

## MLA '05 TECHNOLOGY PAVILION APPLICATION

---

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

Not enough space in your booth to demo your products or services? Too many attendees asking for information at the same time? Try the Technology Pavilion.

This year's Hall of Exhibits will once again offer an opportunity to showcase your products in a theater-style setting for 20 individuals. The Pavilion features an Internet connection and projection system and will be available during exhibit hours (as noted on application form). Meeting attendees will be able to see your product in action and ask questions without the distractions of a crowded booth in the exhibits area.

Technology Pavilion sessions are 30 minutes in length and will be offered on the schedule listed on page 2, during official hours of the Hall of Exhibits. MLA is offering a limited number of Technology Pavilion opportunities.

Paid exhibitors are required to complete this form and submit \$500 per Pavilion Session to secure a specific time. All applications will be accepted on a first-come, first-served basis and will be confirmed by email no later than **February 13, 2005**. Applications will be accepted until all available rooms are filled or until **February 28, 2005**, for inclusion in the *MLA Official Program* which is distributed onsite to all registered attendees. You may still request space after this time and your pavilion will be promoted in our Onsite Addendum.

In return for the application fee, MLA will allow usage of Technology Pavilion space, located in the Hall of Exhibits. MLA will provide theater-style seating for up to 20 people, a data projector, screen (or similar) and Internet Connection. No changes in room seating or audio visual setups can be accommodated. MLA will also promote these opportunities before the meeting at [www.mlanet.org](http://www.mlanet.org), in the *MLA '05 Official Program (if received by February 28, 2005)*, or program addendum and with a 22" x 28" sign outside the presentation door (upon request). Exhibitors are encouraged to also promote their Technology Pavilion sessions directly with their customers and MLA attendees (see exhibitor's manual for registrant mailing information). MLA reserves the right to adjust meeting time assignments until the *MLA Official Program* goes to print in March. Even after time assignments are issued with the confirmation, exhibitors should contact the conference director to reconfirm room assignments before promotional pieces are designed.

No later than **February 13, 2005**, the applicant contact person below will receive confirmation of the day, date, and time.

### Contact Information:

Technology Pavilion 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.)

**Continued on Page 2...**

**Schedule/Payment Information:**

Please reserve a space (*check preference*):

**Monday, May 16, 2005**

- 10:00 a.m.
- 12:00 p.m.
- 1:00 p.m.
- 2:00 p.m.
- 3:00 p.m.
- 4:00 p.m.
- 5:00 p.m.

**Tuesday, May 17, 2005**

- 10:00 a.m.
- 11:30 a.m.
- 1:30 p.m.
- 2:30 p.m.
- 3:30 p.m.
- 4:30 p.m.
- 5:30 p.m.

# of Pavilions \_\_\_\_ x \$500.00 (US) per time slot =

Total due: \$\_\_\_\_\_

- Check enclosed to the Medical Library Association
- Credit card payment

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.)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Confirmation of day, date, and time will be supplied to the contact person no later than **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 Technology Pavilion  
 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@heiexpo.com.