



Spring 2009 MLA Exhibitors' Update

Greetings from New York!

Thank you to those of you who exhibited with us at the MLA Annual Convention in San Francisco this past December. We had another successful convention, and the exhibit hall was again a popular attraction. The final registration count for the 2008 convention was 8,337.

This year's MLA convention returns to Philadelphia, and we hope that you will join us. Our Philadelphia conventions have been consistently well attended, and this year the exhibit hall will be located in the Philadelphia Marriott Downtown, amid the bustle of convention sessions. 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

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Invitation to Exhibit

The 2009 invitation to exhibit will be mailed in mid-April and will also be available on the MLA Web site (www.mla.org/conv_exhibitors). We want to stress the importance of getting your contracts and deposits in as quickly as possible. Booth assignments 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.

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 (booth number to be shared, company name as it should appear on the sign and in the list of exhibitors, types of products to be exhibited or sold, contact name, mailing address, e-mail, phone number, etc.) to 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.

Photographs courtesy of Dave Bush Photographers.

Attract Buyers to Your Booth with an Ad in the MLA Convention Program.



Exhibitor Badges and Passes

In response to requests from some of our exhibitors, we will now provide 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. The one-visit passes will be distributed on-site at the exhibit information desk. Please remind your guests that they must present a convention badge or exhibit hall pass to enter the exhibit hall.

Complimentary Hot Link!

All exhibiting firms that have reserved and paid for space by 28 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 2010.

Booth Prices

This year, the design of the exhibit hall places seven booths in a premier location in front of the entrance. We have added a new price category (P) to accommodate those premier booths.

Booth prices will be as follows:

P booth - \$1,580

A booth - \$1,480

B booth - \$1,430

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

The Program is sent in October to more than 30,800 MLA members and to over 2,300 libraries. Thus, in addition to reaching approximately 8,000 convention goers, your ad will be seen by English and foreign language scholars in their homes and offices. Last year, 91 advertisers filled 140 pages of the Program; dozens of publishers have already reserved space in the 2009 Program.

Information and specifications about advertising in *PMLA* are at 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 format, please) are accepted. Bleeds, color, and quarter-page ads are not accepted.

Deadlines

Reservations: 23 July 2009 Materials: 6 August 2009

Rates*	Regular advertisers	Volume 124 (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 inquiries 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
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***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 2008 Exhibitors

AK Press Publishing and Distribution
University of Alabama Press
Ashgate Publishing
Associated University Presses
Association of American University Presses
Barnes and Noble Publishing
Baylor University Press
Bedford / St. Martin's
Beloit College—Center for Language Studies
Boydell and Brewer, Inc.
Broadview Press
Bucknell University Press
University of California Press
Cambridge University Press
University of Chicago Press
Chronicle of Higher Education
Columbia University Press
Consortium
Continuum Publishing
Cornell University Press
Council of Editors of Learned Journals
University of Delaware Press
Droz
Duke University Press
Educational Testing Service (ETS)
Fairleigh Dickinson University Press
Feminist Press at CUNY
Fordham University Press
Gale Cengage Learning
University of Georgia Press
Grove/Atlantic
Hackett Publishing Co.

HarperCollins Publishers
Harvard University Press
Haymarket Books
Host Publications
Independent Publishers Group
Indiana University Press
Inside Higher Ed
University of Iowa Press
Johns Hopkins University Press
Lehigh University Press
Maney Publishing
UMASS Dartmouth
McFarland Publishers
McGill-Queen's University Press
McGraw-Hill Higher Education
Merriam Webster, Inc.
Michigan State University Press
University of Michigan Press
University of Minnesota Press
University Press of Mississippi
MIT Press
Modern Language Association
National Research Council / National Academies
University of Nebraska Press
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
Random House, Inc.
Routledge
Routledge Journals
Rutgers University Press
Scottish Writing Exhibition
Small Press Distribution
Southern Illinois University Press
Stanford University Press
SUNY Press
Susquehanna University Press
Temple University Press
University of Toronto Press
Turnitin
University of Virginia Press
Wadsworth Cengage Learning
University of Washington Press
Wiley-Blackwell
Wilfrid Laurier University Press
W. W. Norton and Company
Yale University Press