

REPORT

ASSOCIATION OF COLLEGE AND RESEARCH LIBRARIES

Baltimore, MD

March 29-April 1, 2007

As if being the Yin to ALA's two-shows-a-year Yang, the Association of College and Research Libraries only holds their show once every two years, making every odd year an exciting time for those interested in this specialized industry.

The show began with the grandest of openings at the Baltimore Convention Center on Friday, March 29th at 5:30 pm. This opening would set the stage for the rest of the show, which would bring record attendance, excitement and enthusiasm to the show floor.

Steady traffic led to most of our catalogs being given away, although with so much to see and only once every two years to see it, there were some slow times and lulls in the traffic. However, when our booth was busy, it was receiving great attention.

Choice Magazine is the official publication of ACRL, and as such, our Choice Award Winners display was incredibly well received with more traffic than it had at ALA Midwinter, and an abundance of positive comments and reviews from attendees. As the over five thousand in attendance made their way through our collective, they gave particular attention to the **ReadHowYouWant.com** display, and were sure to pick up their free copy of "**Rejected Quarterly.**"

As usual, attendees extensively reviewed our entire collection, as the traffic remained steady. Such a specialized group of attendees are always excited to see the vast array of publishers and books that we bring to them each conference. Positive comments were frequent, as were excited inquiries.

Booth representatives were Jon Malinowski and Peter Birch. The 2009 ACRL conference will be held in Seattle, Washington March 12-15.