

## EXHIBIT REPORT OUTLINE

- I. DATE OF REPORT May 13, 2003
- II. NAME OF PERSON SUBMITTING REPORT Carol Elmore
- III. ADDRESS Veterinary Medical Library, Kansas State University, 408 Trotter Hall, Manhattan, Kansas 66506-5614
- IV. EXHIBIT:
  - A. Name of Meeting Nebraska Veterinary Medical Association 107<sup>th</sup> Annual Convention
  - B. Location (City, State) Omaha, Nebraska
  - C. Dates January 13, 2003
  - D. Staff Carol Elmore and Gayle Willard
  - E. Number of Registrants 220
  - F. Number of Exhibits 30

<b>Week Days</b>	<b>Exhibit Hours</b>	<b>Number of Visits to Booth</b>	<b>NLM System Demonstrations</b>	<b>Internet Demonstrations</b>
Sunday				
Monday	8 am – 3 pm	35	0	0
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
<b>Total</b>	7 hours	35	0	0

**Note:** Visitors are counted only if there has been a meaningful interchange. Interchanges such as greetings and thanks that do not mention NLM, its resources or services are not counted as visits. In addition to clicker-counters, promotional products may be used to keep count of visitors if exhibit staff distribute them personally as a way of thanking each visitor. Someone who takes a promotional product or brochure and leaves without an interchange with an exhibit staff person is not counted as a visitor. This should be taken into account when planning the number of brochures and products to send to an exhibit in future years. System demonstrations are counted as events. A system demonstration is counted as one regardless of the number of people watching or the number of resources covered. That is, one demonstration may be for five people and may cover multiple resources.

V. EXHIBIT SUMMARY (Narrative)

- A. Distribution of Pre-mailers, Letters or Invitations (if applicable) none
- B. Description of Booth Location We were located on the end of the center aisle. The location was very visible.
- C. Description of Program Presentations We did not make a formal presentation at the conference meeting. We did have individual and small group discussions. We had planned to do demonstrations on our laptop computer but when we tried to access the Internet we were not able to get connected. After calling our technical support group at the Veterinary College, they determined that our modem had a problem that they could not help us fix over the phone since it was probably a hardware problem. Most of our presentations were about 5-10 minutes when we discussed the various features of PubMed and MEDLINEplus. Because of a long-time acquaintance between Carol and the Nebraska Veterinary Medical Association Director, we were able to receive free rental for our booth. Carol was told this was normally not done and usually all groups were charged rental fees.

**Note:** In the description of the program presentation, include specifics on how arrangements were made, difficulties, problems encountered in the process, length of presentation, and estimated attendance. If you were not successful in getting on the program, describe what attempts were made.

- D. Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted. We did not highlight SIS resources.
- E. Problems The major problem that we encountered was our laptop which had a malfunctioning modem. Our charges for the phone line were cancelled. We were well received by the meeting planner and attendees and had no real problems other than our computer.
- F. User feedback We were received very well by the attendees and were able to tell those who stopped by our booth about the services offered by NLM. MEDLINEplus was especially of interest to some of the older veterinarians and their spouses. The younger veterinarians that stopped by said they were interested in using PubMed more for searching. They had used it a little but would like to use it more.
- G. Suggestions/comments We need to have our own laptop. We are supposed to be getting a laptop and should be able to use it for demonstrations in the future.
- H. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer) No, this meeting is rather small and although we were well received, I don't think exhibiting here every year would be ideal. Every other year might be a better time to exhibit. Many of the veterinarians that attend this meeting also attend the Kansas Veterinary Medical Association Meeting/Annual Conference and will have an opportunity to see our demonstration at that meeting coming up in June, 2003.

VI. BUDGET SHEET

VII. APPENDICES:

Maps of exhibit hall  
Pictures  
Samples of promotional materials used



## Exhibit Budget SHEET

Meeting Title: Nebraska Veterinary Medical Association 107<sup>th</sup> Annual Convention

Meeting City, State: Omaha, Nebraska

Meeting Dates: January 13, 2003

ITEM	COST
Booth space fee	Free to KSU
Internet connection fee	n/a
Other booth fees	n/a
<b>Total exhibit booth fees</b>	0
Shipping	
Drayage and material handling	
Total travel costs (including mileage, parking, airfare, accommodation, per diem)	\$353.45
Other costs (please specify)	
<b>TOTAL EXHIBIT COST</b>	<b>\$353.45</b>

