



**Information Revolution:
Change Is in the Air**

May 18-23 ★ Philadelphia
Medical Library Association
www.mlanet.org

Step into—and capitalize on— an environment of change

Official Program (Space reservation Mar. 23; artwork Apr. 6)

The *Official Program* is packed with the last-minute details for meeting attendees and it is distributed onsite to approximately 2,500 registrants. It includes daily programs, including vendor showcases and seminars, exhibitor listings, and more.

MLA '07 Website Banner Ad—www.mlanet.org/am/am2007/

Annual meeting Website sponsorships are available at a special rate of \$1,500 per banner (a deep discount on regular MLANET rates). Reserve your banner today! Limited number of banners available.

Proceedings CD Sponsorship (exclusive sponsorship)

The meeting CD offers audio and electronic presentations from program sessions. Your logo and a link to your Website will be part of the CD package and presentation—and you will be acknowledged during the meeting and in MLA publications. Keep your name in front of attendees long after the meeting wraps!

Hotel Door Drops

The perfect opportunity to distribute conference materials, invitations, publications, raffle information, etc. Material will be distributed to approximately 900 attendees' doors in the early morning to peruse over breakfast while planning their day—which, with advanced notice from you, is sure to include a stop at your booth!

Hotel Custom Room Key Card (exclusive sponsorship)

Place your message, graphic, and logo in everyone's hands! Cards will be distributed from the hotel registration desk.

Onsite Newsletter

Sponsors are awarded a one-page, black and white ad in three editions of the newsletter. Certain graphic limitations apply. Limited number of sponsorships available.

E-newsletter Sponsorship Leading Up to the Meeting

More than 3,600 members subscribe to the twice-monthly MLA-FOCUS, one of MLA's most important communication vehicles. MLA-FOCUS reports on association news with links to articles, issues, and events of interest to health information professionals. Your 50-word message and Website link—or banner—ad will appear at the height of annual meeting season, March–May.

Pregistrants Mailing List

Direct mail is still a simple and effective way to get your message out to approximately 1,000 preregistered attendees. A final, post-meeting list is also available in June.

Portfolio Service

Each attendee receives a free meeting portfolio—the perfect vehicle to insert your invitations, announcements, raffle drawings, etc. Certain size and page length restrictions apply.

Visit www.marketing.mlanet.org to view samples of some of these marketing tools and to find other opportunities to reach MLA's highly targeted, tech-savvy audience of health information professionals. Contact Barbara Redmond for additional information: tel., 312.419.9094 x26; fax, 312.419.8950; email, mlacom2@mlahq.org.



MLA '07 Marketing Opportunities Order Form

OFFICIAL PROGRAM

(Space reservation Mar. 23; artwork Apr. 6)

I wish to reserve advertising space in **Official Program**.

Full-page, color x \$3,200 _____

Full-page, b&w x \$2,300 _____

Half-page, color x \$2,800 _____

Half-page, b&w x \$1,900 _____

FULL PAGE, COLOR ONLY, POSITION:
Inside back cover x \$3,600 _____

Subtotal Official Program \$ _____

ADDITIONAL OPPORTUNITIES

• Meeting CD \$4,000 \$ _____

• MLA '07 Website Banner Ads
\$1,500 per banner \$ _____

• Door Drops \$3,500 per day \$ _____

• Room Key Card \$5,000 \$ _____

• Onsite Newsletter Ad
\$4,000 (three issues) \$ _____

• E-Newsletter
\$5,100 (six issues) \$ _____

• Mailing List* available in mid-April
\$900 per list plus \$100 format and delivery charge \$ _____

• Portfolio Service
(4-page, 8.5x11-in. max.)
\$2,500 per insert \$ _____

Subtotal Addtl. Opportunities \$ _____

Total Marketing Order \$ _____

Invoices will be issued upon services rendered.

REQUIRED INFORMATION. Please print or type.

Contact person

Company

Address 1

Address 2

City, State, Zip code

Contact's telephone

Contact's fax

Contact's email address

Authorized signature

Date

*Visit www.marketing.mlanet.org for required mailing list forms, samples, specs, and terms.