

ALA Exhibit Floor Traffic Research Report Order Form

Yes! I would like to order a copy of the “Orange Book” two year, 4 show research summary report.

This valuable report, for exhibitors who are interested in a more in depth analysis of traffic measurement and timing, will include:

- Hour-by-hour traffic analysis by volume and flow
- Pavilion and feature area analysis
- Actual ALA exhibit floor video examples
- “Hot spot” identification and analysis

Pricing for this report and custom research will is set at a discount rate for Library Champion organizations. Custom research will include the detailed “ALA Exhibit Floor Report”, a pre-show customized training webinar and video of the exhibitor’s booth at the upcoming show. ethnoMetrics staff will also provide in-booth consultation at the show. Pricing for these different levels of service are:

	Detailed Report	Booth Size: 0–1000 sq ft	Booth Size: 1001+ sq ft
Pre-Show Training (Webinars) —Provide basic training to optimize Attendee to Exhibitor interaction behavior (Sponsored by ERT).	X	X	X
Detailed Analysis Report —Analysis and video DVD’s of the space from the ALA events.	X	X	X
Booth Video & Analysis		X	X
Consultation —Provide advise on the effectiveness of booth design/behavior in attaining your goals as well as recommend tactical/process approaches to optimize exhibit value and increase ROI.		X	X
Customized Preshow Webinar Training —Prior to the event web training will be conducted with the staff—Live training is available however travel costs are not included in the stated fees.		X	X
Standard Pricing	\$2,500	\$4,000	\$6,000
Champion Discount Price	\$1,500	\$2,500	\$3,000

Special: Buy the book, receive ½ hour in-booth consultation free.

Company: _____	Booth No.: _____
Contact: _____	Library Champion? _____
Address: _____	
City: _____	State: _____ Zip: _____
Phone: _____	Fax: _____
Authorized Signature: _____	Amount Due: _____
Credit Card Information: (Circle one) VISA / MASTERCARD / AMEX # _____ Exp. _____	

Exhibitors who want to arrange for advanced services can send an email to alaresearch@heiexpo.com.

Fax this form to 630/434-7779.