-2:30pm

**Staffed**

5:30pm-8:00pm and 7:30am-2:30pm

**Open**

5:30pm-8:00pm and 7:30am-2:30pm

**Total Number of Hours: 9.5**

B. Number of People Visiting the Booth

Sunday Oct. 6 30 or 40 + 25

Monday Oct. 7

C. Number of: NLM System Demonstrations/other Internet Demonstrations

Gateway 4

Toxnet 2

Other NLM programs 2 + 3

Other Internet 25

Other 10+ 18

250 globes ordered. Xxx distributed.

**GRAND TOTAL: Demo + Contacts=**

IV. EXHIBIT SUMMARY

A. Pre-Exhibit Meetings

Met with GMR staff to determine promotional items used & staffing.

B. Distribution of Pre-mailers, Letters or Invitations Promotion all done by conference coordinators

C. Booth Location

Booth was next to food near the entrance to meeting rooms on the corner and we had good foot traffic .

D. Description of NLM System Program Presentations            NONE

E. Problems

It was slow setting up Ethernet connection in the hotel. but it was all completed before the exhibit times started. We thought we might have to have a new line put in but Chris found the hub and we made a simple line switch to activate the line. Once the line was activated we had good support from the IT people to set up our computer with IP address. We used an infra red connection to our printer for the first time. We didn't have our usual promotional pages which we usually attached to the tabletop exhibit, but while I was working with Chris on getting the Ethernet line connected the other coordinators decided to velcro our promotional item (a globe/yoyo/stressball with our new E-sources newsletter web address) to the tabletop exhibit. A picture is attached.  
<http://gmr.lib.uic.edu/pictures/exhibit/P8090559.JPG>

F. User Feedback

The librarians asked individual questions about several NLM systems, including DOCLINE, SERHOLD, PubMed, Medlineplus, Toxnet, and NLM Gateway.

**Specific comments:**

How to access Oldmedline through Gateway?

G. Suggestions/Comments: A PDA CE class offered at the meeting was very popular. I asked users to "beam" their business card to my new PDA. Librarians were very interested in uses for PDA We also used the opportunity to promote our online newsletter E-sources. Reminding people that their only source of GMR news is the online newsletter.

Follow-up requests:

1. Toxnet brochures
2. Contacts about TribalConnections
3. Request for Spring Toxnet class at U. of Iowa
4. Contact Local Surgical Librarian for Exhibits participant when we exhibit with Surgeons.

H. Recommendation: Should NLM continue to exhibit at this meeting?

The librarians appreciate having the chance to speak to the GMR staff in person. Attending helps us build relationships with the regional librarians.

V. BUDGET SHEET

See attached

VI. APPENDICES:

Medlineplus email announcement lists

Note: Distributed Medlineplus pens, GMR pencils, promotional item for E-sources, NLM rolodex card, NLM Large bookmarks and Medlineplus bookmarks