

March, 2007

Dear Exhibitor:

The Medical Library Association (MLA), the premier association for health information professionals, invites you to be a Sponsor at its 2007 Annual Meeting, May 18-23, 2007 in Philadelphia, Pennsylvania.

The meeting theme "***Information Revolution: Change Is in the Air***" underscores the revolution occurring in health information management. Philadelphia is the natural host city for members and exhibitors to convene and thrive in our revolutionary environment of change.

On evaluations attendees report an important aspect of the meeting is to stay in personal contact with exhibitors. Your support as a Sponsor will distinguish your company and highlight your participation at MLA'07.

Your support is vital to the quality of the meeting. As a Sponsor, MLA will link your company to your chosen items and highlight your generous support among our 4,500 members. The enclosed pledge form lists opportunities and benefits. Sponsorships are awarded on a first come first served basis.

Sponsors are recognized:

- on MLA's meeting website (www.mlanet.org)
- in the Official Program
- with special "sponsor" ribbons for exhibit staff
- at the designated event and MLA plenary session
- in press releases and the *MLA News*

Additional benefits are awarded based on total sponsor amount. Each sponsor level recognizes a prominent citizen of Philadelphia:

\$20,000+, "***Franklin***" Sponsor, in honor of Benjamin Franklin, Founding Father of the US.

\$10,000 to \$19,999, "***Penn***" Sponsor, in honor of William Penn, visionary founder of Pennsylvania.

\$1,000 to \$9,999, "***Ross***" Sponsor, in honor of Betsy Ross, Americas most famous flag maker.

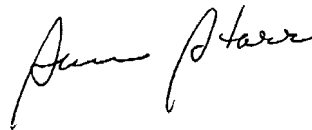
Soon, a member of the 2007 National Program Committee will contact you to discuss sponsor opportunities. Or, you may wish to ensure your first choice by faxing the enclosed form to MLA Headquarters at 312.419.8950.

We look forward to seeing you at MLA '07. Thank you for your support!

Sincerely,



Diana Cunningham, Co-Chair
2007 National Program Committee



Susan Starr, Co-Chair
2007 National Program Committee



Medical Library Association 2007 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 _____

Sponsor Opportunities

Educational Programming:	
Section Programs - Support these highly rated sessions. Sponsor name will be prominently displayed at the selected sessions: <ul style="list-style-type: none"> <input type="checkbox"/> Section Program Session 1, May 20, Exclusive Sponsor: \$2,000 <input type="checkbox"/> Section Program Session 2, May 21, Exclusive Sponsor: \$2,000 <input type="checkbox"/> Section Program Session 3, May 22, Exclusive Sponsor: \$2,000 	
Poster Sessions - Support these informative sessions. Sponsor name will be prominently displayed at the selected sessions: <ul style="list-style-type: none"> <input type="checkbox"/> Poster Session 1, May 20, Exclusive Sponsor \$1,000 <input type="checkbox"/> Poster Session 2, May 21, Exclusive Sponsor \$1,000 <input type="checkbox"/> Poster Session 2, May 22, Exclusive Sponsor \$1,000 	
Beverages and Receptions	
<input type="checkbox"/> Library School Reunion Reception, May 20 - Members reconnect at this popular reception. Sponsor name will be prominently displayed at the event. Exclusive Sponsor: \$3,000	
<input type="checkbox"/> Leadership Orientation, May 19 - Refreshments at MLA's orientation for over 300 association leaders. Sponsor name will be prominently displayed at refreshment stations. Exclusive Sponsor: \$3,000	
<input type="checkbox"/> New Members Breakfast, May 20 - 300 new and senior members connect at this transforming event. Sponsor name will be prominently displayed at the event. Exclusive Sponsor: \$2,000	
Meeting Areas	
<input type="checkbox"/> Exhibit Hall Floor Tiles: \$1,000 for each tile adjacent your booth. Indicate number of tiles: _____ \$1,500 for each tile at the hall entrance. Limit 3 per company. Total limit 9 tiles. Number of tiles: _____	
<input type="checkbox"/> Hospitality Booth - Where everyone goes for local information on area attractions and restaurants. Sponsor name will be posted at the booth. Exclusive Sponsor: \$2,000	
<input type="checkbox"/> Message Board - Indispensable, highly visible and used by all. Sponsor name will be posted in the area. Exclusive Sponsor: \$1,000	
Refreshment Breaks - Attendees enjoy beverages and snacks in the Hall of Exhibits. Sponsor name will be posted at the breaks. Four sponsor opportunities: <ul style="list-style-type: none"> <input type="checkbox"/> Sunday afternoon, May 20 Exclusive Sponsor: \$2,000 <input type="checkbox"/> Monday morning, May 21 Exclusive Sponsor: \$2,000 <input type="checkbox"/> Monday afternoon, May 21 Exclusive Sponsor: \$2,000 <input type="checkbox"/> Tuesday morning, May 22 Exclusive Sponsor: \$2,000 	
Meeting Hand-outs	
<input type="checkbox"/> Meeting Logo Pens - Registrants receive meeting pens imprinted with your logo. Exclusive Sponsor: \$6,000	
<input type="checkbox"/> Paper and Poster Abstracts Supplement - Registrants receive the official meeting supplement containing session abstracts. Your company name and logo will be printed on the cover. Exclusive Sponsor: \$2,000	
<input type="checkbox"/> Program-at-a-Glance - A handy one-page summary of the meeting program is printed in the Official Program. Your company name will be printed on the program. Exclusive Sponsor: \$1,000	

Additional opportunities and benefits are continued on the back.

Meeting Hand-outs, continued	
<input type="checkbox"/>	Safety Tips Booklet - Every registrant receives this booklet filled with useful tips on how to stay safe while attending the meeting. Your company name and logo will be printed on the cover with other sponsors. Exclusive Sponsor: \$1,000
<input type="checkbox"/>	Restaurant Guide - Registrants receive this popular guide prepared by local members who have taste-tested nearby restaurants. Your company name and logo will be printed on the cover with other sponsors. Non-exclusive Sponsor: \$1,000
<input type="checkbox"/>	Attendees List - Registrants receive this list of registrants. Your company name and logo will be printed on the cover with other sponsors. Non-exclusive Sponsor: \$1,000

Sponsor Benefits

Increase your company's recognition among 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>	Franklin \$20,000+	Penn \$10,000+	Ross \$1,000+
Before the Meeting Benefits			
Listing as a sponsor on MLA's Web site.	X	X	X
Free use of official sponsor logo.	X	X	X
Thank you letter from Executive Director.			
Press release in Spring.	X	X	X
Internet link from MLANET to your home page.	X	X	
On-Site Benefits			
Special "Sponsor" ribbons for representatives' badges.	X	X	X
Sponsor's Circle listing at Registration Area.	X	X	X
Listing in Sponsor's Guide with booth number.	X	X	X
Listing in the <i>Official Program</i> .	X	X	X
Recognition by MLA's president at general session.	X	X	X
Your company's name posted at sponsored event.	X	X	X
Invitation to MLA's President's Reception.	X	X	
Company logo on slide presentation at Plenary Sessions.	X		
Post Meeting Benefits			
Recognition in an <i>MLA News</i> article (<i>distribution 4,000</i>).	X	X	X
Recognition in the <i>JMLA</i> (<i>distribution 4,100</i>).	X	X	
Photo of your annual meeting exhibit published in the <i>MLA News</i> .	X		

Payment: ___ Enclosed is our check

Information: ___ Please send us an invoice

 ___ Charge my credit card: ___ Visa ___ MasterCard ___ American Express

 Card # _____ Exp date: _____

 Signature: _____

Return To:	Medical Library Association 65 E. Wacker Place, Suite 1900 Chicago, IL 60601	Phone: 312/419-9094, ext. 17 Fax: 312/419-8950 www.mlanet.org
-------------------	--	---



Thank you for your support of MLA '07, May 18-23, 2007, Philadelphia, PA