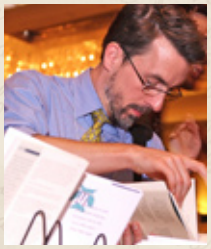

PHILADELPHIA
MLA 2009

Summer 2009
MLA Exhibitors' Update

Convention Dates: 27–30 December 2009
Location: Franklin Hall, Philadelphia Marriott Downtown, Philadelphia

Greetings from New York,

The summer is half over, and the MLA convention office is busy gearing up for what looks to be another successful and well-attended convention. We are excited to be holding the convention in Philadelphia.

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
26 Broadway, 3rd floor
New York, NY 10004-1789
Phone 646 576-5263
Fax 646 835-4087
scourtney@mla.org

Important Dates

23 July

Reservations deadline for advertising in convention Program

6 August

Material due for advertising in convention Program

Updates due for exhibitor name and booth listing in Program

28 August

Balance of rental fee due for booth assignments

All new booth contracts must be submitted with full payment

Booth cancellation deadline

Mid-September

Exhibitor Service Kit available online

Exhibitor housing available (see service kit for details)

Exhibitor badge requests available (see service kit for details)

Mid-October

Convention Program mailed to all MLA members

Photographs courtesy of Dave Bush Photographers.

Exhibit Hall Hours

27 December

8:00 a.m.–5:00 p.m.
Installation of exhibits

28 and 29 December

9:00 a.m.–6:00 p.m.
Exhibit Hall open to attendees

30 December

9:00 a.m.–1:00 p.m.
Exhibit Hall open to attendees

1:00 p.m.–5:00 p.m.
Dismantling of exhibits

Exhibit Booth Reservations

Most exhibit booths have been assigned, and those assignments can be viewed at www.mla.org/conv_exhibitmap. This floor plan will be updated as booth assignments are completed. If you have not received your booth assignment or invoice, please e-mail scourtney@mla.org.

For exhibitors who have not paid in full for their exhibit booth rentals, the balance of the booth rental fee is due by 28 August. To pay your balance online, go to www.mla.org/conv_exhibit_login&xurl=conv_exhibit_balance. You will need to enter your e-mail address and booth number to access the form.

We are still accepting booth applications. Visit www.mla.org/conv_exhibitors to access the exhibit booth application form.

Complimentary Hot Link!

All exhibiting firms that have reserved and paid for exhibit space by 28 August will be listed in the official convention Program and on the MLA Web site. Firms that have supplied 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.

Exhibitor Service Kits

Exhibitor service kits will be available online beginning in September. An e-mail will be sent to all exhibiting companies with the Web site address and password for accessing the kit and related materials. Kits will not be mailed. Please refer to the online kit for information on freight, equipment rentals, exhibit hall rules and regulations, and so forth, as well as on exhibitor housing and registration.

Advertising in the MLA Convention Program

The deadline for reserving advertising space in the Program is 23 July. If you have not yet reserved your ad space and wish to do so, please visit www.mla.org/pmla_advertising for information and specifications about advertising in *PMLA* (please read the instructions with care).

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
fax: 646 835-4061 or 646 458-0030
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

as of 7 July 2009

Please review your listing below. This is how your company's name and booth number will be listed for the convention. If any changes should be made to the listing, please contact Stacey Courtney (scourtney@mla.org) by 6 August.

University of Alabama Press	412
Arc Manor	817
ARTstor	809
Ashgate Publishing Company	717
Associated University Presses	411
Association of American University Presses	606, 608
Ayn Rand Institute	813
Bedford St. Martins	104, 105, 106
Boydell and Brewer / Camden House / Tamesis	604
Broadview Press	800
Bucknell University Press	411
University of California Press	605
Cambridge University Press	510, 512, 514
Catholic University of America Press	415
University of Chicago Press	611, 613
Chronicle of Higher Education	719
Columbia University Press	515, 517, 519
Consortium Book Sales and Distribution	319
Continuum International Publishing	314, 316
Council for International Exchange of Scholars	1010
Council of Editors of Learned Journals	819
Dalkey Archive Press	710
University of Delaware Press	411
Duke University Press	615, 617, 619
Fairleigh Dickinson University Press	411
Feminist Press at CUNY	516
Fordham University Press	610
Gale Cengage Learning	715
University of Georgia Press	1011
Grove/Atlantic, Inc.	315, 317
Hackett Publishing Co.	308
Harvard University Press	405, 407
Independent Publishers Group	413
Inside Higher Education	311
Interfolio, Inc.	811
Johns Hopkins University Press	816, 818
Lehigh University Press	411
Librarie Droz	712
Maney Publishing	807
McFarland Publishers	713
Michigan State University Press	1009
University of Michigan Press	417
University of Minnesota Press	612, 614
University Press of Mississippi	410
Modern Language Association	504
University of Nebraska Press	815
New Directions Publishing Group	710
New York Review Books	313
New York Review of Books	313
New York Times	810
New York University Press	607, 609
University of North Carolina Press	409
Northwestern University Press	518
University of Notre Dame Press	1008
Ohio State University Press	714, 716, 718
Oxford University Press	406, 408
Palgrave Macmillan	707, 709, 711
Pearson Custom Publishing	806
Pearson Publishing	802, 804
Penguin Group (USA)	701, 703, 705
Penn State University Press	415
University of Pennsylvania Press	414
Polity	805
Princeton University Press	404
Project MUSE	814
ProQuest	808
Publishers Group West	315, 317
Random House, Inc.	100, 101, 102, 103
Rodopi	306
Routledge	305, 307, 309
Routledge Journals	305, 307, 309
Scottish Writing Exhibition	310, 312
Small Press Distribution, Inc.	318
Stanford University Press	511, 513
SUNY Press	812
Susquehanna University Press	411
Temple University Press	410
Texas Tech University Press	416
University of Toronto Press	419
University of Virginia Press	616, 618
W. W. Norton and Company	704, 706, 708, 710
Wadsworth Cengage Learning	304
Wiley-Blackwell	801, 803
Yale University Press	418