



The largest gathering of teachers and scholars in the humanities

MLA 2008 SAN FRANCISCO

Invitation to Exhibit
MLA Annual Convention
27–30 December 2008



PROGRAM

Deadlines

Reservations: 24 July 2008

Materials: 7 August 2008

Rates

Full page.....\$1,155

Half page.....\$755

2008 *PMLA* (volume 123) advertisers receive special rates (full page, \$780; half page, \$500)

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 123 advertiser and have opted to place at least one advertisement in each issue of the 2008 volume of *PMLA*, you'll receive significant discounts on every ad you place and can compete for the year 2009 cover spots, which go to the advertisers who place the largest numbers of pages in 2008.

The Program (a special issue of *PMLA*, the journal of the Modern Language Association) is sent in October to nearly 30,000 MLA members and to over 2,300 libraries. Thus, in addition to reaching approximately 9,000 convention goers, your ad will be seen by English and foreign language scholars in their homes and offices. Last year, 94 advertisers filled 151 pages of the Program; dozens of publishers have already reserved space in the 2008 Program.



MLA 2008 SAN FRANCISCO

Attract buyers to your booth with an ad in the *MLA* convention program (November *PMLA*). Visit www.mla.org/pmla_advertising for complete information.

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. In addition to the PDF file, please mail (do not fax) a hard-copy laser proof of the ad at 100% of the document's size to the address below.

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 2008 Program 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



EXHIBIT HALL HOURS

Installation of Exhibits

Saturday, 27 December
8:00 a.m.–5:00 p.m.

Exhibit Hall Hours

Sunday, 28 December
9:00 a.m.–6:00 p.m.

Monday, 29 December
9:00 a.m.–6:00 p.m.

Tuesday, 30 December
9:00 a.m.–1:00 p.m.

Dismantling of Exhibits

Tuesday, 30 December
1:00 p.m.–5:00 p.m.

IMPORTANT DATES

2 June

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

July

Booth assignments

24 July

Reservations deadline for advertising in convention program

7 August

Materials due for advertising in convention program

29 August

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

Mid-September

Service kits and exhibitor housing available online

Mid-October

Convention programs mailed to all MLA members



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If you are an exhibitor who produces or sells

- ◆ college-level texts, products, or services concerned with language and literature or
- ◆ software for humanities scholarship, foreign language teaching, or writing labs,

don't miss this ideal marketing opportunity for your products and services. Make sure you're at the Hilton San Francisco from 27 to 30 December 2008 to meet

and speak in person with the largest gathering of potential customers in the field.

Thousands of college-level educators in language and literature will gather in San Francisco this December for the 2008 MLA convention and will visit the exhibit hall to review the latest publications and technological offerings.

San Francisco's historic landmarks, cultural attractions, scenic beauty, and

world-class dining make it an exciting setting for the annual convention of the Modern Language Association, which attracts a distinguished group of teachers who are as interested in the latest editing software as they are in new textbooks.

All information and forms contained in the Invitation to Exhibit can also be accessed on the MLA Web site (www.mla.org).

EXHIBITION INFORMATION

Application for Space

Application for exhibit space should be made on the form enclosed. The form can also be submitted through the MLA's Web site (www.mla.org). The application is to be completed, signed, and returned to Stacey Courtney, Manager, Exhibits and Special Sessions, by 2 June 2008, along with a deposit of 50% of the total booth rental fee, for assignment of booths by the point system. Booths will not be assigned without the 50% deposit. After 2 June, remaining booths are assigned on a first-come, first-served basis. Please state four choices in order of preference. **If none of these is available, the space assigned will be as close as possible to the indicated choices.**

All online applications for booth space are subject to the approval of the Director of Convention Programs.

Standard Booth Dimensions and Accessories

Booths are 10' wide and 8' deep. Backwall and sidewall drapes and a 7" x 44" two-line

sign are included with the booth rental. The exhibit hall, located in the Grand Ballroom, Building 2, Hilton San Francisco, is carpeted. Additional booth carpeting can be ordered from Curtin Convention and Exposition Services, Inc. There is a height limit of 8' and a projection limit of 4' at the back wall; all other walls are limited to 42" in height. Any exceptions must be submitted for approval to the MLA in writing no later than 29 August 2008. No walls, partitions, decorations, or obstructions that interfere with the view of any other booth may be erected.

Rental Fees and Payment Schedule

A deposit of 50% of the total booth rental fee must accompany the completed application. The balance of the rental fee is due on receipt of the invoice and must be submitted before 29 August 2008. 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.

A \$1,430

B \$1,380

Assignment of Space

The MLA uses a point system to assign exhibit space. A firm accumulates one point for each year it has exhibited since 2003, one point for each booth rented per year, and one point for each page of advertising in the November 2007 (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
- ◆ 27 May will receive two bonus points
- ◆ 2 June will receive one bonus point

Booths will be assigned by the exhibits coordinator 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.

^{*}If two or more companies have merged, the exhibitor will inherit the points earned by the company that had the largest accumulated point total prior to the merger.



Program Listing

All exhibiting firms that have reserved and paid for exhibit space by 29 August 2008 will be listed in the official convention program and on the MLA Web site (www.mla.org) through 31 January 2009. Firms that reserve after 29 August will be listed in the *MLA Convention News and Program Update*, published during the convention. All exhibitors will be listed in the Exhibitors Listing and Map, available on-site. Each exhibitor receives four convention programs.

Web Site Hot Link

All exhibiting firms that supply their Web site address will be given a complimentary hot 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 2009.

Registration

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. All exhibitors will be required to wear their badges in the exhibit area. In addition, each exhibitor will receive six complimentary one-visit passes to the exhibit hall. The one-visit passes will be distributed on-site at the Exhibit Information Desk.

Housing

Qualified exhibitors can also take advantage of the reduced MLA convention hotel rates. There will be a block of rooms held for exhibitors until 3 November. Forms for making hotel reservations and for ordering badges will be included in the online exhibit service manual provided by Curtin Convention and Exposition Services, Inc.

Attendees with Disabilities

The MLA is committed to making arrangements that enable all attendees to participate in the convention. Therefore, the MLA requests that all exhibitors take the necessary steps to make their exhibits accessible to attendees with permanent or temporary disabilities.

Collecting Sales Tax in the Exhibit Hall

If on a temporary basis you sell taxable merchandise or provide a taxable service in California, you must have a seller's permit (temporary is understood to mean one month or less). All exhibitors who conduct sales during the convention are responsible for obtaining a valid seller's permit and 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 Request Line at 800 400-7115.

For additional information and questions, visit the California State Board of Equalization Web site (<http://www.boe.ca.gov>).

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

Exhibitor Service Manual

Approximately ninety days before the convention, confirmed exhibitors will receive instructions on how to access the electronic service manuals from Curtin Convention and Exposition Services, Inc., the official exhibition services contractor. Exhibitors can rent furniture, accessories, and additional draping and signs from the contractor at prices listed on the order forms. The exhibitor service manual will also include

order forms for services (such as labor, electrical installations, lighting, booth cleaning, audiovisual, and additional security) and equipment (such as telephones).

Cancellation of Exhibit Contract

1. Cancellations

If an exhibitor is forced to withdraw from participation by 29 August 2008, all sums paid by the exhibitor less a \$100 service fee will be refunded. No refunds will be issued after 29 August 2008.

2. Failure to Pay

Failure to remit payment for the booth rental by 29 August 2008 constitutes cancellation of the contract, and the space will be subject to resale without refund.

All exhibits will be located in the Grand Ballroom, Building 2, in the Hilton San Francisco.

Contact Information

All 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

All 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
<http://www.curtinconvention.com>