



## MLA '06 TECHNOLOGY SHOWCASE APPLICATION

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 Showcase.

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 Showcase 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 Showcase 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 Showcase opportunities.

Paid exhibitors are required to complete this form and submit \$500 per Showcase 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, 2006**. Applications will be accepted until all available rooms are filled or until **February 28, 2006**, 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 Showcase will be promoted in our Addendum.

In return for the application fee, MLA will allow usage of Technology Showcase 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 '06 Official Program (if received by February 28, 2006)*, or program addendum and with a sign indicating the full day's Showcase schedule outside the presentation door. Exhibitors are encouraged to also promote their Technology Showcase 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.

For paid MLA exhibitors only - Complete one sheet per Technology Showcase request (maximum 2 requests per exhibitor).

### **Contact Information:**

Technology Showcase 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.)*



## MLA '06 TECHNOLOGY SHOWCASE APPLICATION

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### **Schedule/Payment Information:**

Please reserve a space (*check preference*):

Sunday, May 21, 2006	Monday, May 22, 2006	Tuesday, May 23, 2006
<input type="checkbox"/> 12:00 p.m.	<input type="checkbox"/> 10:00 a.m.	<input type="checkbox"/> 10:00 a.m.
<input type="checkbox"/> 1:00 p.m.	<input type="checkbox"/> 2:00 p.m.	<input type="checkbox"/> 11:30 a.m.
<input type="checkbox"/> 2:00 p.m.	<input type="checkbox"/> 3:00 p.m.	<input type="checkbox"/> 12:30 p.m.
<input type="checkbox"/> 3:00 p.m.	<input type="checkbox"/> 4:00 p.m.	<input type="checkbox"/> 1:30 p.m.
<input type="checkbox"/> 4:00 p.m.		<input type="checkbox"/> 2:30 p.m.

# of Showcases \_\_\_\_\_ 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: \_\_\_\_\_

### ***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.)

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Confirmation of day, date, and time will be supplied to the contact person no later than **February 13, 2006**.

Form submission deadline: ASAP (or no later than **February 28, 2006** to be included in the onsite *Official Program*.)

Send application with payment to:

Medical Library Association - Attn: Tom Pacetti

MLA '06 Technology Showcase

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 773.506.6513; email, [brenda@indigoevent.com](mailto:brenda@indigoevent.com)