Application for Exhibit Space

2008 Convention of the Modern Language Association of America San Francisco, 27–30 December

Application may also be submitted through the MLA's Web site (www.mla.org) with a credit card.

Mailing Information (please print or type clearly):

Company name _____

Contact name and title *(person to whom all information about the exhibits and the convention should be sent)*

_____

E-mail _____

Address _____

_____

Telephone _____

Fax _____

URL for Web site hot link _____

❏ We will share our booth(s) with *(please indicate name[s])*

_____

_____

(See Restrictions on Use of Space on reverse side.)

Convention Program and Sign Information

(only press or firm name[s] will appear in the Program):

_____

The standard 7" x 44" identification sign shall read exactly as follows *(sign is limited to exhibitor's name, city, and state):*

_____

❏ We do not require a booth identification sign.

Types of products we will exhibit or sell: _____

_____

Booth Space Requested

(indicate booth choices in order of preference as selected from the floor plan on the enclosed Invitation to Exhibit):

1st choice _____ 2nd choice _____

3rd choice _____ 4th choice _____

Total number of booths desired _____ Total cost _____

We ❏ will ❏ will not use Curtin Convention and Exposition Services for booth installation and dismantling. If you do not use Curtin, you must supply the name of your contractor and a certificate of insurance by 26 November.

Advertising in the Convention Program

_____ full page(s) _____ half page(s)

Authorized signature _____

Title _____ **Date** _____

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

General Information

Application for exhibit space at the 2008 Modern Language Association Annual Convention indicates the applicant's willingness to abide by all accompanying exhibit terms and conditions and general regulations, as well as such additional rules and regulations as the management deems necessary to the success of the exhibition, provided these latter do not materially alter the exhibitor's contractual rights (see reverse side). This application becomes a contract when countersigned by the MLA director of convention programs.

***Half the total booth price must accompany this application*. The balance of the rental fee is due on receipt of invoice and before 29 August 2008. Payment in full must accompany any application mailed after 29 August.**

Please note the terms of cancellation on reverse side.

All three copies of this application must be signed and mailed, with a check for half the total booth rental fee, to

Stacey Courtney
Manager, Exhibits and Special Sessions
Modern Language Association
26 Broadway, 3rd floor
New York, NY 10004-1789

fax: 646 835-4087

Payment may also be made by credit card.

❏ VISA ❏ MasterCard ❏ AMERICAN EXPRESS

_____
ACCOUNT NO.

_____
EXP. DATE

_____
SIGNATURE

MLA Office Use Only

Booth Assignment _____

Total Cost _____ *Amount received* _____

Balance (due on or before 29 August) _____

Signature _____

Firm name _____

Firm number _____ *Date* _____

Terms and Conditions

Space Rental

1. Standard Booth

This contract for use of space provides an 8' high, flameproof backwall drapery and 36" side rails with drapery; a 7" x 44" sign carrying exhibitor's name and booth number; security service; and aisle carpet and aisle cleaning. Security for a specific exhibitor must be contracted in advance by the exhibitor.

2. Furnishings

Furniture, accessories, lighting, any additional draping and signs, etc., are the sole responsibility of the exhibitor and should be ordered in advance from the official exhibition service contractor on the forms provided. Table coverings, as well as booth equipment, must be constructed of nonflammable material. All decorations, drapes, signs, banners, moss, split bamboo, and other similar materials must be flame-retardant to the satisfaction of the San Francisco Fire Department and the fire marshal. Please note any additional fire-department regulations contained in the exhibitor service manual.

Construction, Installation, and Use of Exhibits

1. Restrictions on Use of Space

Exhibitors shall not sublet, assign, or share any part of the space allocated to them without the written consent of the management. Promotional giveaways and drawings are permitted.

2. Eligibility to Exhibit

Only companies that provide a product or service concerned with the fields of English or foreign languages and literatures may exhibit.

3. Construction of Exhibits

Exhibits may not project beyond the space allotted, and aisles must be kept clear for traffic. Exhibits may not extend over 8' in height or project forward more than 4' unless otherwise approved. Exhibits must be so arranged that exhibitors, their representatives, and equipment are inside the booth space. In the demonstration of language laboratory equipment, foreign language tapes, etc., only headsets may be used. To avoid annoyance to exhibitors in adjoining booths, the use of loudspeakers in booths is forbidden. Nothing shall be attached to or projected on any of the pillars, walls, doors, floors, or other Hilton San Francisco property. The use of Scotch or masking tape or similar products on painted or papered surfaces is prohibited. No nails or bracing wires used in erecting displays may be attached to the building. Any property destroyed or damaged by an exhibitor must be replaced in its original condition at the exhibitor's expense.

4. Decoration of Exhibits

Service forms for ordering furniture, decorations, labor, and so forth will be sent by the official exhibition service contractor to confirmed exhibitors approximately ninety days before the convention. It is the responsibility of the exhibitor to read the service forms carefully and to abide by the regulations and deadlines contained therein.

5. Installation and Dismantling of Exhibits

All installation of exhibits must be carried out on 27 December, 8:00 a.m. to 5:00 p.m. Any display material sent to the exhibit hall but not set up by 5:00 p.m. on 27 December will be installed by the decorator at the exhibitor's expense. Space not occupied by 5:00 p.m. will be subject to forfeiture by the exhibitor and may be resold, reassigned, or used by the Modern Language Association. Dismantling of exhibits must be completed on 30 December, 1:00 p.m.–5:00 p.m. No exhibit shall be erected after the exhibition opens or dismantled before the official closing time. It is the responsibility of the exhibitors to see that all their materials are delivered to, and removed from, the exhibit hall by the specified deadlines. Should the exhibitor fail to remove the exhibit, removal will be arranged by the Modern Language Association at the expense of the exhibitor. Exhibitors must notify the Modern Language Association no later than 26 November 2008 that they will be using an outside contractor, and they must supply the contractor's name, address, and supervisor in attendance. Outside contractors include, for example, installation and dismantling companies, photographers, and security. Outside contractors must supply the Modern Language Association no later than 26 November 2008 with the names of exhibiting companies for which they have requests to work, the names of the personnel the outside contractor will employ, and the appropriate insurance certificates. If exhibitors have not provided this information and the appropriate insurance certificates, they will not be allowed to set up their booths.

6. Material Handling

NO FREIGHT OF ANY KIND WILL BE ACCEPTED by the Hilton San Francisco. Material handling will be managed by the official exhibition service contractor, whose service forms will be sent with the exhibitor service manual in mid-September. Should any shipments be made directly to the exhibit hall before 27 December, they will be refused and shipped back to the sender. All costs involved will be charged to the exhibitor concerned. Small packages may be hand-carried into the exhibit hall during the installation period.

7. Labor

Information regarding specific regulations that are applicable will be explained in detail in the service manual. Arrangements for labor can be made through the official exhibition service contractor at prevailing rates.

8. Fire Regulations

All local regulations will be strictly enforced, and the exhibitor assumes all responsibility for compliance with such regulations. All decorations and booth equipment must be fireproofed to meet the requirements of the San Francisco Fire Department and the fire marshal. Affidavits attesting to compliance with the fire department's regulations must be submitted when requested. No combustible materials shall be stored in or around exhibit booths.

9. Electrical Regulations

All electrical equipment or apparatus and wiring must conform to the San Francisco electrical code, which will be strictly enforced. Forms for electrical installation and labor will be included in the service manual. Please note the regulations on electrical extension cords and multiplug adapters, contained in the service manual.

10. Noncompliance

In the event of any violation of the use of exhibits, the Modern Language Association shall have the right to require the exhibitor to withdraw forthwith from participation in the convention, the exhibitor will lose points in the MLA point system, and booth space rent will not be refunded.

11. Selling on Exhibit Floor

Selling on the floor is permitted in the exhibit hall. All exhibitors must comply with the laws of the California State Board of Equalization. Detailed information about selling on the exhibit floor will be included in the exhibitor service manual through the official exhibition service contractor's Web site.

Liability

1. Security

The Modern Language Association will provide guard service on an around-the-clock basis from the beginning of installation through the conclusion of dismantling, but the furnishing of such service shall not be construed as an assumption of obligation or duty with respect to the protection of exhibitors' property, which shall at all times remain in the sole possession and custody of each exhibitor.

2. Responsibility of the MLA, the Official Exhibition Service Contractor, and the Exhibit Facilities

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save the Modern Language Association, the official exhibition service contractor, and Hilton San Francisco and its employees and agents harmless against all claims, losses, or damages to persons or property, governmental charges or fines and attorneys' fees arising out of or caused by the exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or part thereof, excluding any such liability caused by the primary negligence of the Modern Language Association, the official exhibition service contractor, and Hilton San Francisco and its employees and agents, or by acts of God, or by other events beyond the control of the MLA.

In addition, the exhibitor acknowledges that the Modern Language Association, the official exhibition service contractor, and Hilton San Francisco do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

The Modern Language Association shall obtain and keep in force during the term of the installation and use of the exhibit premises policies of Comprehensive General Liability Insurance and Contractual Liability Insurance insuring and specifically referring to contractual liability set forth in the foregoing paragraph hereof, in an amount not less than $1,000,000 Combined Single Limit for personal injury and property damage.