



NEW GAMING PAVILION

to launch at 2008 ALA Annual Conference

In response to growing requests and interest from librarians around the country, ALA has planned a new Gaming Pavilion as part of its Annual Conference in Anaheim, June 28 – July 1, 2008. The pavilion will feature game manufacturers, platform companies, and vendors offering electronic games, board games, card games, etc., that can be used for curriculum-based teaching and recreation.

A survey of libraries found:

77% of libraries surveyed support gaming
43% run an actual gaming program
20% circulate games
an estimated **56,639** unique gamers have participated in some type of library gaming service **90,812** times

The pavilion is part of a full-scale gaming initiative that includes educational workshops, publications, and other media, designed to answer the call of librarians who are actively implementing gaming programs to attract more youth and adults to their libraries.

The ALA Annual Conference attracts the decision makers that are searching for your products and services:

31% of attendees are looking for gaming products & information;
77% of attendees found new products and services at the ALA exhibits; and
70% of attendees found new companies to do business with at the ALA exhibits.

ALA ANNUAL

is the show where you will meet the key buyers in the library industry. Make sure your gaming products and services are represented in the Gaming Pavilion at ALA Annual.

CONTACT US TODAY TO
RESERVE EXHIBIT SPACE FOR
YOUR COMPANY

Hall-Erickson, Inc.
98 East Naperville Rd.
Westmont, Illinois 60559

E-mail: ala@heiexpo.com
Phone: 630-434-7779
Fax: 630-434-1216