



Strutting Your Stuff at a Trade Fair ..... 1

Pearls of Wisdom: web photos, bookmark pens, mousepads, balsa gliders ..... 2

Worth Its Weight in Gold: Library Clip Art ..... 5

Promotion Gems: Lending a Hand ..... 5

Sparkling Reviews: **The Economics of Information** ... 6

Treasure Tips: Custom Post-it® Notes ..... 6

Library Clip Art Sheet #2

# MARKETING *Treasures*

Ideas and Insights into Promoting Library & Information Services

Volume 10, Number 4  
March/April 1997

## Strutting Your Stuff at a Trade Fair

Whether it's for National Library Week or a company educational event, exhibiting at an in-house trade fair is a great chance to let people know about your many services, your priceless resources, and your latest acquisitions. But how should you show off your wares? An eye-catching tabletop display can make the difference between selling your message and being passed by.

You can spend a lot of money on such displays, or you can make your own with a minimum of cost and some creative flair.

### Start at the Back

The background of your display doesn't have to be dull or flat. Cover foamboard with fabric or wallpaper. Go for brightly colored fabrics or textured papers, and avoid busy patterns. Tack them on the back of the board so you have a flat surface in front for mounting signs, pictures, or handouts. Alternatively drape the board in fabric to form a soft backdrop for items on the table. Choose your colors carefully. You want them to attract attention, but not overwhelm your display. Remember color temperatures: If you're going to be in a big, cold hall, use warm shades such as tans, beiges, golds, and reds. If you're in a crowded, busy area, try the calming effect of blues and greens.

Texture can be especially inviting. Notice the desktop patterns now available on computers.

More and of them are "textures" that imitate tiles, woven fabrics, grasses, or sand. A textured wallpaper or homespun fabric gives dimension to the color.

### Setting Up

Once you have your background, mount things on it. The easiest way is to use double-sided tape or Velcro, which you can buy by the roll. Velcro has the advantage of allowing you to reuse the display time and again, without damage to the background material. Pictures, logos, quotations, and charts can be interesting and eye-catching. Velcro also enables you to attach lightweight cardboard or plastic containers to hold brochures or bookmarks.

The foreground of your display should be carefully laid out to be both neat and focused. Too many items can be confusing, and if you let the display get messy, people will be distracted from your message. Coordinate the colors with your background. Color clashes may be attention-getting, but they're hard on the eyes and may discourage visitors from standing and talking to you.

Make it easy for visitors to pick up the giveaways, and comfortable for them to stay if they want to chat. Take a careful look at traffic patterns. Spread out your brochures, fact sheets, business cards, and other handouts so that people progress naturally along the display, serving themselves from your enticing information buffet. Try to provide a recess out of the line of traffic so that if people want to

*"Spread out your brochures, fact sheets, business cards, and other handouts such that people progress naturally along the display, serving themselves from your enticing information buffet."*

*continued on page 3*

## Pearls of Wisdom

It's a pen! It's a bookmark! It's a paper clip! It's a bookmark clip with a pen inside. Our promotion source sent a sample to the **Marketing Treasures'** office and we were impressed. As thick as 4 business cards stacked together and about 4 inches long, this unique bookmark pen has a paper clip on one end that clips to pages. You can have your name and address imprinted on these bookmark pens too. If you're looking to move beyond yellow highlighters as promotion items, this may fill the bill. Talk to Chuck at Colony Specialty Printing at 301-662-5790. Fax 301-620-7136.

For sophisticated graphics productions, more companies are offering standard photo collections that you can mix and match to create dazzling websites and fancy graphical publications. MetaTools has four collections, and while Hotrods and Junkyards (collection 2) might not meet your immediate needs, Business Elements and Paper Textures are in their Power Photos IV collection. Call 800-472-9025, or check them out on the Web at <[www.metatools.com](http://www.metatools.com)>.

Those of you who want to know more about typefaces and how to use them will be interested in the article "Designing with Type, Part 1" by Susan Jurist in the March 1997 issue of **C&R News**, pp 160-163. This is the first of a two part article about choosing and using typefaces. Susan does an excellent job of outlining font usage guidelines. If you are new to working with typefaces for your library publications, you should read this article.

Speaking of articles, your esteemed publisher and managing editor collaborated on an article now published in the March issue of **Information Outlook**. "Overworked? Understaffed? Don't Stop Marketing!" outlines marketing strategies meant for librarians who are overworked and don't need more business, but who shouldn't stop their marketing activities. If you don't have ready access to the magazine, visit our web site to obtain a copy of the article <[www.chrisolson.com/tickledpink/overworked](http://www.chrisolson.com/tickledpink/overworked)>.

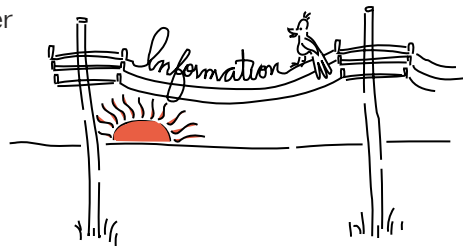
Putting your logo on any binder you could possibly imagine—that's what the folks at Dilley Manufacturing offer. Not only do they

carry binders for paper, but they have cases for CDs, diskettes, and audio and video cassettes. Take a look at their display binders too, made for tabletop exhibits and presentations, in versatile designs to suit many display angles and page sizes. They can all be personalized and fitted with pockets. Call Dilley at 800-247-4087, or visit <[www.dilleymfg.com](http://www.dilleymfg.com)>.

Need a better mousepad? At some of its locations, Kinko's is producing mousepads while-you-wait featuring your hardcopy images for \$9.95. Don't limit yourself to your logo. Here's a chance to print a fact sheet, an FAQ list, hints for your customers, or other handy information. Look at <[www.kinkos.com/products/listing](http://www.kinkos.com/products/listing)>.

Not to be outdone Clients First, Inc., will imprint those old favorite balsa gliders with your logo. Light enough to move in the breeze, they're a great display novelty and because they are shipped flat, they make a good giveaways in promotion mailings as well. Call Sharon at 800-929-9700 for a sample and a price list.

Get a jump on spring and brighten up the library with a few strategically placed, colorful flowering plants, posters, or mousepads that call attention to the season. Set out a bowl of jelly beans as a seasonal treat, to entice visitors to stay just a moment longer and browse your list of new resources—jelly beans are easy to eat and don't have paper wrappers.



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Back issues and samples are available. Contact our office for latest prices. Additional binders available at \$5.00 each. Promotional copies available for conferences & meetings. Call for details.

Missing issues must be reported within 3 months of issue date. Missing issues requested after this time will be supplied at the regular back-issue rate.

Clip art used in this issue: All images are from this issue's clip art sheet.

**Trade Fair** ...continued from page 1

stop and talk, they'll be able to pay attention to what you say without being jostled by the passing crowd.

**Tie It Together With a Theme**

A theme can guide your display. Here are some examples that may inspire you.

**Our Resources are Growing.** Get a few of tree branches, spray paint them white, sprinkle glitter on the branches while the paint is still wet, and "plant" them in a basket with stones or styrofoam. Hang CDs from the tree branches. Or make topiaries out of styrofoam bases and artificial greens, and decorate them with diskettes and miniature books. Use live flowers—tulips or hyacinths in spring, daisies in summer, chrysanthemums in fall—and mount flower-shaped cutouts to the foamboard background with very short descriptions (in large type) or pictures of your other resources.

**Knowledge Enriches.** This theme calls for lots of gold and silver. A treasure chest can display your resources, surrounded by glittery costume jewelry, gold wrapped chocolate coins, and confetti. Label pictures of your staff at work "our living treasures." Spray paint old CDs and diskettes silver and gold and scatter them around the tabletop.

**It's a Jungle Out There.** A popular theme, this suggests thick leafy houseplants, wild animals, and perhaps even dinosaurs. "Hide" your resources among the plants and lay out an explorer's supplies in the foreground—a map, compass, field pack, binoculars. The background material used here could be lush tropical print fabric—not too busy, but something suggestive of the rich greens of jungle undergrowth.

**The Information Station.** Take your visitors on the railroad to the future. A toy train can carry signs on its cars listing resources and travel around on your tabletop. Put railway themes on your background: "Stop at the library for the best resources," "Go for knowledge," "We deliver the goods." Your booth staffers can even wear railway engineers' striped caps.

**We Fly to Your Assistance.** Plastic model airplanes, paper airplanes, and balsa gliders will help make this theme come alive. A very cheap source of colorful paper airplanes is at

your local book store: the 1997 World Record Paper Air Plane Calendar, now selling at greatly reduced rates. The graphics are great and it doesn't take a rocket scientist to assemble a good flying model.

**The Information Superhighway.** Well, you know we had to list this theme. Model cars and trucks carrying your products and resources is one approach. Or get a couple of large toy cars—the kind that children drive around. Mount roadmaps on the background of your exhibit and show the route to information central—your library. Reinterpret roadsigns to show "Computer Crossing," "Researchers at Work," "Speed Limit 28,800 bps" and the ever popular "Website Under Construction."

**Oceans of Information.** A sand chair with a beach towel and sun glasses will do quite nicely for this theme. You can add cut-out fish labeled with your resources "floating" above the tabletop. Shell-shaped dishes can hold brochures and starfish labeled with staff members' names can be "our stellar crew." Fill a net with samples of your products and a couple of shells, to represent your information "catch".

**Lost in Cyberspace? We Bring It into Focus.** Stars, planets, spaceships, and comets can decorate your display. Borrow an inexpensive telescope, or construct one out of mailing tubes and metallic wrapping paper. A child's starbase playset can represent your library, and high-tech toys can wear labels identifying your resources. For your background, find a map of the constellations, or use dark blue matte fabric sprinkled with bright stars.

**Animate Your Message**

Movement catches the eye—a hummingbird, a rose swaying in the wind, a child on rollerblades. In a rural landscape, we look first at the hawk soaring by, or the horse cantering in the field, not the cows standing around quietly. Bring that concept to your displays with a little creative animation.

The simplest way to add some action is to employ objects that move in air currents. Colorful helium-filled balloons swaying over the top of your display will attract attention from across the room. If you're using paper airplanes, dangle a few from wires attached to

*continued on page 4*

**Trade Fair**...continued from page 3

the top of your background.

Animated toys appeal to the little kid in all of us. Electric trains and cars can roll around your tabletop carrying signs announcing new resources. Airplanes can taxi down a runway. Cute bugs can crawl through your garden. If someone has an old wave machine, set it in your ocean display, or run a wind-up boat in a small aquarium. Your jungle can feature prowling animals or stalking dinosaurs. Look for wind-up toys in your local toy store.

Avoid noisy toys. They can distract attention from your message and eventually get on people's nerves. Don't stop with ready-made toys. There are all kinds of do-it-yourself motorized kits that allow you (or your child) to build robots, imaginary vehicles, or just plain outlandish moving objects. A robotic arm waving a diskette will attract attention simply because it's moving. And the more complex it looks, the longer folks will linger to figure out how it works.

**Great Giveaways**

As for giveaways, bookmarks, stress balls (balloons filled with sand), pens, highlighters, and notepads are just a few possibilities. If your budget allows and this is a trade fair with many displays, offer plastic carrying bags imprinted with the library logo. Whenever you can, tie your giveaways to your theme. If your theme is "spring," give visitors Slinkys. Airplanes, matchbox cars, railway schedule bookmarks, treasure maps on which "X" marks the library, shell magnets—all of these can echo display themes.

If you can't afford to give something to everyone who passes by, use contests to distribute prizes. Drawing business cards is one way to go, but if you can, let people play for a prize. Challenge your customers to fly their own homemade plane through a target for a reward. A puzzle, a trivia quiz, or a stress-ball slam-dunk contest all offer fun as well as prizes. Tie your prize to your theme—a bouquet, an engineer's cap, a treasure chest full of candy, a lush tropical houseplant, an airplane-shaped kite (see Pearls for a source for balsa gliders). Or go for the more traditional business-related products such as leather folders, business card cases, planners, or coffee mugs, all embellished with your logo.

*“Trade fairs are not teaching forums. Instead they are meant to gather leads for follow-up and get your information into the hands of as many prospective clients as you possibly can.”*

If you think this is all too much fun, and not enough business, consider the objective of your exhibit. Trade fairs are not teaching forums. Instead they are meant to gather leads for follow-up and get your information into the hands of as many prospective clients as you possibly can. Forget the online search demos. Instead, have samples of your products ready to distribute. But most of all, gather names and phone numbers for follow-up after the fair. That's when you'll be making your "sales."

**Feeding the Multitudes**

If there's no food provided at the fair, offer apples or oranges for that "growing" theme, and hang some on your tree as decoration. The treasure chest can be augmented with candy coins or Hershey's nuggets. Goldfish crackers, of course, belong with the ocean, and animal crackers are at home in the jungle. Little snack-sized bags of peanuts or pretzels go well with a flight oriented display.

Cookies, miniature bagels, small pastries, or crackers are a welcome "pick-me-up" for mid-morning or mid-afternoon break. Juice boxes aren't likely to spill, and they provide a healthy alternative to sodas and coffee. Even if refreshments are provided, you can offer wrapped mints or other candies. As people pause to pick them up, they'll take in some of your message as well.

**Where Do You Get All These Things?**

For display items, shop at a craft store. All the basics are there; you just have to assemble them. Many fabric stores now feature large craft sections, so you can match your background material with available decorations. Even some of the superstores like Wal-Mart and K-Mart now sell craft materials. Party stores also carry lots of ornaments and supplies.

**Be tasteful**

One word of caution. When you plan your exhibit display don't overdo it. Use enough of the thematic items to attract attention and convey the idea they represent, but focus the content and design of your display on what you do and what resources your library carries. You and your services are the stars. Enjoy yourself. Relax. Have fun! Talk about library services with enthusiasm and confidence, and your trade fair exhibit will be a success! ■

## Worth Its Weight in Gold

*Editor's Note: Marketing Treasures originally came with sheets of library clip art and this column provided ideas on how to use the graphics. The clip art images from Marketing Treasures are now available from [www.LibraryClipArt.com](http://www.LibraryClipArt.com).*

This issue of **Marketing Treasures** includes your new clip art sheet. The sheet presents original artwork in camera-ready form. These images are also available as EPS graphic files on 3.5" PC and Macintosh computer disks.

**Celebrate with Us!** Our calendar highlights the dates for National Library Week. Transfer this graphic to posters, invitations and newsletters. Don't let a week pass by with your library unnoticed. Even if you simply post dated announcements on your website or reprint the calendar to put a little extra sparkle in your newsletter, take the opportunity to call attention to what you do and to take pride in your contribution to information availability.

**Bunny.** Our information bunny announces that libraries are energy sources. Think of all the successes that spring from what you provide. Without research, without competitive intelligence, without the priceless data you deliver, your clients would stop in their tracks. Use the bunny on nametags, t-shirts, memos, and invitations. It's time to power up!

**NLW Flowers.** Flowers already bloom in some gardens, and it won't be long before they're everywhere. A spring scroll announces library week with a flair and a promise of blossoming resources from your library.

**Info Wire.** Libraries are wired for service—and that fact is dawning on your clients. Wake them up with our sunrise. Use this as a symbol to announce your new electronic resources.

**Cyberspace Ticket.** The internet is where the action is these days, and you can offer a ticket to that exciting scene. Your clients can get on board the ride into unexplored space, secure in the knowledge that you're the navigator. This graphic is just the ticket for invitations to special events or announcements of new internet-based services.

**Dancing CDs and Computers.** Spring makes us feel like dancing, so we're presenting frolicking computers and CDs. The library is an exciting place, where high-energy people work tirelessly. Great graphics for announcing a celebration, or just reminding your clients that you're enthusiastic about your job. ■



**The Library Keeps You Going...  
...and Going...**

*“What do you have to offer the public? What can generate good will for you?”*

## Promotion Gems

### Lend a hand

**C**ommunity involvement helps everyone. With governmental budget cuts gutting services, communities depend on businesses to help out. What do you have to offer the public? What can generate some good will for you?

For starters, teach someone something. Whether it's tutoring at a local school, offering Internet training at an "open university," hosting a workshop on genealogy, or showing a Scout troop how businesses use computers, be sure to publicize the event as widely as possible.

Join a speaker's bureau. Actively seek community organizations to which you can offer talks on a variety of topics. And when you go, don't go empty-handed. Take along inexpensive promotional items to distribute—bookmarks, pencils, magnets, even balloons. Bring a computer and give a demo. Have fun and make it fun, and you'll be remembered long after, too earnest "talking-head" presentations are soon forgotten.

Look around for sponsorship opportunities. Everyone from the high school drama club to the public radio station is hunting for sponsors. Get your logo on a t-shirt for a local 10k race, or post your business card in the community 4th of July celebration program. Many recreation programs ask businesses to sponsor a sports team, then print their logos on the team shirts in return. You can also get involved in big-time sponsorships: scholarships, grants to arts organizations, major contributions to a local charity.

Participate in a training or internship program through a local high school, trade school, or college. Students need the work experience, and you can use the opportunity to educate your intern and the school on the importance of what you do.

Take part in food drives, clothing collection, and recycling programs. Consider recycling old equipment and books to schools, retirement homes, and childcare centers.

Public service announcements and press releases should be an ongoing part of your marketing program. Tying them to community service helps you not just appear before but shine in the eyes of the community. ■

## Sparkling Reviews

The Economics of Information: A Guide to Economic and Cost-Benefit Analysis for Information Professionals. Bruce R. Kingma. Libraries Unlimited, 1996. ISBN 1-56308-303-5. \$35

This book offers important economic concepts for librarians. It's not light reading, but it's well organized, straightforward and written for non-economists. For those times when you have to do serious budget analysis and planning, or are considering the larger issues of information economics, this is a useful book to have on hand.

From the beginning, Kingma makes the case that information economics differs from other markets. It's not always a direct seller-consumer market. A book is a commodity in a bookstore, but can be a public good in a library—a shared resource, reused time and again by many people. The economics of public goods is the main focus of this book, and its point of departure from traditional market economic theory.

The first two-thirds of the book discusses these issues clearly, relating them to library scenarios such as buying equipment or offering internet access. But if you don't have time to read all the theory, each chapter has a summary (and discussion questions—it is a textbook after all) which gives you the gist of the theoretical material. Readers looking for quick insights can pick up essential information by scanning the summaries.

The last third of the book is an introduction to cost-benefit analysis, and features practical discussions of the budgetary decisions a library faces. Individual chapters address user fees, the value of time, and resource sharing—the heart of many library budget decisions.

For a quick introduction to the major themes of the book, take a look at Appendix A, "Marginal, Average and Total Costs: More Practice," a cost analysis of a child's birthday party, something parents will have no trouble comprehending. Appendix B, "Measuring the Value of Sex Education," offers a brief example of the value of information as a public good.

This book would benefit from a glossary and a better index, but it is otherwise well organized. Although economics is not a particularly "sexy" subject, it lays the foundation for pricing—an important aspect of any marketing mix. Put this book in your collection, it will come in handy. ■

*"information economics differs from other markets"*

*"Self-stick notes on sheets gives you a great opportunity to customize your promotion messages with small print runs off your laser printer."*

## Treasure Tips

### Custom Post-It® Notes

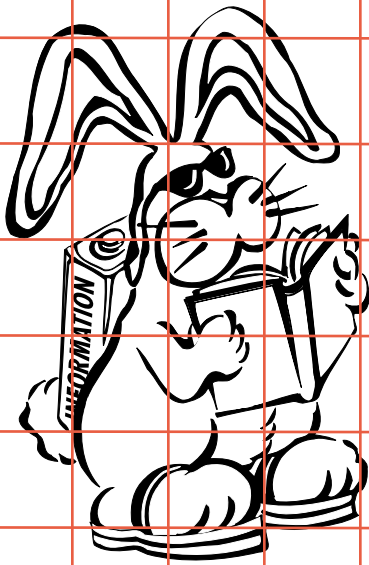
The folks at 3M have done it again—thought of an innovative spin-off of their Post-it® Notes. Now you can make your own self-stick notes on your inkjet or laser printer, color or black and white!

Your intrepid publisher found packages of notes at the local Staples Office Supply store. They come in two variations, one has Post-it® Notes Design Software, the other has only the plain note sheets to run through the printer. Quite honestly, if you have a page layout program such as PageMaker® or QuarkXpress®, or if you are handy with any word processing program, you can skip the software package, and go straight to the sheets of notes (Order number Y2020 for the 3" x 4.25" yellow notes). The box contains a template sheet with measurements, so you can't go wrong. Besides, you can also download a free sample of the software from the 3M site <[www.mmm.com.notesandsigns](http://www.mmm.com.notesandsigns)>.

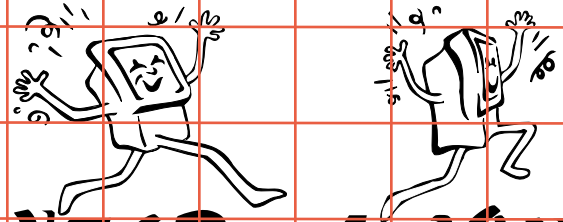
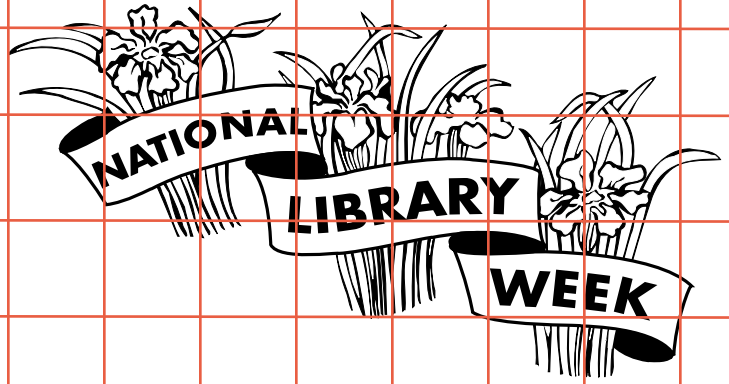
So, on to the notes. There are 6 notes per sheet and just like sheets of laser labels, the sheets of notes can be used one at a time, or run in small batches to generate a number of customized self-stick notes. The mechanics of creating the notes are easy. All you have to do is think of ideas of how to use the notes.

How about making self-stick notes for your quick "I think this might Interest You" notes that you send to regular library customers. If you are a small library and can't afford to print up the minimum 250 notepad quantity needed for regular pad printing, these sheets may be a less expensive alternative. Are there are folks in your library that want customized pads with their names? These sheets may be what you need. And of course, you can add graphics. Our National Library Week images would make wonderful illustrations for notes you use during NLW. Or how about your library logo or slogan. You could create notes with various themes—either visual or verbal. Library related quotes come immediately to mind.

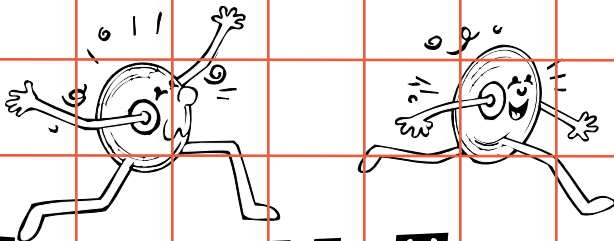
Self-stick notes on sheets gives you a great opportunity to customize your promotion messages with small print runs off your laser printer. And if you are looking for 8.5" x 11" self-stick posters for your laser printer, 3M has those too. No more tape and thumbtacks! ■



The Library Keeps You Going...  
...and Going...



**INFORMATION**



**INFORMATION**



*Celebrate with US!*

