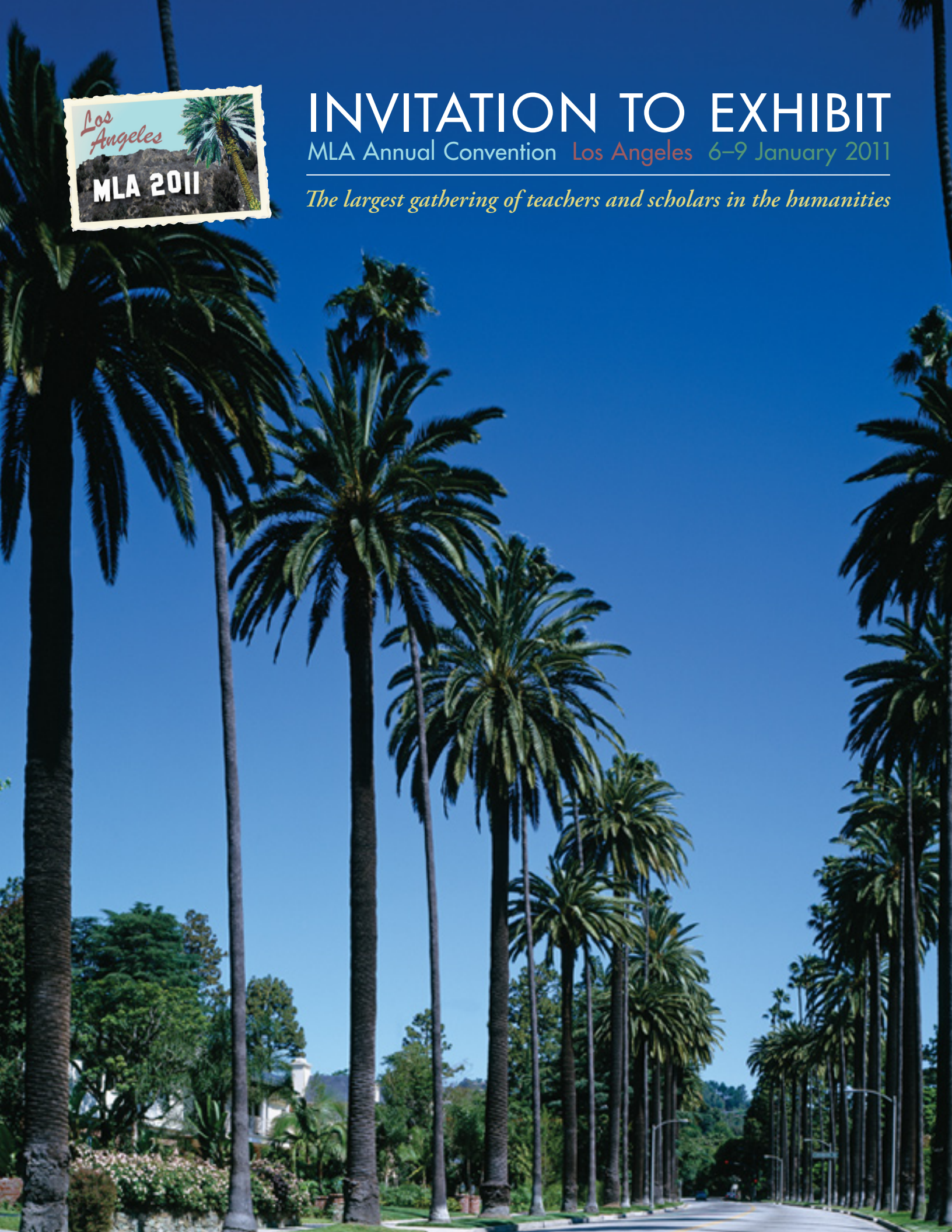




INVITATION TO EXHIBIT

MLA Annual Convention **Los Angeles** 6–9 January 2011

The largest gathering of teachers and scholars in the humanities





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MLA Annual Convention 6–9 January 2011



We invite you to join us in Los Angeles from 6 to 9 January 2011 for the first MLA Annual Convention to be held during our new January convention schedule. Be a part of this exciting change.

Who should exhibit at the MLA convention?

Organizations interested in reaching college-level educators in language, literature, and the humanities. Organizations such as

- Publishers of college-level texts, magazines, journals, and periodicals
- Suppliers of products or services for people studying and teaching language and literature
- Producers of information technologies (e.g., hardware, software, or Internet services) for humanities scholarship and research, English and foreign language teaching, and writing labs

Who attends the MLA convention?

Over 7,000 college-level educators and graduate students from the United States, Canada, and abroad attend the MLA Annual Convention. All have the potential to purchase or recommend the purchase of your products and services. If you can exhibit at only one event this year, be sure it is the MLA Annual Convention at the Los Angeles Convention Center. Can you afford not to exhibit?

Don't miss this opportunity to meet with

- College and university department chairs and program directors
- Teachers and scholars from the United States, Canada, and throughout the world
- Graduate students seeking to establish their careers

Photographs courtesy of the Library of Congress Carol M. Highsmith Archive and Edward Savaria, Jr.

Important Dates

2 June 2010

Application and 50% deposit due for booths assigned by the point system

July 2010

Booth assignments

22 July 2010

Reservations deadline for advertising in convention program

5 August 2010

Materials due for advertising in convention program

30 August 2010

Balance of rental fee due for booths assigned by the point system. Deadline for submitting contracts and full payment

Mid-September 2010

Service kits and exhibitor housing available online

Mid-October 2010

Convention programs mailed to all MLA members

Exhibitor Benefits

Our exhibitors are an integral part of the annual convention, and we are here to help you stage a successful exhibit. Once you have made the commitment to exhibit at the MLA convention and your booth space is paid in full, a number of benefits and marketing tools are available to you, including

- A free listing in the official convention program and on the MLA Web site (www.mla.org) with a complimentary hot link back to your Web page that will remain active through 31 January 2011.
- Inclusion in the electronic exhibit hall map, with an optional link to your Web site, contact person, and products or services to be exhibited or sold at the MLA convention
- The opportunity to list receptions, book signings, raffles, and other in-booth events in the *Convention News and Program Update*, the on-site convention newsletter
- The ability to accumulate exhibitor points toward booth assignments for each advertisement purchased in the November (Program) issue of *PMLA*
- Two all-access exhibitor badges (good for all convention activities) and four exhibit-hall-only badges for each booth you rent
- Six complimentary one-visit guest passes to the exhibit hall
- Four official convention programs and access to the program online
- Exhibitor housing at the reduced MLA convention hotel rates

Exhibition Information

All information and forms contained in the Invitation to Exhibit can also be accessed on the MLA Web site (www.mla.org/conv_exhibitors).

Application for Space

Application for exhibit space should be made on the form enclosed or submitted through the MLA's Web site (www.mla.org). The application must be completed, signed, and returned to Stacey Courtney, Manager, Exhibits and Special Sessions, by 2 June 2010, along with a minimum deposit of 50% of the total booth rental fee, for assignment of booths by the point system. Booths will not be assigned without the 50% deposit. After 2 June, remaining booths are assigned on a first-come, first-served basis. Please state four choices in order of preference. **If none of these is available, the space assigned will be as close as possible to the indicated choices.**

If you are a university press and wish to exhibit in the university press block, please check the appropriate box on the form.

All applications for booth space are subject to the approval of the Director of Convention Programs.

Standard Booth Dimensions and Accessories

Booths are 10' wide and 10' deep. Backwall and sidewall drapes and a 7" x 44" two-line sign are included with the booth rental. The exhibit hall, located in the Concourse Hall of the Los Angeles Convention Center, is carpeted. There is a height limit of 8' and a projection limit of 4' at the back wall; all other walls are limited to 42" in height. Any exceptions must be submitted for approval to the MLA in writing no later than 30 August 2010. No walls, partitions, decorations, or obstructions that interfere with the view of any other booth may be erected.

Rental Fees and Payment Schedule

A minimum deposit of 50% of the total booth rental fee must accompany the completed application. The balance of the rental fee is due on receipt of the invoice and must be submitted before 30 August 2010. Those wishing to exhibit after the deadline may be required to pay in full with a credit card.

The letter shown with each booth number indicates the price of the booth.

P \$1,610 (Premiere)

A \$1,495

B \$1,440

Assignment of Space

The MLA uses a point system to assign general exhibit space. A firm accumulates one point for each year it has exhibited since 2005, one point for each booth rented per year, and one point for each page of advertising in the November 2009 (Program) issue of *PMLA*.^{*} Each firm will automatically receive five points when contracts are received on or before the 2 June deadline. Contracts that are received early can accumulate additional points. Contracts received on or before

- 5 May will receive five bonus points
- 12 May will receive four bonus points
- 19 May will receive three bonus points
- 26 May will receive two bonus points
- 2 June will receive one bonus point

Booths will be assigned by the exhibits manager in July, with first consideration given to the firms with the most points. Firms whose applications are received after the 2 June deadline will be allocated the remaining spaces on a first-come, first-served basis.

Exception—Booths in the university press block will be assigned in the order the forms and appropriate payment are received.

^{*}If two or more companies have merged, the exhibitor will inherit the points earned by the company that had the largest accumulated point total before the merger.

Program Listing

All exhibiting firms that have reserved and paid for exhibit space by 30 August 2010 will be listed in the official convention program and on the MLA Web site (www.mla.org) through 31 January 2011. Firms that reserve after 30 August will be listed in the *MLA Convention News and Program Update*, published during the convention. For those exhibitors who will be sharing booth space, all company names must be entered on the booth application form to be included in the exhibitors listing.

Web Site Hot Link

All exhibiting firms that supply their Web site address will be given a complimentary hot link on the MLA Web site (www.mla.org). The link will be active once an exhibitor has paid in full for its booth space and will remain active through 31 January 2011.

Attendees with Disabilities

The MLA is committed to making arrangements that enable all attendees to participate in the convention. Therefore, the MLA requests that all exhibitors take the necessary steps to make their exhibits accessible to attendees with permanent or temporary disabilities.

Collecting Sales Tax in the Exhibit Hall

All exhibitors who conduct sales during the convention are responsible for obtaining a valid license and collecting sales tax in the exhibit hall. Exhibitors must complete both city and state tax forms and requirements.

Please note: if you do not plan to sell merchandise on the exhibit hall floor, you must indicate this in a letter to the MLA on official company letterhead.

Exhibitor Service Manual

Approximately ninety days before the convention, confirmed exhibitors will receive instructions on how to access the electronic service manuals from Curtin Convention and Exposition Services, the official exhibition services contractor. Exhibitors can rent furniture, accessories, and additional draping and signs from the contractor at prices listed on the order forms. The exhibitor service manual will also include order forms for services (such as labor, electrical installations, lighting, booth cleaning, audiovisual, and additional security) and equipment (such as telephones).

Cancellation of Exhibit Contract

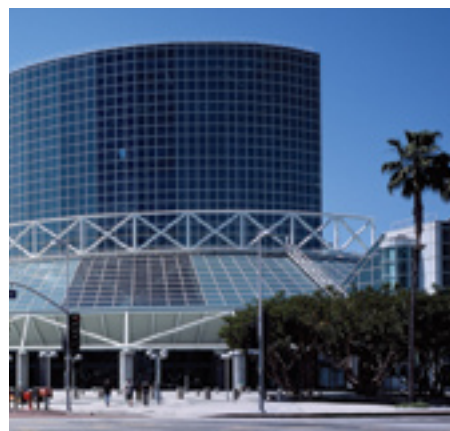
1. Cancellations

If an exhibitor is forced to withdraw from participation by 30 August 2010, all sums paid by the exhibitor less a \$100 service fee will be refunded. No refunds will be issued after 30 August 2010.

2. Failure to Pay

Failure to remit payment for the booth rental by 30 August 2010 constitutes cancellation of the contract, and the space will be subject to resale without refund.

All exhibits will be located in the Concourse Hall, level one of the Los Angeles Convention Center.



Contact Information

Questions concerning the assignment of space should be directed to

Stacey Courtney
Manager, Exhibits and
Special Sessions
Modern Language Association
26 Broadway, 3rd floor
New York, NY 10004-1789
Phone 646 576-5263
Fax 646 834-4087 or
646 576-9930
scourtney@mla.org

Questions about furniture rental, material handling, labor, and other exhibitor-related services should be directed to

Curtin Convention and
Exposition Services, Inc.
2269 Chestnut St., Suite 628
San Francisco, CA 94123
Phone 415 883-7818
Fax 415 883-1755
<http://www.curtinconvention.com>
dianna@curtinconvention.com

Exhibit Hall Hours

Installation of Exhibits

Thursday, 6 January 2011
8:00 a.m.–5:00 p.m.

Exhibit Hall Hours

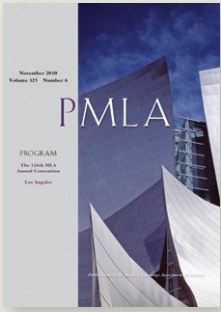
Friday, 7 January 2011
9:00 a.m.–6:00 p.m.

Saturday, 8 January 2011
9:00 a.m.–6:00 p.m.

Sunday, 9 January 2011
9:00 a.m.–1:00 p.m.

Dismantling of Exhibits

Sunday, 9 January 2011
1:00 p.m.–5:00 p.m.



Specifications

Full page

6" (wide) x 8.75" (high)

Half page

6" (wide) x 4.25" (high)

Trim size

7.5" (wide) x 10.5" (high)

Only ads in electronic form are accepted. Please consult the MLA Web site (www.mla.org/publications/pmla_advertising) for instructions. All electronic ads should be submitted in Adobe Acrobat PDF and e-mailed to pdfads@mla.org. In addition to the PDF file, please mail (do not fax) a hard-copy laser proof of the ad at 100% of the document's size to the address below.

No bleeds, color, or quarter-page ads. The Program's text stock is 45-pound white matte-coated paper.

You may reserve advertising space for the November 2010 issue of *PMLA* on the enclosed Application for Exhibit Space. Send correspondence to

Annabel Schneider
Advertising Manager, *PMLA*
Modern Language Association
26 Broadway, 3rd floor
New York, NY 10004-1789
Phone 646 576-5024
Fax 646 835-4061 or
646 458-0030
aschneider@mla.org

Attract buyers to your booth with an ad in the MLA convention program (November *PMLA*). Visit www.mla.org/pmla_advertising for complete information.

Program

Deadlines

Reservations: 22 July 2010

Materials: 5 August 2010

Rates

Full page \$1,180

Half page \$770

2010 *PMLA* (volume 125) advertisers receive special rates (full page, \$795; half page, \$510)

No cash discounts

No agency discounts

First-time *PMLA* advertisers must send payment with their insertion orders.

Please note that the convention department and the publications department are separate. **Please send two separate checks when paying for booth and advertising space.**

MLA convention participants refer to their programs repeatedly and exclusively for

information about nearly 800 sessions, forums, and readings. The Program also contains a map of the exhibit hall, a directory of exhibitors, and indexes of advertisers and of authors advertised. An advertisement in the Program guides prospective customers directly to your booth.

If you are a volume 125 advertiser and have opted to place at least one advertisement in each issue of the 2010 volume of *PMLA*, you'll receive significant discounts on every ad you place and can compete for the year 2011 cover spots, which go to the advertisers who place the largest numbers of pages in 2010.

The Program (the November issue of *PMLA*, the journal of the Modern Language Association) is sent in October to nearly 30,500 MLA members and to about 2,200 libraries. Thus, in addition to reaching over 7,000 convention attendees, your ad will be seen by English and foreign language scholars in their homes and offices. Last year, 86 advertisers filled 121.5 pages of the Program; dozens of publishers have already reserved space in the November 2010 issue of *PMLA*.

