



Spring 2010

MLA EXHIBITORS' UPDATE

Los Angeles 6–9 January 2011

Greetings from New York,

Thank you to those of you who exhibited with us at the MLA Annual Convention in Philadelphia, the final MLA convention to be held over the 27-30 December dates. Though attendance at the convention was down slightly, attendees seemed happy, and traffic through the exhibit hall was strong. The final registration count for the 2009 convention was 7,309.

The upcoming MLA convention is scheduled for 6-9 January 2011 in Los Angeles, and we hope that you will join us. This will be the first convention held during the new January dates and our first time in Los Angeles since 1982. The exhibit hall will be located in the Los Angeles Convention Center, across from the MLA Registration area.

If you have any questions or comments, please do not hesitate to contact me.

All best wishes,

Stacey Courtney

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## Important Dates to Remember

### 2 June 2010

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

### July 2010

- Booth assignments

### 22 July 2010

- Reservation deadline for advertising in convention Program (Nov. *PMLA*)

### 5 August 2010

- Materials due for advertising in convention Program (Nov. *PMLA*)

### 30 August 2010

- Balance of rental fee due for booths assigned by the point system

- Deadline for submitting contracts and full payment

### Mid-September 2010

- Service kits and exhibitor housing available online

### Mid-October 2010

- Convention programs mailed to all MLA members

## Invitation to Exhibit

The 2011 invitation to exhibit will be available on the MLA Web site ([www.mla.org/conv\\_exhibitors](http://www.mla.org/conv_exhibitors)) by mid-April. Please let me know if you wish to have the invitation mailed to you as well. We want to stress the importance of getting your contracts and deposits in as quickly as possible. Booth assignments (except for those in the university press block) 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 2 June. After 2 June, any contracts and deposits received will have booths assigned on a first-come, first-served basis.



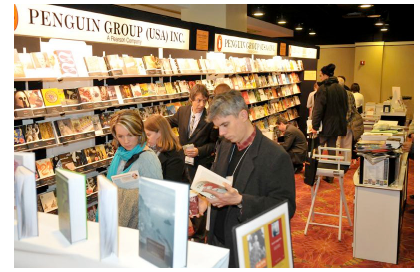
## University Press Block

The MLA has reserved a block of booths for university press exhibitors. If you are a university press and wish to exhibit in the university press block, be sure to indicate that choice when you complete the Application for Exhibit Space form. Booths in the university press block will be assigned on a first-come, first-served basis provided appropriate payment accompanies the form.



## Sharing an Exhibit Booth

If you plan to share your booth with another exhibitor, be sure to include that information when you submit your exhibit booth application form. If the decision to share a booth occurs after the form has been submitted, send complete information to [scourtney@mla.org](mailto:scourtney@mla.org) as soon as possible. Booth shares that are not approved by the MLA may be in violation of the contract and may also result in those companies being omitted from the list of exhibitors. Please refer to the Terms and Conditions section of the Application for Exhibit Space form.



## Exhibitor Badges and Passes

Exhibitors receive two all-access exhibitor badges (good for all convention activities) and four exhibit-hall-only badges for each booth rented. In addition, each exhibitor will receive six complimentary one-visit passes to the exhibit hall. A convention badge or exhibit hall pass is required for entry to the exhibit hall.

## Link to Your Web Site

All exhibiting firms that have reserved and paid for space by 30 August will be listed in the official convention Program (Nov. *PMLA*) 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 2011.



## Book Donations

Thank you to those exhibitors who donated books and materials to [Books for America](#) at the 2009 convention. They received about 1,000 books and other materials from our exhibitors, representing as much as \$10,000 in funding for their organization and enabling them to provide 5,000-7,000 books to area schools, shelters, and prisons. It is a rewarding experience to give back to the community, and we hope you will participate in the postconvention donation at the 2011 convention.



## Booth Prices

Booth prices will be as follows:

P booth - \$1,610

A booth - \$1,495

B booth - \$1,440

## 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. 125) of *PMLA*, you receive substantial discounts on all ads you place in the Program.

The Program is sent in October to about 30,500 MLA members and 2,200 libraries. Thus, in addition to reaching over 7,000 convention attendees, your ad will be seen by English and foreign language scholars in their homes and offices. Last year, 86 advertisers filled 121.5 pages of the Program; dozens of publishers have already reserved space in the November 2010 issue of *PMLA*.

Information and specifications about advertising in *PMLA* are at [www.mla.org/pmla\\_advertising](http://www.mla.org/pmla_advertising) (please read the instructions carefully). 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, please) are accepted. Bleeds, color, and quarter-page ads are not accepted.

### DEADLINES

Reservations: 22 July 2010

Materials: 5 August 2010

### \*RATES

Regular advertisers:

Full page \$1,180

Half page \$ 770

Volume 125 (contract) advertisers:

Full page \$ 795

Half page \$ 510

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

All inquiries and correspondence concerning advertising in the Program should be addressed to

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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](mailto:aschneider@mla.org)



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

## List of 2009 Exhibitors

University of Alabama Press  
American Literatures Initiative  
American Translators Association  
Arc Manor  
University of Arizona Press  
University of Arkansas Press  
ARTstor  
Ashgate Publishing Company  
Associated University Presses  
Association of American University Presses  
Ayn Rand Institute  
Bedford / St. Martin's  
Bilingual Review Press  
Boydell and Brewer, Inc.  
Bucknell University Press  
University of California Press  
Cambridge University Press  
Catholic University of America Press  
University of Chicago Press  
*Chronicle of Higher Education*  
Columbia University Press  
Consortium Book Sales and Distribution  
Continuum International Publishing  
Cornell University Press  
Council for International Exchange of Scholars  
Council of Editors of Learned Journals  
Dalkey Archive Press  
University of Delaware Press  
Duke University Press  
Duquesne University Press  
Embassy of Spain–Trade Commission Miami  
Fairleigh Dickinson University Press  
Feminist Press at CUNY  
Fordham University Press  
Gale Cengage Learning  
University of Georgia Press  
Grove/Atlantic, Inc.  
Hackett Publishing Co.  
Harvard University Press  
University of Illinois Press  
Independent Publishers Group  
*Inside Higher Ed*  
Interfolio  
International Publishers Marketing  
University of Iowa Press  
Johns Hopkins University Press  
Kent State University Press  
Latin American Literary Review Press  
Learn Italy  
Lehigh University Press  
Librairie Droz  
Louisiana State University Press  
Maney Publishing  
University of Massachusetts Press  
McFarland Publishers  
Michigan State University Press  
University of Michigan Press  
University of Minnesota Press  
University Press of Mississippi  
University of Missouri Press  
Modern Language Association  
National Higher Education Recruitment Consortium  
University of Nebraska Press  
University of Nevada Press  
New Directions Publishing Group  
New York Review Books  
*New York Review of Books*  
New York Times  
University of North Carolina Press  
Northwestern University Press  
University of Notre Dame Press  
NYU Press  
Ohio State University 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  
Random House, Inc.  
Rodopi  
Routledge  
Routledge Journals  
Scottish Writing Exhibition  
Small Press Distribution  
Southern Illinois University Press  
Stanford University Press  
SUNY Press  
Susquehanna University Press  
Syracuse University Press  
Temple University Press  
University of Texas Press  
Texas Tech University Press  
*Tikkun* Magazine  
University of Toronto Press  
University of Toronto Press - Journals Division  
Translation and Interpreting Summit  
University of Virginia Press  
Wadsworth Cengage Learning  
Wayne State University Press  
Wesleyan University Press  
West Virginia University Press  
Wiley-Blackwell  
University of Wisconsin Press  
W. W. Norton and Company  
Yale University Press

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