



# 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

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Modern Language Association  
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## 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

# Exhibit Hall Hours

## 27 December

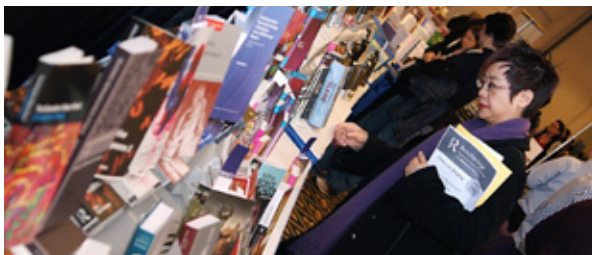
8:00 a.m.–5:00 p.m.  
Installation of exhibits

## 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](http://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](mailto: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](http://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](http://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](http://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](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

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](mailto:scourtney@mla.org)) by 6 August.

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