

Dear Exhibitor:

The Medical Library Association (MLA), the premier association for health information professionals, invites you to be a sponsor at MLA'05, May 14-19, 2005, in San Antonio, TX.

San Antonio is a city known for its rich and diverse culture. The meeting theme is "Futuro Magnífico: Celebrating Our Diversity." The 2005 annual meeting program will enable MLA members and sponsors to explore and celebrate our magnificent future.

Highlight the magnificent future of your company. As a sponsor, you will be recognized as an amigo, which will enhance your visibility among MLA's 4,700 members. Your support is vital to the quality of the annual meeting. The enclosed pledge form lists sponsor opportunities and benefits. Sponsorships are awarded on a first-come, first-served basis.

Sponsors will be recognized by:

- an entry on MLA's annual meeting Website ([www.mlanet.org/am/am2005/](http://www.mlanet.org/am/am2005/))
- entry in the meeting's *Official Program*
- special "sponsor" ribbons for exhibit staff
- name recognition at designated events
- entry in the *MLA News*

Receive more magnificent benefits based on the level you sponsor:

\$20,000+ = 🌶️🌶️🌶️ (3 jalapeno peppers)

\$10,000 to \$19,999 = 🌶️🌶️ (2 jalapeno peppers)


\$5,000 to \$9,999 = 🌶️ (1 jalapeno pepper)

\$1,000 to \$4,999 = Amigo

Soon, a member of the 2005 National Program Committee will contact you to discuss sponsor opportunities. Or you may wish to ensure your first choice by faxing the enclosed form to MLA headquarters at 312.419.8950.

We look forward to a "Futuro Magnífico" with you at MLA '05. Thank you for your support!

Sincerely,



Elaine Russo Martin, Cochair  
2005 National Program Committee



Linda Walton, Cochair  
2005 National Program Committee



## Medical Library Association 2005 Annual Meeting Sponsor Pledge Form

Complete the following information or attach a business card, include payment information on the back.

*Company name* \_\_\_\_\_

*Street address* \_\_\_\_\_

*City, State/Prov. & Zip* \_\_\_\_\_

*Contact name* \_\_\_\_\_




*Phone number & date* \_\_\_\_\_

### Sponsorship Opportunities

<b>Educational</b>
<p><b>Section Programs:</b> Support audiovisuals for the highly rated contributed paper sessions by MLA sections. Three sessions are available:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Section Program Session, Monday, May 16, Exclusive Sponsor: \$3,000</li> <li><input type="checkbox"/> Section Program Session, Tuesday, May 17, Exclusive Sponsor: \$3,000</li> <li><input type="checkbox"/> Section Program Session, Wednesday, May 18, Exclusive Sponsor: \$3,000</li> </ul>
<input type="checkbox"/> <b>Poster Session 1:</b> Monday, May 16, Exclusive Sponsor: \$2,000
<input type="checkbox"/> <b>Poster Session 2:</b> Tuesday, May 17, Exclusive Sponsor: \$2,000
<b>Refreshments and Receptions</b>
<input type="checkbox"/> <b>Morning Coffee:</b> Attendees receive a \$3.00 coupon for coffee or breakfast at local outlets. Sponsor's name will be printed on the tickets. Exclusive Sponsor: \$5,000
<input type="checkbox"/> <b>Welcome Reception Food Stations:</b> Sunday, May 15, Exclusive Sponsor: \$4,000
<input type="checkbox"/> <b>New Members Breakfast:</b> Monday, May 16, Exclusive Sponsor: \$3,000
<input type="checkbox"/> <b>International Visitors Reception:</b> Monday, May 16, Exclusive Sponsor: \$3,000
<input type="checkbox"/> <b>Library School Reunion:</b> Monday, May 16, Exclusive Sponsor: \$2,000
<input type="checkbox"/> <b>Awards Celebration and Luncheon:</b> Tuesday, May 17, Exclusive Sponsor: \$5,000
<b>Meeting Areas</b>
<input type="checkbox"/> <b>Hospitality Booth:</b> All attendees go to this information resource to learn about local attractions and restaurants. Sponsor's name will be posted at the booth. Exclusive Sponsor: \$3,000
<input type="checkbox"/> <b>Message Board:</b> Used by all attendees. Sponsor's name will be posted. Exclusive Sponsor: \$2,000
<input type="checkbox"/> <b>Relaxation Station:</b> A seated massage by Body Works renews energy levels with back and shoulder massages by certified massage therapists. Sponsor may provide signature clothing, such as golf shirts, for the massage practitioners. Exclusive Sponsor: \$8,000
<p><b>Refreshment Breaks:</b> Attendees enjoy beverages and snacks in the Hall of Exhibits. Sponsor's name will be posted at the breaks. Four sponsor opportunities:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Monday morning, May 16, Exclusive Sponsor: \$2,000</li> <li><input type="checkbox"/> Monday afternoon, May 16, Exclusive Sponsor: \$2,000</li> <li><input type="checkbox"/> Tuesday morning, May 17, Exclusive Sponsor: \$2,000</li> <li><input type="checkbox"/> Tuesday afternoon, May 17, Exclusive Sponsor: \$2,000</li> </ul>
<input type="checkbox"/> <b>Shipping service/package check:</b> Many attendees ship packages home. Exclusive Sponsor: \$3,000
<b>Meeting Handouts</b>
<input type="checkbox"/> <b>Paper and Poster Abstracts Supplement:</b> Every registrant receives a copy of the official meeting supplement containing paper and poster abstracts. Sponsor's name and logo will be printed on the cover. Exclusive Sponsor: \$2,000
<input type="checkbox"/> <b>Program-at-a-Glance:</b> A handy two-page summary of the meeting program is printed in the <i>Official Program</i> . Sponsor's name will be printed on the summary page. Exclusive Sponsor: \$2,000
<input type="checkbox"/> <b>Restaurant Guide:</b> Every registrant receives this popular guide prepared by local members who have eaten at and judged nearby restaurants. Sponsor's name and logo will be printed on the cover with other sponsors. Nonexclusive Sponsor: \$1,000
<input type="checkbox"/> <b>Attendees List:</b> Every registrant receives a list of registrants. Sponsor's name and logo will be printed on the cover with other sponsors. Nonexclusive Sponsor: \$1,000

Benefits and Payment Information on Reverse

## Sponsorship Benefits

Increase your company's recognition among the 2,500 MLA attendees. Check the desired sponsor items above and return the completed form to MLA. Sponsorships are awarded as pledges are received. If your selection is not available, MLA will contact you. Benefits are listed below.				
<i>Level is based on the total sponsored. "X" indicates benefit provided</i>	<b>3 Peppers</b>  \$20,000+	<b>2 Peppers</b>  \$10,000+	<b>1 Pepper</b>  \$5,000+	<b>Amigos</b> \$1,000+
<b>Before the Meeting Benefits</b>				
Listing as a sponsor on MLA's Website.	X	X	X	X
Free use of official sponsor logo.	X	X	X	X
Thank you letter from Executive Director.	X	X	X	X
Press release in spring.	X	X	X	X
Internet link from MLANET to sponsor's home page.	X	X		
<b>On-site Benefits</b>				
Special "Sponsor" ribbons for representatives' badges.	X	X	X	X
Listing in Sponsor's Guide with booth number.	X	X	X	X
Listing in the <i>Official Program</i> .	X	X	X	X
Recognition by MLA's president during general session.	X	X	X	X
Your company's name posted at sponsored event.	X	X	X	X
Invitation to MLA's President's Reception.	X	X		
Company logo on slide presentation at Plenary Sessions.	X			
<b>After the Meeting Benefits</b>				
Recognition in an <i>MLA News</i> article ( <i>distribution 4,400</i> ).	X	X	X	X
Recognition in the <i>Journal of the Medical Library Association</i> ( <i>distribution 4,700</i> ).	X			
Photo of your annual meeting exhibit published in the <i>MLA News</i> .	X			

<b>Payment:</b>	<input type="checkbox"/> Enclosed is our check payable to Medical Library Association
<b>Information:</b>	<input type="checkbox"/> Please send us an invoice
	<input type="checkbox"/> Charge my credit card: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover
	Card # _____ Exp. date: _____
	Signature: _____

<b>Return To:</b>	Medical Library Association Annual Meeting Sponsorship 65 E. Wacker Place, Suite 1900 Chicago, IL 60601	Phone: 312.419.9094 x17 Fax: 312.419.8950 www.mlanet.org
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*Thank you for your support of MLA '05, May 14-19, 2005, San Antonio, TX*