



INVITATION TO Exhibit

MLA ANNUAL CONVENTION 5-8 JANUARY 2012 • SEATTLE



The largest gathering of teachers and scholars in the humanities
WASHINGTON STATE CONVENTION CENTER (HALL 4B, 4TH FLOOR)



INVITATION TO Exhibit

MLA ANNUAL CONVENTION • 5–8 JANUARY 2012
Washington State Convention Center (Hall 4B, 4th floor)

Join over one hundred exhibiting companies for the first
MLA convention in Seattle.

Why exhibit at the MLA convention?

Connect with an international array of college-level educators and graduate students in language, literature, and the humanities. All have the potential to purchase or recommend the purchase of your products and services.

Who exhibits at the MLA convention?

- Publishers of college-level texts, magazines, journals, and periodicals
- E-book publishers and other digital-media providers
- Producers of information technologies for humanities scholarship and research, English and foreign language teaching, translation, and writing labs
- Suppliers of products or services for people studying and teaching language and literature

Who attends the MLA convention?

- College and university department chairs and program directors
- Graduate students seeking to establish their careers
- Teachers and scholars from throughout the United States and Canada
- International attendees representing languages and cultures from around the world

IMPORTANT DATES

2 June 2011

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

July 2011

Booth assignments

21 July 2011

Reservations deadline for advertising in convention program

4 August 2011

Materials due for advertising in convention program

30 August 2011

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

Mid-September 2011

Service kits and exhibitor housing available online

Mid-October 2011

Convention programs mailed to all MLA members

Exhibit Hall Hours

Installation of Exhibits

Thursday, 5 January 2012
8:00 a.m.–5:00 p.m.

Exhibit Hall Hours

Friday, 6 January 2012
9:00 a.m.–6:00 p.m.

Saturday, 7 January 2012
9:00 a.m.–6:00 p.m.

Sunday, 8 January 2012
9:00 a.m.–1:00 p.m.

Dismantling of Exhibits

Sunday, 8 January 2012
1:00 p.m.–5:00 p.m.

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
www.curtinconvention.com
dianna@curtinconvention.com



EXHIBITOR BENEFITS

Our exhibitors are an integral part of the MLA convention, and we are here to help you stage a successful exhibit. Once you have made the commitment to exhibit at the 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 link back to your Web page that will remain active through 31 January 2012
- 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 convention
- the opportunity to list receptions, book signings, raffles, and other in-booth events in the *Convention Daily*, distributed on-site
- a variety of sponsorship and marketing opportunities (available only to exhibitors)
- 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

2012 Sponsorship Opportunities

Looking for additional ways to connect with attendees? Take advantage of the following promotional opportunities available only to 2012 exhibitors. Contact Stacey Courtney at scourtney@mla.org for details.

Presidential Address Reception

(\$12,000 solo sponsorship or \$6,000 shared sponsorship or \$4,000 partial sponsorship)

On the evening of 6 January, following the Presidential Address, there will be a one-hour reception honoring MLA President Russell Berman, open to all convention registrants and attendees of the Presidential Address.

MLA Prize Ceremony Reception

(\$10,000 solo sponsorship or \$5,000 shared sponsorship or \$2,500 partial sponsorship)

On the evening of 7 January, following the 2012 MLA Prize Ceremony, there will be a one-hour reception for MLA prizewinners, their guests, and all convention registrants and attendees of the prize ceremony.

Sponsoring one of these receptions is an ideal opportunity for you to stand out from other exhibitors and connect with MLA members, especially those who may not visit the exhibit hall. Reception sponsorships include

- signage at the reception highlighting your sponsorship
- premium placement on the MLA Annual Convention Web page
- a giveaway table at the reception for your company's promotional materials (table will be shared for shared or partial sponsorships)
- recognition in the *Convention Guide*
- 200 exhibitor points toward the 2013 convention booth assignment (100 points for shared or partial sponsorships)
- 2 additional all-access badges
- 25% discount on MLA mailing-list rental

Smartphone Recharging Station

(\$5,000 solo sponsorship per recharging station or \$3,000 per shared recharging station)

Engage attendees with your message on the station's LCD screen while they charge their mobile devices for free in one of our high-traffic areas. Each recharging station contains 18 to 24 charging tips that attach to virtually any mobile phone or portable electronic device.

Lanyards

(\$4,000 solo sponsorship)

With your name and logo printed on the convention-badge lanyards, you can guarantee that every attendee knows your company's name and booth location.

Smartphone and lanyard sponsorships include

- premium placement on the MLA Annual Convention Web page
- 100 points toward the 2013 convention booth assignment (50 points for shared sponsorship)
- 2 additional all-access badges (solo sponsorship only)
- 25% discount on MLA mailing-list rental



Cocktail Napkins with Logo

(\$700 solo sponsorship)

On personalized cocktail napkins, you can promote your company's name and booth number to every customer at the coffee station in the exhibit hall. Sponsorship includes

- premium placement on the MLA Annual Convention Web page
- 25 points toward the 2013 convention booth assignment
- 25% discount on MLA mailing-list rental

2012 Exhibit Hall Coupon

(\$300 per coupon)

Advertise a unique gift or discount available only to coupon holders and attract new customers to your booth. Additional benefits include

- inclusion in a special section of the MLA Web site
- online listing of your promotions
- opportunity to market items directly to all MLA attendees
- testing a new product with your coupon
- targeting new customers with special discounts or promotions

Do you have an idea for sponsorship that you would like us to explore? Contact Stacey Courtney with the details at scourtney@mla.org.



Exhibition Information

The Invitation to Exhibit, Application for Exhibit Space, Terms and Conditions, and Exhibit Hall Map can be accessed on the MLA Web site (www.mla.org/conv_exhibitors).

Standard Booth Dimensions and Accessories

- Booths are 10' wide and 10' deep.
- 8' high draped backwall with 3' high side drapes are included.
- Booth **does not include** furniture or carpet (carpet is mandatory).
- a 7" x 44" two-line sign is included with the booth rental.

Please see Terms and Conditions for complete information on exhibit construction.

Application for Space

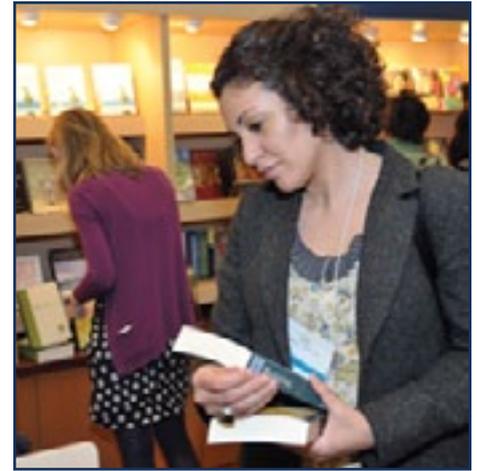
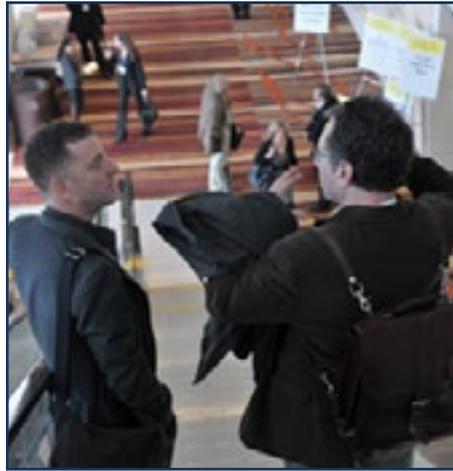
The completed application with deposit must be returned to Stacey Courtney, Manager, Exhibits and Special Sessions, by 2 June for assignment of booths by the point system. See Assignment of Space for booth assignment details.

Rental Fees and Payment Schedule

A minimum deposit of 50% of the total booth rental fee must accompany the completed application. The balance is due on receipt of the invoice and must be submitted before 30 August 2011. 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 \$1,640 (Premiere)
- A \$1,540
- 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 2006, one point for each booth rented per year, and one point for each page of advertising in the November 2010 (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.

Program Listing

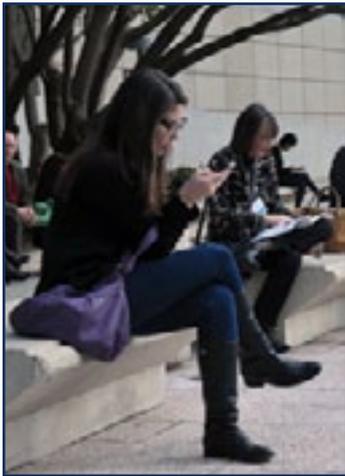
All exhibiting firms that have reserved and paid for exhibit space by 30 August 2011 will be listed in the official convention program and on the MLA Web site (www.mla.org) through 31 January 2012. Firms that reserve after 30 August will be included in the online listings and the final printed exhibit hall map. 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.

Link to Web Site

All exhibiting firms that supply their Web site address will be given a complimentary 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 2012.

Exhibitor Service Manual

Access to the Exhibitor Service Manual will be sent to confirmed exhibitors in mid-September. Curtin Convention and Exposition Services is the official exhibition services contractor. The manual will contain exhibitor badge and housing information along with order forms for booth carpet and furnishing, services (e.g., labor, booth cleaning), and equipment (such as telephones).



PROGRAM

Deadlines

Reservations: 21 July 2011

Materials: 4 August 2011

Rates

Full page \$1,180

Half page \$770

2011 *PMLA* (volume 126) 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 126 advertiser and have opted to place at least one advertisement in each issue of the 2011 volume of *PMLA*, you'll receive significant discounts on every ad you place and can compete for the year 2012 cover spots, which go to the advertisers who place the largest numbers of pages in 2011.

The Program (the November issue of *PMLA*, the journal of the Modern Language Association) is sent in October to more than 30,000 MLA members and to about 2,100 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, 82 advertisers filled 117 pages of the Program; dozens of publishers have already reserved space in the November 2011 issue of *PMLA*.

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.

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 2011 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.

Photographs courtesy of Tim Thompson and Edward Savaria, Jr.

List of 2011 Exhibitors

University of Alabama Press
American Literatures Initiative
Anthem Foundation for Objectivist
Scholarship
University of Arizona Press
University of Arkansas Press
ARTstor
Ashgate Publishing
Association Book Exhibit
Association of American
University Presses
Baylor University Press
Bedford / St. Martins
Bookforum
Boydell and Brewer
Broadview Press
Bucknell University Press
University of California Press
Cambria Press
Cambridge University Press
Cengage Learning
University of Chicago Press
Chinese University Press
Chronicle of Higher Education
Classics in Miniature
Columbia University Press
Consortium Book Sales and
Distribution
Continuum Publishing
Cornell University Press
Council of Editors of Learned
Journals
Counterpath Press
Dalkey Archive Press
Dao Mandarin
University of Delaware Press
Duke University Press
Duquesne University Press
Fairleigh Dickinson University Press
Feminist Press at CUNY
Fordham University Press
Gale Cengage Learning
University of Georgia Press
Grove/Atlantic, Inc.
Hachette Book Group
Hackett Publishing Company
HarperCollins Publishers
Harvard University Press
Hong Kong University Press
University of Illinois Press
Independent Publishers Group
Inside Higher Ed
Intellect
Interfolio
University of Iowa Press
Johns Hopkins University Press
Lehigh University Press
Librairie Droz
Little Bookroom
Macmillan
Maney Publishing
University of Massachusetts Press
McFarland Publishers
Michigan State University Press
University of Michigan Press
University of Minnesota Press
University of Missouri Press
Modern Language Association
National Language Service Corps
National Research Council /
National Academies
University of Nebraska Press
University of Nevada Press
New Directions
New York Review Books
New York Times
New York University Press
92nd Street Y
Noorart,r Inc.
Northwestern University Press
University of Notre Dame Press
NYRB Classics
Ohio State University Press
On the Avenue Marketing
Open Letter Books
Oxford University Press
Palgrave Macmillan
Pearson
Penguin Group (USA)
Penn State University Press
University of Pennsylvania Press
University of Pittsburgh Press
Polity
Princeton University Press
Project MUSE
ProQuest
Publishers Group West
Purdue University Press
Random House, Inc.
Routledge
Routledge Journals
Rowman and Littlefield
Publishing Group
Rutgers University Press
SabbaticalHomes.com
Scottish Writing Exhibition
Shire Publications
Small Press Distribution, Inc.
South Asia Summer Language
Institute
Southern Illinois University Press
Stanford University Press
SUNY Press
Temple University Press
University of Texas Press
Texas Tech University Press
Tin House Books
University of Toronto Press
University of Toronto Press,
Journals Division
University of Virginia Press
Wadsworth Cengage Learning
Wayne State University Press
Wesleyan University Press
West Virginia University Press
Wiley-Blackwell
Wilfred Laurier University Press
University of Wisconsin Press
W. W. Norton, Inc.
Yale University Press