



EXHIBITOR/ADVERTISER RESERVATION FORM

Please complete this form using the most recent version of Adobe Reader (available at <http://www.adobe.com>) If you print the copy to complete by hand, please print clearly. This form is available as a PDF form at <http://mla2011.musiclibraryassoc.org/exhibits>.

Contact Information

Organization _____
 Contact Name _____
 Address (use _____
 credit-card billing _____
 address) _____

City	State	Zip Code / Postal Code	Country
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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 2011. All reservations must be paid in full by **1 December 2011**.

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 Fun Factory Events, the firm providing exposition services for our exhibitors. You will receive information to download the exhibitor kit (website, password for logon) after your registration is processed. 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. Interested? Please join online at <https://www1.areditions.com/mla/directory> (click "Join") or call the MLA Business Office at 608-836-5825.



Program Booklet Advertising

Full- and half-page advertising spaces are available in the 2012 conference program booklet. Your ad will be seen by each of over 400 conference registrants.

Please submit ads in Acrobat PDF for formatting. Scans must be at 300 dpi for grayscale images or line art (black/white) and 600 dpi for color images (cover ads only). Black-and-white copy produces the best results. 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. CDT 1 December 2011.**

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 2012 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:

Michelle Hahn
 SMU Central University Libraries
 P.O. Box 750135
 Dallas, TX 75275

Materials should reach Michelle Hahn no later than 31 January 2012. While every effort will be made to include the inserts, we cannot guarantee late inserts will be included in the packets. There will be NO REFUNDS for insert materials received late.

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 want them to appear on the name tags.

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 Eggplant will be ordered for you.

Stuffed Chicken with Chorizo
 Chipotle BBQ Glazed Salmon
 Roasted Eggplant with Yellow Tomato Bruschetta
 Not Attending

Additional Banquet Tickets

Quantity	Description	Price	Total
_____	Additional Banquet Tickets	\$95.00 per ticket*	
			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 1 December 2011.)

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: _____

If you are using the PDF form and wish to call in your credit card payment, please save the completed PDF form using a file name convention like "vendorname2012mla.pdf"; e-mail the file to laura.gayle.green@gmail.com and mla@areditions.com, and then call 608-836-5825 to remit credit card payment. If you are prompted for voice mail, please leave your name, phone number, and a preferred time to receive a return call. You may also 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 between 9:00am-5:00pm CST, Monday-Friday.

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 are non-refundable except 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