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 mailinglist rental

Smartphone Recharging Station

\$3,000 per shared recharging station)

Engage attendees with your message on 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

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

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

name and booth number to every customer at the coffee station in the exhibit hall. Sponsorship includes

On personalized cocktail napkins,

vou can promote vour company's

Cocktail Napkins with Logo

(\$700 solo sponsorship)

- premium placement on the MLA Annual Convention Web page
- 25 points toward the 2013 convention booth assignment
- 25% discount on MLA mailinglist 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.



