

**MUSIC LIBRARY ASSOCIATION
79th Annual Meeting
March 21 – March 24 2010
Paradise Point Resort & Spa
San Diego, California**

Sidney Cox Library of Music and Dance
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September 28, 2009

Dear Exhibitor,

I am pleased to invite you to take part in the upcoming 79th Annual Meeting of the Music Library Association. We will be gathering at the Paradise Point Resort and Spa in San Diego, California from 21-24 March 2010. 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 December 15, 2009.** 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. GES Exposition 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 December 7, 2009.**

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 2010 Music Library Association annual meeting can be found at: <http://www.mlascc.org/sandiego.html>. 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,

Bonna Boettcher
Assistant Convention Manager, Music Library Association

MLA EXHIBITORS CHECKLIST

- | | | | | |
|--------------------------|---|------------------------|----------|--|
| <input type="checkbox"/> | Exhibitor Reservation and Payment | Due | 12/15/09 | Send to address below |
| <input type="checkbox"/> | Advertising Copy | Due | 12/07/09 | Send to address below |
| <input type="checkbox"/> | Hotel Reservation
<i>Paradise Point Resort</i>
(800) 344-2626 | By Phone
or website | 02/17/10 | Contact hotel directly |
| <input type="checkbox"/> | Conference Packet Inserts | Due | 03/05/10 | Send to
Ken Calkins, MLA 2010
Arts Library
University of California, San Diego
9500 Gilman Drive #0175Q
La Jolla, CA 92093-0175 |

SEND ALL CHECKS OR CREDIT CARD INFORMATION TO:

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