

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

UK
UNIVERSITY OF
KENTUCKY

**University of Kentucky
Medical Center Library**

*On Campus and Across
the Commonwealth*

Providing medical library services to
health professionals, patients and
families across Kentucky

- Reference
- Database searching and training
- Document delivery
- Consumer health resources

Designated Outreach Library for
the NN/LM Greater Midwest Region

Promoting National Library of
Medicine Resources and Services

- PubMed
- MedlinePlus
- NLM Gateway
- Loansome Doc

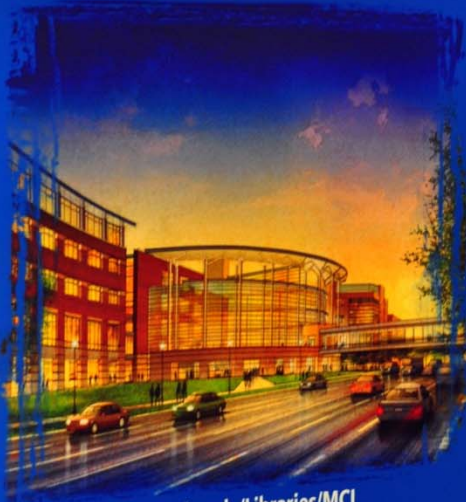
Pub Med NN/LM LoansomeDoc MEDLINEplus®
Health Information

www.uky.edu/Libraries/MCL
859-323-5300
mclib@uky.edu

UK University of Kentucky Medical Center Library

Delivering information on campus & across the Commonwealth

- Clinical Information Services
- Embedded Librarians
- Virtual Resources
- Tailored Instruction
- Health Literacy



www.uky.edu/Libraries/MCL
859-323-5300
mclib@uky.edu



"The UK Medical Center Library serves as an outreach library for the NN/LM Greater Midwest Region and promotes NLM resources and services."

MEDLINEplus®
Health Information

NN/LM
National Network of
Libraries of Medicine

Pub Med

LoansomeDoc

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





Search: Google Custom Search Google Search

- GMR Home
- Member Services
- Provide Outreach
- Resource Sharing
- Funding
- Training & Educational Opportunities

GMR resources in this section:

- [Exhibiting in the GMR](#)
- [Exhibit Support Materials](#)
- [Types of Exhibits](#)
- [Report a Problem with an Exhibit](#)
- Additional Resources**
- [Exhibit Award Request for Proposals](#)
- [Exhibit Award Recipients](#)
- [Promotional Materials](#)
- [Toolkit for GMR-Funded Outreach](#)
- [GMR Calendar](#)
- [Join Our Network](#)

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 (NN/LM), 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 email lists 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 NN/LM GMR, under contract with NLM, offers a number of Exhibit Awards each contract year to Network Members to exhibit at state and 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 NN/LM GMR Web site and indicates a non-GMR hosted resource

GMR resources in this section:

- [Member Services](#)
- [Join Our Network](#)
- [Online Membership Application](#)
- [Promoting Your Library](#)
- [State Information](#)
- [Emergency Preparedness and Response](#)
- [Evaluation](#)

External Resources


- [GMR Lending Library](#)
- [NN/LM Basic Medical Library Management: Overview](#)

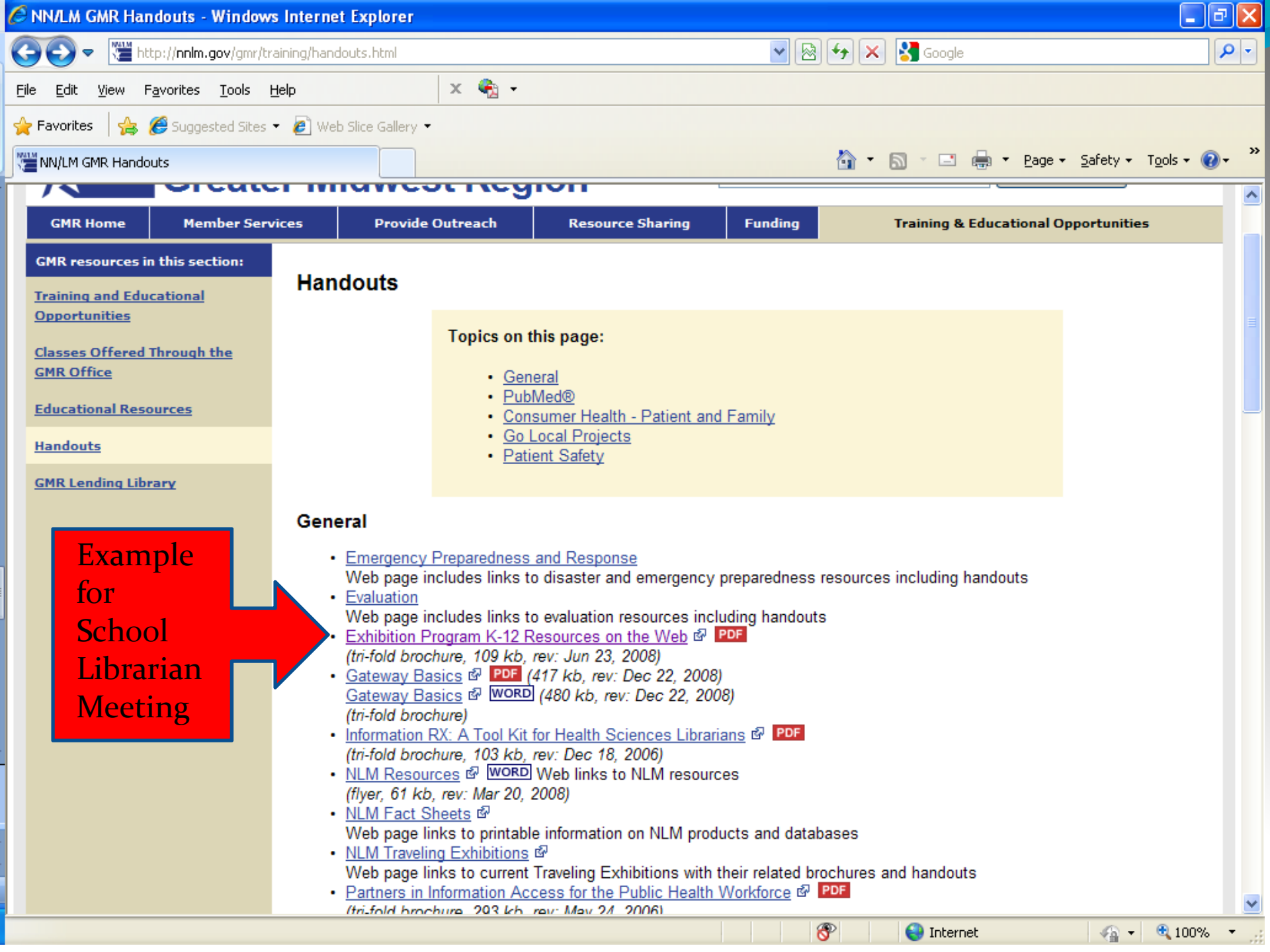
Promotional Materials Order Form

The NN/LM 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://nmlm.promoshop.com/>

ITEM	DESCRIPTION	QUANTITY
 <p>AIDS Information Services</p> <p>—NLM AIDS Resources—</p> <p>aidsinfo.nih.gov</p> <p>AIDS subset of MEDLINE</p> <p>NLM Gateway</p> <p>GenBank</p> <p>DIALIST</p> <p>AIDS Pastors</p>	<p>Capability Brochure - AIDS Information Services</p> <p>Contains brief description of seven AIDS information resources as well as the Help Line contact information. Visit AIDS Info at aidsinfo.nih.gov</p> <p>4" x 11" size, Full-Color</p>	<input type="text"/>



- GMR resources in this section:**
- [Training and Educational Opportunities](#)
 - [Classes Offered Through the GMR Office](#)
 - [Educational Resources](#)
 - [Handouts](#)**
 - [GMR Lending Library](#)

Handouts

Topics on this page:

- [General](#)
- [PubMed@](#)
- [Consumer Health - Patient and Family](#)
- [Go Local Projects](#)
- [Patient Safety](#)

General

- [Emergency Preparedness and Response](#)
Web page includes links to disaster and emergency preparedness resources including handouts
- [Evaluation](#)
Web page includes links to evaluation resources including handouts
- [Exhibition Program K-12 Resources on the Web](#)
(tri-fold brochure, 109 kb, rev: Jun 23, 2008)
- [Gateway Basics](#) (417 kb, rev: Dec 22, 2008)
- [Gateway Basics](#) (480 kb, rev: Dec 22, 2008)
(tri-fold brochure)
- [Information RX: A Tool Kit for Health Sciences Librarians](#)
(tri-fold brochure, 103 kb, rev: Dec 18, 2006)
- [NLM Resources](#) Web links to NLM resources
(flyer, 61 kb, rev: Mar 20, 2008)
- [NLM Fact Sheets](#)
Web page links to printable information on NLM products and databases
- [NLM Traveling Exhibitions](#)
Web page links to current Traveling Exhibitions with their related brochures and handouts
- [Partners in Information Access for the Public Health Workforce](#)
(tri-fold brochure, 203 kb, rev: May 24, 2006)

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?

...al for education, research
...d health information literacy

ACCESS US
ANYTIME, ANYWHERE

• <http://www.mc.uky.edu/MedLibrary>

...ence: mclib@pop.uky.edu

UK UNIVERSITY OF KENTUCKY Libraries
UK UNIVERSITY OF KENTUCKY Libraries
UK UNIVERSITY OF KENTUCKY Libraries

Access the World to your library
Access the World to your library
Access the World to your library

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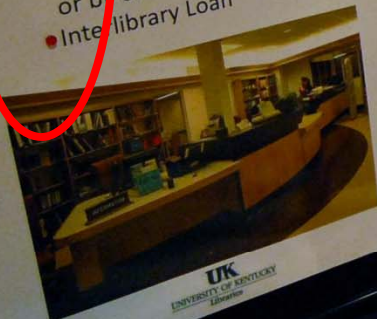
• A Resource Library for the
National Network of
Libraries of M...

Poster? Dots? Bookmarks?

Medical Center Library

Services include:

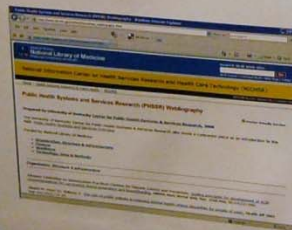
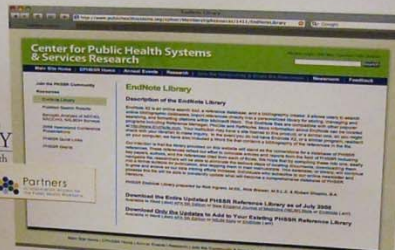
- Training – designed for you and your busy schedule
- Professional reference services in person, by phone or by email
- Interlibrary Loan



UK
UNIVERSITY OF KENTUCKY
Library

Collaboration

UK
UNIVERSITY OF
KENTUCKY
Center for Public Health
Systems and Services



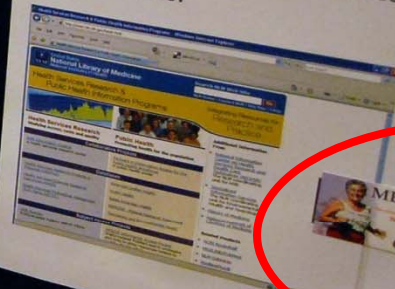
Robert Wood Johnson
Foundation

Outreach

NN/LM
National Network of
Libraries of Medicine

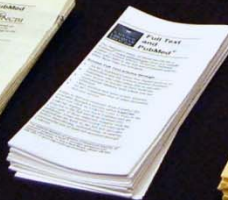


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an outreach library for the NN/LM
Greater Midwest Region
and promotes NLM resources
and services.



PubMed

At the National Library of Medicine
and the National Center for Human Genome Research



Questions?

- Mary Congleton
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mccong2@uky.edu
- Laura Davison
859-323-6138
davison@email.uky.edu

