2013 MLA Convention
Targeted E-mail Marketing Program

Promote your exhibit booth products and activities directly to MLA convention attendees before the convention in January with our targeted e-mail marketing program.

Participating exhibitors can create an e-mail message for the MLA to send to convention registrants in early December. See details below for additional information. To place your order, complete the attached order form and return it to Stacey Courtney by 1 December 2012.

- The MLA will send an e-mail message to convention registrants on the exhibitor's behalf. E-mail lists will not be sent to exhibitors.
- Exhibitors supply the e-mail content, subject line, and e-mail send date. E-mail messages can include graphics and the exhibitor logo.
- Each exhibitor's message will be sent in an individual e-mail and will include the exhibitor's logo and, if provided, a link to the company's Web site.
- Message text and graphics with full payment are due by 1 December 2012 (e-mail messages will be sent between 3 and 14 December 2012).
- The one-time e-mail message costs $800 and will reach an estimated 4,500 convention registrants.

2013 MLA Convention
Targeted E-mail Marketing Order Form

Completed form and payment must be received by 1 December 2012.

Exhibit booth number_____

Company name _____
(Please send logo file separately by e-mail.)

Web site URL_____

Contact person_____

E-mail _____

Phone_____

Preferred e-mail send date_____
(E-mail messages will be sent between 3 and 14 December 2012.)

E-mail subject line_____

E-mail text _____
(Please send graphics separately by e-mail.)

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Payment information on following page

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Indicate payment type: **American Express** **Master Card** **Visa** **Discover** **Check**

Amount to be charged: $800

Account number _____

Expiration date _____

Signature _____

Billing address_____

_____

Checks should be made payable to the Modern Language Association in US dollars drawn on US banks within the continental United States.

Return completed form and payment to
Stacey Courtney
Manager, Exhibits and Special Sessions
Modern Language Association
26 Broadway, 3rd floor
New York, NY 10004
scourtney@mla.org
Fax: 646 835-4087