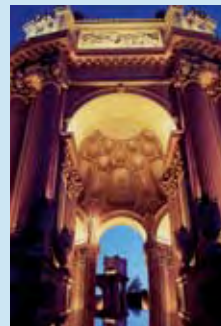


MLA 2008 SAN FRANCISCO

FALL 2008 • MLA EXHIBITORS' UPDATE



27–30 December 2008

Dates to Remember

- Mid-October** Convention programs mailed to all MLA members
- 3 November** Exhibitor housing cutoff. Please make your hotel reservations before this date.
- 24 November** Curtin Convention and Exposition Services begins receiving advance shipments at San Francisco warehouse
- 26 November** Deadline to provide insurance certificates to the MLA convention office and Curtin Convention and Exposition Services for exhibitors who are *not* using Curtin as their service contractor
- 1 December** Deadline to receive discounted price on booth furnishings, booth cleaning, or rental items ordered from Curtin Convention and Exposition Services
- 22 December** Last day Curtin Convention and Exposition Services will receive advance shipments at the San Francisco warehouse. Shipments received after this date will be charged the 25% Late Freight Fee and a transit charge.
- 27 December** Exhibit hall setup from 8:00 a.m. to 5:00 p.m. at the Hilton San Francisco Grand Ballroom, Building 2
- 28 December** Exhibit hall opens at 9:00 a.m. to convention attendees
- 27–30 December** MLA Annual Convention
- 30 December** Exhibitors move out from 1:00 p.m. to 5:00 p.m.



Customs Broker

Exhibitors coming from outside the United States should contact a customs broker and an international freight forwarder to arrange to have their shipments clear customs before the shipments enter the United States. This can prevent materials from being held up or detained indefinitely. With heightened security surrounding travel, we cannot stress the importance of this enough. Included below and in the exhibitor service kit is contact information for companies that provide this service.

- Kuehne and Nagel, Inc. (www.kn-portal.com)
- IET-International Exhibits Transport, Inc. (www.ietweb.com)
- Mendelssohn Customs and Transportation Services (www.mend.com)
- EAX Worldwide (www.eaxww.com)
- Rogers Worldwide (www.rerogers.com)
- Schenker Sivert Court, Inc. (www.schenkerusa.com)
- TWI Global Exhibition Logistics (www.twiglobal.com)

Exhibitor Hotel Reservations

The exhibitor housing deadline is 3 November. Please go to <http://tinyurl.com/4dfamp> to access the exhibitor housing page and make hotel reservations. You should reach a page that says, "Welcome MLA 2008 Annual Convention Exhibitors!" This page should not request a registration ID number.

Collecting Sales Tax in the Exhibit Hall

All exhibitors who conduct sales during the convention are responsible for obtaining a California seller's permit and for collecting sales tax in the exhibit hall. To receive an application for a permit, download the form at <http://www.boe.ca.gov/pdf/boe400spa.pdf> or call the California State Board of Equalization Information Center and Permit Line at 800 400-7115.

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

Exhibit Hall Admittance and Setup

On Saturday, 27 December, only MLA exhibitors will be allowed into the Hilton San Francisco Grand Ballroom during setup. Hours for setup are from 8:00 a.m. to 5:00 p.m. Setup must be completed by 5:00 p.m. Any materials sent to the exhibit hall but not set up by 5:00 p.m. will be installed by Curtin Convention and Exposition Services, the general service contractor, at the exhibitor's expense. Exhibitors will be required to show their badges to enter the hall.

If your arrival in San Francisco is delayed due to weather or travel conditions, and the delay interferes with your ability to set up your exhibit booth, please contact Stacey Courtney, MLA exhibits manager, at 845 304-4290, or Jack Thompson, MLA floor manager, at 312 286-1354.

Booths not ready for the opening of the exhibit hall at 9:00 a.m. on 28 December will have points deducted from the firm's total in the MLA exhibitor priority point system. In addition, companies dismantling their exhibits before 1:00 p.m. on 30 December will also have points deducted. All dismantling must be completed by 5:00 p.m. on that day.

Exhibitor Badges and Complimentary Exhibit Hall Passes

In accordance with the exhibit contract, six complimentary "Exhibit Hall Only" passes will be allotted to each exhibitor. These passes will be made available at the exhibitor information desk and will allow a one-time-only admittance to the exhibit hall. Exhibitors should notify Stacey Courtney at the exhibitor information desk of the names of the persons who are to receive passes and the days they will attend the exhibit. Passes will be collected by exhibit hall security as guests exit the hall. Please contact me at scourtney@mla.org if you have any questions. **Exhibitor Badges will be distributed on-site. Two exhibitor badges (good for all convention activities) will be provided to each exhibiting company. Four exhibit-hall-only badges will be provided for each booth rented. Exhibitors may register additional representatives at the members' preregistration rate of \$125.**

For security and safety reasons all nonexhibitors must leave promptly at closing time.

Insurance Certificate Reminder

Exhibitors that use a service contractor other than Curtin Convention and Exposition Services are **required** to notify and provide the MLA and Curtin Convention and Exposition Services with the appropriate insurance certificates by 26 November. In addition to the insurance certificates, please complete and return the Exhibitor Appointed Contractor Authorization Form that was included in the Exhibitor Service Kit. Exhibitors that do not provide the MLA and Curtin Convention and Exposition Services with the necessary information by the deadline of 26 November will be **prohibited** from setting up their booths.



MLA Web Site Hot Link

If your company's URL is not currently linked to the MLA home page (<http://www.mla.org/exhibitorslist>), and your balance is paid in full, please e-mail your link so that it can be added (scourtney@mla.org).

Reminders from Curtin Convention and Exposition Services

Should you have any questions regarding any of the items in the Exhibitor Service Kit, please contact Curtin Convention and Exposition Services at 415 883-7818. To access the Exhibitor Service Kit, visit <http://www.curtinconvention.com/esk.php>. The user name (MLA) and password (expo1227) are case sensitive.

- 1 Should you wish to rent furnishings for your booth from Curtin Convention and Exposition Services, please be sure to place your order by 1 December to take advantage of the discount rates.

Reminder: The MLA exhibit hall is carpeted. Additional carpeting is not required.



- 2 If at all possible, try to ship all your materials at one time. This will save you money as there is a 200-lb. minimum for material handling costs. Here is an example:

The Expensive Way: Materials Sent as Three Separate Shipments.

Received			
12/16/08	101 lbs. charged at 200-lb. min.	\$192.00	
12/17/08	50 lbs. charged at 200-lb. min.	\$192.00	
12/18/08	40 lbs. charged at 200-lb. min.	\$192.00	
		<hr/>	
	Total: 191 lbs.	Total Cost: \$576.00	

The Cost-Saving Way: Everything Sent Together as One Shipment!

Received			
12/17/08	3 Pieces totaling 191 lbs. charged at 200-lb. min.	\$192.00	
		<hr/>	
	Total: 191 lbs.	Total Cost: \$192.00	

Total Savings! = \$384.00

- 3 Curtin Convention and Exposition Services strongly recommends you ship your materials to the Curtin advance warehouse. This will ensure that your exhibit materials will be waiting in your booth when you arrive at the show site. There is no additional cost to ship to the warehouse, and Curtin will store your materials up to thirty days before the convention.

- 4 Material handling rates are round-trip and based on incoming weights only. Material handling rates include storing your materials for up to thirty days before the convention, delivering materials to your booth at the Hilton San Francisco, removing empty containers from your booth, storing them for the duration of the show, returning them to your booth at the close of the show, and moving packed and labeled materials from your booth to the dock area at the end of the show and reloading them on to your designated carrier.

- 5 If possible, please try to have your shipments either crated or palletized and shrink-wrapped. It will save you money on material handling costs. Loose, uncrated, or unskidded materials will be charged at higher material handling rates than properly packaged shipments that are either crated or palletized and shrink wrapped.

- 6 **Please do not send shipments to the Hilton San Francisco before 27 December.** Freight arriving directly to the Hilton San Francisco earlier than 27 December at 8:00 a.m. may be returned, diverted to the advance warehouse, or received with additional charges.

2008 EXHIBITOR LIST

As of 24 September 2008

- AK Press Publishing and Distribution **905**
University of Alabama Press **807**
Ashgate Publishing **306, 308**
Associated University Presses **406**
Association of American University Presses **601, 603**
Barnes and Noble Publishing **1001**
Baylor University Press **910**
Bedford / St. Martin's **401, 403, 405**
Beloit College **816**
Boydell and Brewer, Inc. **104**
Broadview Press **309**
Bucknell University Press **406**
University of California Press **408**
Cambridge University Press **712, 714, 716**
University of Chicago Press **606, 608, 610**
Chronicle of Higher Education **509**
Columbia University Press **902, 904, 906**
Consortium **417**
Continuum Publishing **513, 515**
Cornell University Press **700**
Council of Editors of Learned Journals **301, 303**
University of Delaware Press **406**
Fairleigh Dickinson University Press **406**
Droz **507**
Duke University Press **912, 914, 916**
Educational Testing Service (ETS) **909**
Feminist Press at CUNY **511**
Fordham University Press **808**
Gale Cengage Learning **903**
University of Georgia Press **805**
Grove/Atlantic **413, 415**
Hackett Publishing Co. **1000**
HarperCollins Publishers **108**
Harvard University Press **711, 713**
Haymarket Books **307**
Host Publications **907**
Johns Hopkins University Press **800, 802**
Independent Publishers Group **901**
Indiana University Press **616**
Inside Higher Ed **1101**
University of Iowa Press **801**
Lehigh University Press **406**
Maney Publishing **1103**
McFarland Publishers **209**
McGill-Queen's University Press **811**
McGraw-Hill Higher Education **106**
Merriam Webster, Inc. **200**
Michigan State University Press **908**
University of Michigan Press **709**
University of Minnesota Press **705, 707**
University Press of Mississippi **806**
MIT Press **614**
National Research Council/National Academies **101**
University of Nebraska Press **813, 815**
New York Review Books **102**
New York Review of Books **102**
New York Times **1002**
NYU Press **600, 602, 604**
University of North Carolina Press **710**
Northwestern University Press **809**
W. W. Norton, Inc. **103, 105, 107, 109**
University of Notre Dame Press **814**
Ohio State University Press **201, 203, 205**
Oxford University Press **501, 503, 505**
Palgrave Macmillan **407, 409, 411**
Pearson **410, 412, 414**
Pearson Custom Publishing **416**
Penguin Group (USA) **400, 402, 404**
Penn State University Press **803**
University of Pennsylvania Press **612**
Polity **202**
Princeton University Press **611, 613**
Project MUSE **804**
ProQuest **207**
Publishers Group West **413, 415**
Ayn Rand Institute **1100**
Random House, Inc. **500, 502, 504, 506, 508**
Routledge **512, 514, 516**
Routledge Journals **510**
Rutgers University Press **810**
Scottish Writing Exhibition **100**
Small Press Distribution **517**
Southern Illinois University Press **900**
Stanford University Press **615, 617**
SUNY Press **717**
Susquehanna University Press **406**
University of Toronto Press **812**
Turnitin **300**
University of Virginia Press **817**
Wadsworth Cengage Learning **702**
University of Washington Press **803**
Wiley-Blackwell **204, 206, 208**
Wilfrid Laurier University Press **715**
Yale University Press **701, 703**