

**MUSIC LIBRARY ASSOCIATION
80th Annual Meeting
9-12 February 2011
Loews Hotel
Philadelphia, Pennsylvania**

Music/Media Library, University Libraries
University of Missouri—Kansas City
5100 Rockhill Rd.
Kansas City, MO 64110
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22 September 2010

Dear Exhibitor,

I am pleased to invite you to take part in the upcoming 80th Annual Meeting of the Music Library Association. We will be gathering at the Loews Hotel in Philadelphia, Pennsylvania from 9-12 February 2011. Benefits for exhibitors include:

- *Working with Decision-Makers*
 - Almost 500 music librarians who have direct responsibility for administering budgets, selecting materials, and recommending equipment or furniture purchases are expected to attend.
- *Multiple Venues*
 - When you exhibit, you also have the opportunity to advertise in the program book, include materials in the attendees' information packets, and call attention to any special materials by donating them to the silent auction.
- *Networking*
 - Take advantage of a setting where the other exhibitors include publishers and distributors of books, printed music, sound recordings, and audio-visual materials; library supply dealers; audio-visual equipment manufactures; and computer software.

Enclosed are an information sheet and an Exhibitor Registration Form, listing dates and fees. Please return this form as soon as possible with your payment to register as an exhibitor at the conference. **The exhibitor registration deadline is 10 December 2010.** Following receipt of your reservation and payment, you will be sent a packet containing confirmation of your reservation, drayage/shipping information, hotel reservation information, and full conference information. Sho-Aids Services will be providing drayage and exposition services for the conference.

The Exhibitor Registration Form also includes information on placing an advertisement in the conference program booklet and for placing an insert in the conference packet. To advertise in the program booklet or to place an insert in the conference packet please return the appropriate forms with your payment. Confirmation of your order will be mailed to you. **Advertising copy must be received by 10 December 2010.**

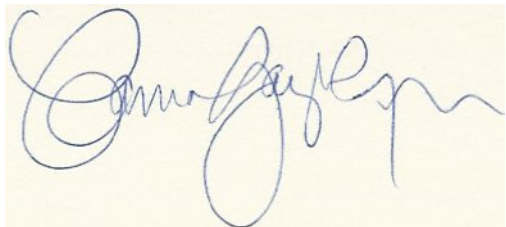
MLA also invites you to join our Corporate Membership program. As a Corporate Patron or Corporate Member your company gains increased visibility among MLA members, highly favorable publicity, substantial discounts on the services we offer, first preference for optimum exhibit locations at MLA's annual meeting, and special acknowledgments on exhibit booth signs and on the badges of exhibit staff. Please let me know if you need more information regarding Corporate Membership, or feel free to contact MLA's Development Officer, James P. Cassaro (cassaro@pitt.edu).

We would like to post a list of exhibitors on the Music Library Association's listserv, MLA-L. For the benefit of librarians and exhibitors we should like to include a brief company description of 25-50 words in this list. Please provide this description in the area of the Registration Form designated for this purpose.

Additional information about the 2011 Music Library Association annual meeting can be found at: <http://mla2011.musiclibraryassoc.org/>. Although we are planning for online exhibitor/advertiser registration for future meetings, the online registration form on the site is for conference attendees only, and will not guarantee exhibit space.

I look forward to hearing from you soon.

Sincerely yours,



Laura Gayle Green
Assistant Convention Manager, Music Library Association

MLA EXHIBITORS CHECKLIST

Exhibitor Reservation and Payment	Due	12/10/10	Send to address below
Advertising Copy	Due	12/10/10	Send to address below
Hotel Reservation	By Phone	01/17/11	Contact hotel directly <i>Loews Hotel</i> (888) 575-6397
Conference Packet Inserts	Due	1/28/2011	Send to: Richard Griscom, MLA 2011 Head, Otto E. Albrecht Music Library and Eugene Ormandy Music and Media Center University of Pennsylvania Van Pelt Library 3420 Walnut Street Philadelphia PA 19104-6206

SEND ALL CHECKS OR CREDIT CARD INFORMATION TO:

**MUSIC LIBRARY ASSOCIATION
BUSINESS OFFICE
8551 RESEARCH WAY, SUITE 180
MIDDLETON, WI 53562**



EXHIBITOR/ADVERTISER RESERVATION FORM

Please print clearly. This form is available as a PDF document or as an editable Word document at <http://mla2011.musiclibraryassoc.org/exhibits>.

Contact Information

Organization _____
 Contact Name _____
 Address (use _____
 credit-card billing _____
 address) _____
 City _____ State _____ Zip Code / Postal Code _____ Country _____
 Phone _____ Fax _____
 Email _____
 Company Description (25-50 words) _____

Table Reservation

Tables are reserved on a first-come, first-served basis upon receipt of this form and full payment. Please return this reservation form by 15 November 2010. All reservations must be paid in full by 10 December 2010.

Number of Tables	Description	Price	Total
_____	Exhibit Table	\$550.00 per table*	_____
			Exhibit Table Total
Less discount for MLA Corporate Patrons (-20%) or MLA Corporate Members (-10%)**			_____
			Less Discount

Do you have a backdrop for your display? **Y / N** If so, please indicate the size (may affect placement).

Table Reservation Total

*Each table reserved includes one 6-foot table, 2 chairs, sign, and conference registration. One ticket to the Saturday evening banquet is included. Additional tickets may be ordered (see. P. 3, conference registration). Corporate Patrons' registration includes 200 lbs. of drayage per table; Corporate Members' registration includes 100 lbs. of drayage per table. A signed copy of this form will be returned, to confirm your reservation, along with shipping instructions and hotel reservation information.

Order forms for telephone service, internet connections, electrical hook-ups, and special audio-visual equipment will be provided by Sho-Aids Exposition Services, the firm providing exposition services for our exhibitors. Sho-Aids will send you information to download the exhibitor kit (website, password for logon). These services are contracted directly with the hotel.

** Are you interested in becoming a **Corporate Member** or a **Corporate Patron** of MLA so you can receive **discounts on advertising and exhibit costs**, as well as support MLA's mission and outreach? Corporate Members and Corporate Patrons not only receive special discounts, but receive special recognition in conference programs and other venues. Join online at <https://www1.areditions.com/mla/directory> (click "Join") or call the MLA Business Office at 608-836-5825.



RESPONSIBILITY CLAUSE FOR EXHIBITS

Music Library Association assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Hotel, its owners, its operator, Loews Hotels, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by the Group's or any exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, irrespective of the fact that such exhibitors are providing the indemnity hereinafter set out, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents. Group shall cause all exhibitors to execute an Exhibit Agreement containing the following provision:

The individual exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Hotel, its owners, its operator, Loews Hotels, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents. The individual exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$1,000,000 Combined Single Limit for personal injury and property damage. The group agrees to provide a Certificate of Insurance evidencing the coverage described above.

INSURANCE

The Hotel and Music Library Association agree to carry adequate personal property, liability and other insurance protecting itself against any claims arising from any activities conducted in the Hotel during the meeting/convention. Upon request, Music Library Association shall provide a certificate evidencing such insurance to the Hotel. The Hotel shall not be responsible for the security of exhibits, presentation materials or other personal property of Music Library Association or its exhibitors. Music Library Association acknowledges that the Hotel, its owners and operator do not maintain insurance covering such exhibits, materials or personal property.

Insurance will be included in the registration fee for exhibitors who register by 10 December 2010. Those registering on 11 December 2010 and later are responsible for obtaining their own necessary insurance coverage.



Program Booklet Advertising

Full- and half-page advertising spaces are available in the 2011 conference program booklet. Your ad will be seen by each of over 400 conference registrants.

Please submit ads in an electronic format with a hardcopy proof at 300 dpi, and using QuarkXPress, Photoshop EPS or TIFF, Adobe Illustrator EPS, or Acrobat PDF for formatting. When fonts are part of the art image, include both screen and printer versions of the fonts. Fonts must be PostScript, not TrueType. Scans must be at 300 dpi for grayscale images and 1200 dpi for line art. Black-and-white copy produces the best results. Camera-ready copy is non-returnable. Fonts must be imbedded in a PDF file. **Ads MUST be prepaid and received at the Business Office no later than 9:00 a.m. 10 December 2010.**

Quantity	Location	Size*	Price	Total
	Full page(s)	4-1/2' x 7-1/2'	\$300.00	
	Half page(s)	4-1/2' x 3-1/2'	\$200.00	
	Inside front cover	4-1/2' x 7-1/2'	\$400.00	SOLD OUT
	Inside back cover	4-1/2' x 7-1/2'	\$400.00	SOLD OUT
	Outside back cover	4-1/2' x 7-1/2'	\$400.00	SOLD OUT
Less discount for MLA Corporate Patrons (-20%) or MLA Corporate Members (-10%)				Less Discount

*Size of ad, width x depth, with or without border. Costs incurred by necessary reductions or enlargements to meet scale will be charged to the advertiser.

Program Advertising Total

Packet Insert Service

Everyone attending the 2011 convention will receive a convention packet. Exhibitors can have printed materials inserted in those conference packets.

Exhibitors using this service are responsible for the printing and shipping of the materials for distribution. Inserts are to be no larger than 8-1/2' x 11". Please prepare 500 copies of your insert and ship to:

Richard Griscom, MLA 2011
 Head, Otto E. Albrecht Music Library and Eugene Ormandy Music and Media Center
 University of Pennsylvania Van Pelt Library
 3420 Walnut Street
 Philadelphia PA 19104-6206

Materials should reach Richard Griscom no later than 28 January 2011. There will be NO REFUNDS for insert materials received late and they will not be included in the convention packets.

Number of Inserts	Description	Price	Total
	Packet Insert Service	\$300.00 per insert*	Packet Insert Total
*Less \$200.00 discount for all registered exhibitors and non-exhibiting MLA Corporate Patrons and Corporate Members of MLA. No additional discounts apply.			Less Discount

Packet Insert Total



Conference Registration

All exhibitor registration categories include a name tag, conference program and packet, registration desk services, and admission to all MLA program events. Each Exhibitor Table Package includes ONE regular registration with banquet and up to two complimentary registrations without banquet tickets. Additional registration and banquet tickets can be purchased below. Please provide the name(s) as you would like them to appear on the name tags of those attending.

Name (Please complete for name badge)	Banquet	Registration	Total
1. _____	Included	Included	No Additional Charge
2. _____	Purchase Below	Included	No Additional Charge
3. _____	Purchase Below	Included	No Additional Charge
4. _____	Purchase Below	\$200.00	
5. _____	Purchase Below	\$200.00	

Registration Total

Banquet

Please select meal options below. Indicate the number of meals, if purchasing more than one meal. If you will not be attending the banquet, please select "Not Attending." PLEASE NOTE: If no banquet selection is made, the Roasted Root Vegetable Risotto will be ordered for you.

_____ Andouille Cornbread	_____ Seared Salmon with	_____ Roasted Root	_____ Not Attending
_____ Stuffed Pork Loin with	_____ Horseradish Mashed	_____ Vegetable Risotto	
_____ Port Wine Sauce	_____ Potatoes	_____ with Saffron Jus	

Additional Banquet Tickets
Quantity

Description
 Additional Banquet Tickets

Price
 \$95.00 per ticket*

Total

Additional Banquet Total

Banquet Ticket Total

Service Information

The following information will help improve our service for you and assist in conference planning. Please check the lines below, as appropriate.

- _____ I require accommodation as covered by the Americans with Disabilities Act
- _____ This is my first MLA national convention
- _____ I have special dietary requirements which are listed below:



Summary

Please summarize total from each category above.

Table Reservation Total \$ _____
 Program Advertising Total \$ _____
 Packet Insert Total \$ _____
 Registration Total \$ _____
 Banquet Total \$ _____

TOTAL AMOUNT ENCLOSED \$ _____ (Must be paid in full by 10 December 2010.)

Payment Options: Check/Money Order (enclosed) VISA MasterCard American Express

Please make checks payable to the **Music Library Association** in US funds drawn on a US bank.

Check Number: _____ Check Date: _____

Credit card payments require the completion of all the fields below.

Card Number: _____ Expiration Date: _____

Phone Number: _____ Signature: _____

Please return payment and registration to the following address or fax 608-831-8200.

**Music Library Association
 Business Office
 8551 Research Way, Suite 180
 Middleton, WI 53562**

Questions about payments can be directed to the Business Office at mla@areditions.com or by calling 608-836-5825 during normal business hours.

All other questions should be directed to the Assistant Convention Manager Laura Gayle Green at 816-235-1679 or by e-mail: laura.gayle.green@gmail.com.

REFUND POLICY: Registration fees will be refunded only in emergency situations and with the approval of the Convention Manager. Refunds will not be given for unused banquet tickets.

MLA Confirmation: _____ Date: _____

MLA FEIN: 52-6056338

For internal use	
<input type="checkbox"/>	Convention managers
<input type="checkbox"/>	Access
<input type="checkbox"/>	Accounting
<input type="checkbox"/>	Business Office Manager
<input type="checkbox"/>	Batch File