



MLA '07 Sunrise Seminar Application

On *Sunday, May 20, Monday, May 21 and Tuesday, May 22*, MLA is offering a limited number of Sunrise Seminar opportunities, between 7:00 a.m. and 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, 2007**.

Applications will be accepted until all available rooms are filled or until **February 28, 2007**, for inclusion in the onsite *MLA '07 Official Program*. You

may request space after this date, and if there is still space available, your session will be listed 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 400 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, in the *MLA '07 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 list rental information). MLA reserves the right to adjust meeting room assignments until the *Official Program* goes to print in March. Even after room assignments are issued, exhibitors should contact the conference director to reconfirm room assignments before promotional pieces are designed.

Beginning **February 13, 2007**, 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.

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

Seminar Information:

Sunrise Seminar title: _____
(Limit is 8 words. To be published as indicated above in all future promotions)

Exhibiting company name: _____ Booth #: _____

Contact name: _____ Title: _____

Mailing address: _____

City, State/Province: _____ Zip/Postal code: _____

Phone: _____ Fax: _____ Email: _____

(Confirmations to be emailed.)

Schedule:

First Choice: Sunday, May 20 Monday, May 21 Tuesday, May 22
Second Choice: Sunday, May 20 Monday, May 21 Tuesday, May 22

Anticipated seminar attendance: _____

Payment Information:

of Sunrise Seminars ____ x \$600.00 (US) per seminar = 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:

MLA will provide easels.

- We will bring our own company sign. Yes, we need MLA to provide a 22" x 28" sign with our company name as indicated on this form.

Official Program or Addendum Description:

Our fifty-word description for the program as we would like it to appear follows. *MLA reserves the right to edit for style and length.* (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 services listed below will be done by the exhibitor directly with the facility or appropriate supplier:

Audiovisual requirements: (Supplier information to be sent upon confirmation.)

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

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, 2007**.

Form submission deadline: ASAP (or no later than **February 28, 2007**, to be included in the onsite *Official Program*.)

Send application with payment to:

Medical Library Association–Attn: Tom Pacetti
MLA '07 Sunrise Seminars
65 E. Wacker Pl., Ste. 1900, Chicago, IL 60601-7246; phone, 312.419.9094 x19, Fax: 312.419.8950

Questions? Please email Julie Ledogar, conference manager, at jledogar@sbcglobal.net or call 630.842.9456.