

## MLA '05 SUNRISE SEMINAR APPLICATION

For paid MLA exhibitors only – Complete one sheet per seminar request (maximum 2 requests per exhibitor).

On *Monday, May 16* and *Tuesday, May 17*, MLA is offering a limited number of Sunrise Seminar opportunities, between 7:00 A.M. – 8:15 A.M., for exhibitors to conduct professional education presentations to MLA attendees. There is no defined presentation format: audiovisual presentations, panel discussions, individual speaker presentations, or demonstrations are all welcome.

Paid exhibitors are required to complete this form and submit \$600 per seminar to secure a room. All applications will be accepted on a first-come, first-served basis and will be confirmed by email beginning **February 13, 2005**. Applications will be accepted until all available rooms are filled or until **February 28, 2005**, for inclusion in the onsite MLA *Official Program*. You may request space after this date and if there is still space available, your session will be promoted in the Onsite Addendum.

In return for the application fee, MLA will allow usage of meeting room space at no cost, provide theater-style seating (for between 100 and 500 people), a podium, and a head table. No changes in room seating setups can be accommodated. Room sizes will be assigned to exhibitors based on past attendance data, your suggestion below, and available space. MLA will also promote these opportunities before the meeting at [www.mlanet.org](http://www.mlanet.org), in the MLA '05 *Official Program*, or program addendum and with a 22" x 28" sign outside the presentation door (upon request). Exhibitors are encouraged to also promote their Sunrise Seminars directly with their customers and MLA attendees (see exhibitor's manual for registrant mailing information). MLA reserves the right to adjust meeting room assignments until the *MLA Official Program* goes to print in March. Even after room assignments are issued with the confirmation, exhibitors should contact the conference director to reconfirm room assignments before promotional pieces are designed.

Beginning **February 13, 2005**, the exhibitor applicant contact person below will receive confirmation of the seminar day, date, time and room, along with information on the rental of communication line and audiovisual equipment (Internet access, projection equipment and screens, microphones, etc.) and catering needs for the presentation. The exhibitor is responsible for ordering all services at the exhibitor's expense. None of the above services are mandatory but may contribute to attracting attendance.

### Seminar Contact Information:

Sunrise Seminar Title: \_\_\_\_\_  
 (to be published exactly as indicated above in all future promotions)

Exhibiting company name: \_\_\_\_\_

Contact name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City, State/Province: \_\_\_\_\_ Zip/Postal code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
 (Confirmations to be emailed.)

### Schedule/Payment Information:

Please reserve a space from 7:00 A.M. – 8:15 A.M. on (*check preference*):

<i>First Choice:</i>	<input type="checkbox"/> Monday, May 16, 2005	<input type="checkbox"/> Tuesday, May 17, 2005
<i>Second Choice:</i>	<input type="checkbox"/> Monday, May 16, 2005	<input type="checkbox"/> Tuesday, May 17, 2005

# of Sunrise Seminars \_\_\_\_\_ x \$600.00 (US) per seminar = Total due: \$ \_\_\_\_\_

Check enclosed to the Medical Library Association  Credit card payment (see page 2)

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Exhibiting company name: \_\_\_\_\_

Cardholder name: \_\_\_\_\_

Card account number: \_\_\_\_\_ Print cardholder's name: \_\_\_\_\_

Expiration date: \_\_\_\_\_ Signature: \_\_\_\_\_

**Room Signage:**

- We will bring our own company sign. (MLA to provide easel.)
- Yes, we need MLA to provide a 22" x 28" sign (5 word limit) to read:

\_\_\_\_\_  
\_\_\_\_\_

**Official Program or Addendum Description:**

Our fifty-word description for the program follows as we would like it to appear. *MLA reserves the right to edit for style.* (Please type or print; attach an additional sheet if necessary.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Additional Presentation Information:**

The information below is required in advance for proper room assignment. All ordering and payments for the below will be done by the exhibitor directly with the facility or appropriate supplier:

Anticipated seminar attendance: \_\_\_\_\_

Audiovisual requirements: (Please indicate which type of prices and ordering information you will need. Supplier information to be sent upon confirmation.)

- LCD projection
- Overhead projection
- Internet access: (Circle one) High-Speed or long distance phone line
- Other: Please indicate any other room set-up requirements (materials tables, rear screen projection, etc.) that may necessitate additional room space needs: \_\_\_\_\_
- Slide projection
- Computer rental
- Screen rental

**Food & Beverage Requirements:**

- No food or beverage needed
- Continental or buffet breakfast
- Coffee service only

Confirmation of session day, date, and time, along with AV and menu information, will be supplied to the contact person beginning **February 13, 2005**.

Form submission deadline: ASAP (or no later than **February 28, 2005** to be included in the onsite *Official Program*.)  
Send application with payment to:

Medical Library Association – Attn: Tom Pacetti  
MLA '05 Sunrise Seminars  
65 E. Wacker Pl., Ste. 1900, Chicago, IL 60601-7298; phone, 312.419.9094 x 19, Fax: 312.419.8950

**Questions?** Contact Brenda Dreier, conference director, at 630.929.7934; email, [bdreier@heexpo.com](mailto:bdreier@heexpo.com)