



MLA '07 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 exhibitor will once again have an opportunity to showcase 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 this application form). Meeting attendees will be able to see your product in action and ask questions without the distraction of crowds in your booth.

Technology Showcase sessions are 30 minutes in length and will be offered during the scheduled dates and times 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, 2007**. Applications will be accepted until all available rooms are filled or until **February 28, 2007**, for inclusion in the *MLA '07 Official Program*, which is distributed onsite to all registered attendees. You may still request space after this time, but your showcase will only be listed in the *Official Program* addendum.

In return for the application fee, MLA will allow usage of Technology Showcase space, located in a meeting room near 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 audiovisual setups can be accommodated. MLA will also promote these opportunities before the meeting at www.mlanet.org, in the *MLA '07 Official Program* (if received by **February 28** 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 list rental information). MLA reserves the right to adjust meeting time assignments until the *MLA '07 Official Program* goes to print in March. Even after time assignments are issued with the confirmation, exhibitors should contact the conference director to reconfirm details before promotional pieces are designed.

For paid MLA exhibitors only—Complete one application form per Technology Showcase request (maximum two requests per exhibitor).

Contact Information:

Technology Showcase 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/Payment Information:

Please reserve a space (*check preference*):

Sunday, May 20, 2007	Monday, May 21, 2007	Tuesday, May 22, 2007
<input type="checkbox"/> 12:30 p.m.	<input type="checkbox"/> 10:00 a.m.	<input type="checkbox"/> 10:00 a.m.
<input type="checkbox"/> 1:30 p.m.	<input type="checkbox"/> 11:00 a.m.	<input type="checkbox"/> 11:30 a.m.
<input type="checkbox"/> 2:30 p.m.	<input type="checkbox"/> 1:30 p.m.	<input type="checkbox"/> 12:30 p.m.
<input type="checkbox"/> 4:30 p.m.	<input type="checkbox"/> 2:30 p.m.	<input type="checkbox"/> 1:30 p.m.
	<input type="checkbox"/> 3:30 p.m.	<input type="checkbox"/> 2:30 p.m.
	<input type="checkbox"/> 4:30 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 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.)

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