MLA ANNUAL CONVENTION

The largest gathering of teachers and scholars in the humanities

Invitation to Exhibit

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Want to promote your latest publications and products? Looking to meet with existing and potential authors? Have a service that academics need to know about?

Join us in Seattle for the Modern Language Association’s 135th annual convention. Take advantage of this unique opportunity to interact with close to 5,000 language, literature, and humanities scholars from around the world. From the newest academics entering the workforce, to established writers and educators, to senior-level directors and deans, MLA attendees represent all levels of scholarly and professional interests and needs. Exhibiting at the MLA convention is your chance to show them why you should be their number one resource.

IMPORTANT DATES AND DEADLINES

29 MAY 2019
Receive five bonus points toward your exhibit booth assignment for applications received on or before this day.

26 JUNE 2019
Application due for preferred booth assignments

26 JUNE 2019
Reservations deadline for advertising in the Program

JULY 2019
Booth assignments made

17 JULY 2019
Materials due for advertising in the Program

29 AUGUST 2019
Balance of booth rental fee due. Booth application deadline for inclusion in the Program

MID-SEPTEMBER 2019
Exhibitor Service Manual and MLA housing information sent to exhibitors

MID-OCTOBER 2019
Programs mailed to all MLA members
WHO ATTENDS AND WHERE THEY ARE FROM

58% female
36% male
6% no gender selected

92% from the United States
3% from Canada
5% from other countries

66% full-time faculty members
24% graduate students
8% unemployed or employed part-time
2% emeritus

Graduate students made up nearly one-quarter of all 2019 convention attendees.

YOUR COMPETITORS ARE EXHIBITING.
SHOULDN’T YOU?

MLA EXHIBITORS ARE

• Publishers of scholarly, research, and literary publications in a variety of languages
• E-book publishers, digital libraries, and other digital-media providers
• Producers of information technologies for humanities scholarship, research, English and foreign language teaching, translation, writing, and editing
• Suppliers of products and services for people studying and teaching language, literature, and the humanities

MLA ATTENDEES ARE

• Teachers and scholars of language, literature, humanities, and culture
• Program directors and department chairs of colleges and universities
• Graduate students seeking to establish their careers
• Writers looking to connect with editors to develop their projects
• Academics who want to discover the newest publications and products
EXHIBITOR BENEFITS

- Access to sessions (two all-access badges per booth)
- Complimentary exhibitor badges (four per booth)
- The potential to meet with thousands of language and literature professionals
- Inclusion in the Program and convention app exhibitor lists
- Marketing tools to connect with attendees beyond your exhibit booth
- A link to your Web page through 31 January 2020
- Complimentary guest passes to the exhibit hall (up to six)
- Four copies of the Program and access to the Program online
- Reduced MLA convention hotel rates

MAKE THE MOST OF YOUR EXHIBIT BOOTH

- Advertise in the Program (26 June reservation deadline).
- Reserve a banner on the convention app.
- Schedule a targeted marketing e-mail.
- Announce in-booth receptions, book signings, and other events.
- Connect with MLA members and convention registrants on Twitter (@MLANews and #MLA20) and on Facebook (www.facebook.com/modernlanguageassociation/).
- Become an MLA sponsor.

Visit the MLA exhibitor page for details: www.mla.org/convention-exhibiting

Visiting the exhibit hall is a key factor in MLA members’ decision to attend the MLA convention.

EXHIBITION SCHEDULE

INSTALLATION OF EXHIBITS
Thursday, 9 January
8:00 a.m.–5:00 p.m.

EXHIBIT HALL OPEN
Friday, 10 January
9:00 a.m.–6:00 p.m.
Saturday, 11 January
9:00 a.m.–6:00 p.m.
Sunday, 12 January
9:00 a.m.–1:00 p.m.

DISMANTLING OF EXHIBITS
Sunday, 12 January
1:00–5:00 p.m.

MLA CONTACT INFORMATION

EXHIBITOR INFORMATION ONLINE:
www.mla.org/convention-exhibiting

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www.mla.org/convention-exhibiting

PMLA ADVERTISING QUESTIONS:
Annabel Schneider
Senior Advertising Manager, PMLA
Phone 646 576-5024
aschneider@mla.org

FOLLOW THE MLA ON TWITTER
@MLANews #MLA20

AND ON FACEBOOK
@ModernLanguageAssociation
EXHIBITION INFORMATION

PRICING: 2020 EXHIBIT BOOTH RENTAL FEES

The letter shown with each booth number indicates the price of the booth.

- P $1,980 (Premiere)
- A $1,830
- B $1,670

A minimum deposit of 50% of the total booth rental fee must accompany the completed application. The balance is due on receipt of the invoice and must be submitted before 29 August 2019. Late exhibit booth applicants will be required to pay in full with a credit card.

STANDARD BOOTH DIMENSIONS AND ACCESSORIES

- Booths are 10’ wide and 10’ deep.
- 8’ draped back wall and 3’ side drapes are included.
- One 7” × 44” two-line sign is included.
- Booth does not include furniture.
- Exhibit hall is not carpeted; carpeting is required.
- Basic Wi-Fi access in the exhibit hall is included (not for streaming or exhibition display purposes).

Please see Terms and Conditions for complete information on exhibit construction.

Submit booth application online at www.mla.org/convention-exhibiting

LOCATION

The exhibit hall is located in the Washington State Convention Center, 4B, close to convention sessions and the MLA’s registration and welcome center.

UNIVERSITY PRESS EXHIBITORS

The MLA reserves a section in the exhibit hall for those university presses who find that exhibiting in a group provides them greater visibility. Booths in the university press block will be assigned in the order the forms and appropriate payments are received, not on the basis of accumulated points.

PRIORITY BOOTH ASSIGNMENTS

The MLA uses a point system to assign general exhibit space for applications and payment received by 26 June. Submit your booth application and payment early to gain extra points toward your booth assignment.

Contracts received on or before

- 29 MAY will receive five bonus points
- 5 JUNE will receive four bonus points
- 12 JUNE will receive three bonus points
- 19 JUNE will receive two bonus points
- 26 JUNE will receive one bonus point

Applications and payments received after 26 June will be processed in the order they are received based on availability.

EXHIBITOR SERVICE MANUAL

The Exhibitor Service Manual will be sent to confirmed exhibitors in mid-September. The manual will contain exhibitor badge and housing information; details on customs brokers, drayage, and advance warehouse services; and order forms for booth furnishing, carpeting, services, and equipment.
ADVERTISING IN THE PROGRAM

Place an advertisement in the Program to highlight your latest publications and products and to guide prospective customers to your booth. In addition to information on nearly 800 sessions, plenaries, and special events, the Program contains a map of the exhibit hall with a directory of exhibitors and an index of advertisers.

The Program (the September issue of PMLA, the journal of the MLA) is sent in the fall to more than 25,000 MLA members and approximately 1,500 libraries worldwide and is available online. Thus, in addition to reaching convention attendees, your ad will be seen by English and foreign language scholars in their homes and offices. Last year, 59 advertisers filled 81.5 pages of the Program; dozens of publishers have already reserved space in the September 2019 issue of PMLA.

DEADLINES
RESERVATIONS: 26 June 2019
MATERIALS: 17 July 2019

RATES AND SPECIFICATIONS
FULL PAGE
$1,225 6” wide × 8.75” high
HALF PAGE
$800 6” wide × 4.25” high
TRIM SIZE
7.5” wide × 10.5” high

2019 PMLA (volume 134) advertisers receive special rates (full page, $830; half page, $535).

No cash or agency discounts accepted.

Please consult the MLA Web site (www.mla.org/PMLA-Advertising) for instructions. All ads should be submitted in PDF and e-mailed to aschneider@mla.org.

PAYMENT
First-time PMLA advertisers must send payment with their insertion orders.

You may reserve advertising space for the September 2019 issue of PMLA on the enclosed Application for Exhibit Space or download the 2019 order form from the MLA Web site. If paying by check, please include separate checks for booth space and for advertising space.

Write to Annabel Schneider, Senior Advertising Manager, PMLA (aschneider@mla.org), for additional information.

Submit Program advertisement order form online at www.mla.org/PMLA_advertising

MLA Annual Convention photographs courtesy of Edward Savaria, Jr.; Jared Tennant Photography; and Jon Benjamin Photography.
LIST OF 2019 EXHIBITORS

University of Alabama Press
ArtMattan Films
Association of Canadian Publishers
Bedford / St. Martin's / Macmillan Learning
Bloomsbury Publishing
Bookmobile
Boydell and Brewer
Broadview Press
Bucknell University Press
Cambridge University Press
Camden House
University of Chicago Press
Columbia University Press
Cornell University Press
Council of Editors of Learned Journals
De Gruyter
Duke University Press
EBSCO
Edinburgh University Press
Fordham University Press
University of Georgia Press
Grove Atlantic
GoReact
HarperCollins Publishers
Harvard University Press
Haymarket Books
Ingram Academic Services
Inside Higher Ed
Interfolio
University of Iowa Press
Johns Hopkins University Press Books
Johns Hopkins University Press Journals
JSTOR
Klett USA, Inc.
Knopf Doubleday Academic
LectureSource, Inc.
Lexington Books
Longleaf Services
Macmillan
University of Massachusetts Press
McFarland
McGill–Queen's University Press
University of Michigan Press
Michigan State University Press
University of Minnesota Press
University Press of Mississippi
MIT Press
Modern Language Association
University of Nebraska Press

New Directions
New York University Press
University of North Carolina Press
Northwestern University Press
NP: New Press / Counterpath
Ohio State University Press
Open Letter Books
Oxford University Press
Palgrave Macmillan
Penguin Academic and Random House Academic
Penn State University Press
University of Pennsylvania Press
Peter Lang Publishing Group
Polity
Princeton University Press
Project MUSE
ProQuest
Routledge
Rutgers University Press
Scottish Writing Exhibition
Stanford University Press
SUNY Press
Syracuse University Press
University of Toronto Press
University of Toronto Press Journals
University of Virginia Press
Wayne State University Press
Wisconsin Intensive Summer Language Institutes
W. W. Norton
Yale University Press