MLA 2008 SAN FRANCISCO

SPRING 2008 • MLA EXHIBITORS' UPDATE

Greetings from New York,

I am Stacey Courtney, the new MLA convention exhibits manager, and I would like to introduce myself to you. Although I am new to this job, I have spent the past six years as the main contact in the MLA convention office for convention registration, housing, and travel. I have supervised the foreign language hotel headquarters office for the last six conventions. I am very excited that my first convention as exhibits manager will be in San Francisco, and I am looking forward to working with you to make it a great success.

I thank those of you who exhibited with us in Chicago in December. Your patience in adjusting to the change in staffing that occurred in mid-December was greatly appreciated. The convention, on the whole, was a tremendous success. The final registration count for the 2007 conference was 8,888.

This year's conference will be in San Francisco, and we hope that you will join us. San Francisco normally draws high attendance numbers, and we have not had a convention there since 1998. The convention takes place from 27 to 30 December. If you have any questions or comments, please do not hesitate to contact me.

Very truly yours,

Stacey Courtney

Stacey Courtney

Manager, Exhibits and Special Sessions
Modern Language Association
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INVITATION TO EXHIBIT

The 2008 invitation to exhibit will be mailed in mid-April. We want to stress the importance of getting your contracts and deposits in as quickly as possible. Booth assignments, as most of you know, are based on a point system outlined in the invitation to exhibit; please read it carefully. Points are accumulated for advertising, for the number of booths requested, for getting your contracts and deposits in early, and for the previous years you have exhibited. The deadline this year for getting contracts and deposits to us is Monday, 2 June. After 2 June any contracts and deposits received will have booths assigned on a first-come, first-served basis.

COMPLIMENTARY HOT LINK!

All exhibiting firms that have reserved and paid for exhibit space by 29 August will be listed in the official convention Program and on the MLA Web site. Firms that supply their Web site address will be given a complimentary hot link on the MLA Web site. This link will be active once exhibitors have paid in full for their booth space, and it will remain active through January 2009.

BOOTH PRICES

Booth prices **will not** increase this year (A booths will remain $1,430, and B booths $1,380).

ATTRACT BUYERS TO YOUR BOOTH WITH AN AD IN THE MLA CONVENTION PROGRAM

MLA convention participants refer to their programs repeatedly and exclusively for information about nearly eight hundred sessions, forums, and readings. The Program (a special issue of *PMLA*, the flagship journal of the Modern Language Association) contains a map of the exhibit hall, a directory of exhibitors, and an index of advertisers. An advertisement in the Program guides prospective customers directly to your booth. If you are a volume advertiser and have agreed to advertise in each of this year's issues (vol. 123) of *PMLA*, you receive substantial discounts on all ads you place in the Program.

The Program is sent in October to approximately 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.

Information and specifications about advertising in *PMLA* are at www.mla.org/pmla_advertising (please read the instructions with care). Space can also be reserved by filling in the appropriate information on the Application for Exhibit Space that will accompany the Invitation to Exhibit sent out in mid-April.

Only full- and half-page ads in electronic form (Adobe Acrobat PDF format, please) are accepted. Bleeds, color, or quarter-page ads are not accepted.

DEADLINES

Reservations: 24 July 2008

Materials: 7 August 2008

RATES*	Regular advertisers	Volume 123 (contract) advertisers
Full page	**$1,155**	**$780**
Half page	**$755**	**$500**

No cash or agency discounts; first-time *PMLA* advertisers must send payment with their insertion orders.

All inquires and correspondence concerning advertising in the Program should be addressed 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

* Please note that the exhibits and the advertising departments are separate. **Please send two separate checks when paying for booth and advertising space.**

LIST OF 2007 EXHIBITORS

Academy Chicago Publishers
University of Alabama Press
Alhambra Publishing
American Translators Association
Ashgate Publishing
Associated University Presses
Association of American University Presses
Barnes and Noble Publishing
Bedford / St. Martin's
Bolchazy-Carducci Publishers
Boydell and Brewer / Camden House / Tamesis
Broadview Press
Bucknell University Press
University of California Press
Cambridge University Press
Catholic University of America Press
CEA: Global Education Solutions
Center for Research Libraries
University of Chicago Press
Chronicle of Higher Education
Columbia University Press
Consortium Book Sales and Distribution
Continuum Publishing
Cornell University Press
Council of Editors of Learned Journals
University of Delaware Press
Fairleigh Dickinson University Press
Droz
Duke University Press
Edinburgh University Press
Editions Rodopi
Feminist Press at CUNY
Fordham University Press
Gale
University of Georgia Press
Hackett Publishing Company
Harcourt Trade
HarperCollins Publishers
Harvard University Press
Heldref Publications
Johns Hopkins University Press
Host Publications
University of Illinois Press
Independent Publishers Group
Indiana University Press
Inside Higher Ed
University of Iowa Press
Kent State University Press
Langenscheidt
Wilfrid Laurier University Press
Lehigh University Press
Library of America
Louisiana State University Press
Maney Publishing
McFarland and Company, Inc., Publishers
McGraw-Hill Higher Education
Merriam-Webster, Inc.
University of Michigan Press
University of Minnesota Press
University Press of Mississippi
MIT Press
Modern Language Association
National Research Council / National Academies
New Directions / New Press / Verso
New York Review Books
New York Review of Books
New York University Press
State University of New York Press
University of North Carolina Press
Northwestern University Press
W. W. Norton and Company
University of Notre Dame Press
Ohio State University Press
Other Press
Oxford University Press
Palgrave Macmillan
Pearson
Pearson Custom Publishing
Penguin Group (USA)
Penn State University Press
University of Pennsylvania Press
Polity
Princeton University Press
Project Muse
ProQuest
Publishers Group West
Purdue University Press
Ayn Rand Institute
Random House, Inc.
Routledge
Routledge Journals
Rutgers University Press
Scottish Writing Exhibition
Small Press Distribution
Sourcebooks, Inc.
University of South Carolina Press
Southern Illinois University Press
Stanford University Press
Susquehanna University Press
Syracuse University Press
University of Toronto Press
Valancourt Books
University of Virginia Press
Wadsworth, Thomson
University of Washington Press
John Wiley and Sons
University of Wisconsin Press
Yale University Press