

## Sunrise Seminar Application

On *Sunday, May 20, Monday, May 21, and Tuesday, May 22*, MLA is offering a limited number of Sunrise Seminar opportunities, from 7:00 a.m.–8:15 a.m., for exhibitors to conduct professional education presentations for 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 11, 2008**. Applications will be accepted until all available rooms are filled or until **February 25, 2008**, for inclusion in the onsite *MLA Official Program*. You may request space after this date, and if there is still space available, your session will be promoted in the onsite addendum.

In return for the application fee, MLA will allow usage of meeting room space at no cost and 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](http://www.mlanet.org), in the *MLA '08 Official Program*, or program addendum and with a 22" x 28" sign outside the presentation door (upon request). Exhibitors are encouraged to promote their Sunrise Seminars directly with their customers and MLA attendees (see exhibitor's manual for registrant mailing information). MLA reserves the right to adjust meeting room assignments until the *MLA 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 11, 2008**, 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.

Form submission deadline: ASAP (or no later than **February 25, 2008**, to be included in the onsite *Official Program*)

Send application with payment to:

Medical Library Association – Attn: Tom Pacetti  
65 E. Wacker Pl., Ste. 1900, Chicago, IL 60601-7246  
Tel., 312.419.9094 x 19, Fax:, 312.419.8950

**Cancellation Policy:** Sunrise Seminar cancellations are eligible for full refunds less a \$50 processing fee.

**Questions?** Contact Brenda Dreier, conference director, at 773.506.6513; email, [brenda@indigoevent.com](mailto:brenda@indigoevent.com)

For paid MLA exhibitors only: Complete one sheet per seminar request (maximum 2 requests per exhibitor).

## Sunrise Seminar Application

### Seminar Information:

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

Exhibiting company name: \_\_\_\_\_ Booth #: \_\_\_\_\_

Contact name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City, State/Province: \_\_\_\_\_ Zip/Postal code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

*(Confirmations to be emailed.)*

### Schedule *[indicate first and second choice]*

\_\_\_\_\_ Sunday, May 18

\_\_\_\_\_ Monday, May 21

\_\_\_\_\_ Tuesday, May 22

### Room Requirements

Rooms will be set theater style. The information below is required in advance for proper room assignment. All ordering and payments for the below will be done by the exhibitor directly with the facility or appropriate supplier:

Anticipated seminar attendance: \_\_\_\_\_

Head table required for \_\_\_\_\_

Podium

Table in back for handouts

AV required

We will bring our own company sign

MLA to provide a 22" x 28" sign with company name

### Food & Beverage Requirements

No food or beverage needed

Continental or buffet breakfast

Coffee service only

### Official Program or Addendum Description *Limit of 50 words*

*MLA reserves the right to edit for style and length. (Please type or print; attach an additional sheet if necessary.)*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 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: \_\_\_\_\_

**Send application with payment by February 25, 2008, to be included in the Official Program, to:**

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65 E. Wacker Pl., Ste. 1900, Chicago, IL 60601-7246;  
Fax: 312.419.8950