Invitation to Exhibit
MLA ANNUAL CONVENTION
5–8 January 2017 • Philadelphia

MLA 2017
Philadelphia

The largest gathering of teachers and scholars in the humanities
Top Reasons to Exhibit at the MLA Annual Convention in Philadelphia

1. **Location, location, location!** The exhibit hall, along with MLA PubCentral, the Members’ Lounge, and the MLA registration and welcome center, will be centrally located with easy access to all convention sessions.

2. **Elevate your brand.** Enhance your company’s profile with attendees seeking products for personal, research, and classroom purposes.

3. **Author, Author.** Promote established and emerging writers while you connect with existing and potential authors.

4. **Go the distance.** Showcase your newest publications and cutting-edge services and get ahead of the competition.

5. **Global connections.** Meet with thousands of academics and educators in language, literature, and the humanities from the United States and around the world.

6. **Literary legacy.** Philadelphia is home to the Library Company, the first public library in the United States, founded by Benjamin Franklin.

7. **Lasting relationships.** Network with colleagues, develop new relationships, and strengthen existing ones.

8. **A cast of thousands.** Over 6,000 academics, scholars, and educators representing universities and colleges from around the world will gather at the MLA convention to discover the latest publications, products, and services relating to language, literature, and the humanities.

**IMPORTANT DATES AND DEADLINES**

- **26 May 2016**
  Receive five bonus points toward your exhibit booth assignment for applications received on or before this day.

- **23 June 2016**
  Application due for preferred booth assignments. Exhibit Hall Theater reservations due for inclusion in the Program.

- **July 2016**
  Booth assignments

- **12 July 2016**
  Reservations deadline for advertising in the Program

- **2 August 2016**
  Materials due for advertising in the Program

- **29 August 2016**
  Balance of booth rental fee due. Booth application deadline for inclusion in the Program

- **Mid-September 2016**
  Exhibitor Service Manual with MLA housing information sent to exhibitors

- **Mid-October 2016**
  Programs mailed to all MLA members
Visiting the exhibit hall is, according to a recent survey, a key factor in MLA members' decision to attend the MLA convention. Attendees are looking for the newest publications, products, and services.

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
- International attendees representing a wide range of languages and cultures
- Writers and academics who want to share their knowledge, connect with colleagues, and discover the newest publications and products

Over 20% of the MLA’s US membership comes from New York, New Jersey, and Pennsylvania, with almost 1,300 members based in Pennsylvania alone.

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

Your competitors are exhibiting. Shouldn’t you?
EXHIBITION SCHEDULE

Installation of Exhibits
Thursday, 5 January 2017
8:00 a.m.–5:00 p.m.

Exhibit Hall Open
Friday, 6 January 2017
9:00 a.m.–6:00 p.m.

Saturday, 7 January 2017
9:00 a.m.–6:00 p.m.

Sunday, 8 January 2017
9:00 a.m.–1:00 p.m.

Dismantling of Exhibits
Sunday, 8 January 2017
1:00–5:00 p.m.

NEW FEATURES

Highlights from the Exhibit Hall. Centrally located in the Grand Hall near the MLA registration and welcome center, this area will provide information about the exhibit hall and related events, feature publications and other items available inside the hall, and facilitate attendee knowledge of and interest in the exhibit hall. Register to display a new publication or product you wish to highlight (a great teaser for any book signings), and drive attendees directly to your booth.

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 convention Program exhibitor list (29 August deadline)
- Marketing tools to connect with attendees beyond your exhibit booth
- Link to your Web page through 31 January 2017
- 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

CONNECT BEYOND YOUR EXHIBIT BOOTH

Visit the MLA exhibitor page (www.mla.org/convention-exhibiting) for details and forms.
- Reserve a slot in the Exhibit Hall Theater (23 June program copy deadline).
- Advertise in the Program (12 July reservation deadline).
- Participate in Highlights from the Exhibit Hall (new feature).
- Mail print materials using the MLA member mailing list.
- Schedule a targeted marketing e-mail to convention registrants.
- Announce in-booth receptions, book signings, raffles, and other events in the Convention Daily.
- Connect with MLA members and convention registrants on Twitter (@MLAconvention and #MLA17) and Facebook (facebook.com/moderlanguageassociation).
- Become an MLA sponsor.
EXHIBITION INFORMATION

2017 Exhibit Booth Rental Fees (unchanged since 2015)

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

- P $1,895 (Premiere)
- A $1,775
- B $1,625

Standard Booth Dimensions and Accessories

- Booths are 10’ wide and 10’ deep.
- 8’ draped back wall with 3’ high side drapes are included.
- One 7” x 44” two-line sign is included.
- Booth does not include furniture.
- Exhibit hall is carpeted.
- 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.

Payment Schedule

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 2016. Late exhibit booth applicants will be required to pay in full with a credit card.

Booth Application Deadlines

- **23 June**: Application and 50% deposit are due for priority booth assignment based on accumulated points.
- **29 August**: Application and complete payment are due for inclusion in the printed Program.
- **After 29 August**: Late booth applications must be accompanied by complete payment and will be processed based on availability.

Priority Booth Assignments

The MLA uses a point system to assign general exhibit space for applications and payment received by 23 June. Submit your booth application and payment early to gain extra points toward your booth assignment.

- **Contracts received on or before**
  - 26 May will receive five bonus points
  - 2 June will receive four bonus points
  - 9 June will receive three bonus points
  - 16 June will receive two bonus points
  - 23 June will receive one bonus point

Applications and payments received after 23 June will be processed in the order they are received based on availability.

University Press Exhibitors

The MLA reserves a section in the exhibit hall for university presses, for those who find that exhibiting in a group provides greater visibility than exhibiting elsewhere in the hall. If you represent a university press and wish to reserve space in the university press block, select that option on the booth application. 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.

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, services (e.g., labor, booth cleaning, catering), and equipment (e.g., Internet, electricity, computers and display monitors).
ADVERTISING IN THE PROGRAM

In January 2016, nearly 6,000 MLA convention participants referred to the Program repeatedly for information about 840 sessions, plenaries, and special events. An advertisement in the Program guides prospective customers directly to your booth. The Program also contains a map of the exhibit hall with a directory of exhibitors (both in print and online) and an index of advertisers.

The Program (the September issue of PMLA, the journal of the Modern Language Association) is sent in the fall to nearly 25,000 MLA members and to over 1,700 libraries 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, 77 advertisers filled 108.5 pages of the Program; dozens of publishers have already reserved space in the September 2016 issue of PMLA.

Deadlines

Reservations: 12 July 2016
Materials: 2 August 2016

Rates and Specifications

Full page
$1,200
6" wide x 8.75" high

Half page
$785
6" wide x 4.25" high

Trim size
7.5" wide x 10.5" high

2016 PMLA (volume 131) advertisers receive special rates (full page, $810; half page, $520).

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 2016 issue of PMLA by completing the enclosed application or the online order form (www.mla.org/PMLA-ad-order). If paying by check, please include separate checks for booth space and for advertising space.

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

Photographs courtesy of the Carol M. Highsmith Archive, Library of Congress, Prints and Photographs Division; Paul Loftland and JPG Photography for PHLCVB; Jon Benjamin Photography; Oscar Einzig; and Jared Tennant Photography.
LIST OF 2016 EXHIBITORS

American Book Review
American Literatures Initiative
Archipelago Books
Arte Publico Press
Ashgate Publishing
Association Book Exhibit
Authors Alliance
Bedford / St. Martin's
Bloomsbury
Bolchazy-Carducci Publishers
Boyell and Brewer
Brill
Broadview Press
Bucknell University Press
Calligrams
Cambridge University Press
University of Chicago Press
Chronicle of Higher Education
Columbia University Press
Consortium Book Sales and Distribution
Cornell University Press
Council of Editors of Learned Journals
Dalkey Archive Press
Deep Vellum Publishing
De Gruyter
University Press of Delaware
Duke University Press
EBSCO Information Services
Edinburgh University Press
Faculty Forward Network
Fairleigh Dickinson University Press
Fordham University Press
Grove Atlantic, Inc.
Harvard University Press
Haymarket Books
University of Houston-Victoria Publishing Program
University of Illinois Press
Inside Higher Ed
Johns Hopkins University Press
JSTOR
Knopf Doubleday Academic Services
Lehigh University Press
Lexington Books
Little Bookroom
Macat
University of Massachusetts Press
McFarland
University of Michigan Press
Michigan State University Press
Middlebury Language Schools
University of Minnesota Press
University Press of Mississippi
MIT Press
Modern Language Association
New Directions
University of New Mexico Press
New York Review Books
New York Review Children's Collection
New York Review Comics
New York Review of Books
University of North Carolina Press
Northwestern University Press
University of Notre Dame Press
NYRB Classics
NYRB Poets
NYU Press
Ohio State University Press
Open Letter Books
Oxford University Press
Palgrave Macmillan
Pearson
Penguin Publishing Group
Penn State University Press
University of Pennsylvania Press
Peter Lang Publishing Group
Polity
Princeton University Press
Project MUSE
ProQuest
Publishers Group West
Random House Academic Resources
Routledge
SabbaticalHomes.com
Scottish Writing Exhibition
Small Press Distribution
Stanford University Press
SUNY Press
symloke
Talonbooks
University of Texas Press
University of Toronto Press
Trinity University Press
University of Virginia Press
Wayne State University Press
Wiley
Women's Review of Books
W. W. Norton and Company
Yale University Press