



Medical Library Association 2010 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

Community Service Project:
<input type="checkbox"/> Community Service Project – Saturday, \$3,000
Educational Programming: MLA's New e-Conference enables attendees and members that can't travel to the meeting to be part of the conference community with online access.
<input type="checkbox"/> Audio recordings of meeting sessions, with visual power point presentations, \$4,000.
<input type="checkbox"/> Streaming Video of select Plenary Sessions, \$4,000
<input type="checkbox"/> Online Poster Sessions, which go live a few weeks before the meeting and stay up 12 months after the meeting. Includes Lightning 5-minute presentations, \$4,000
<input type="checkbox"/> Poster Sessions - 3 informative sessions. Sponsor name will be prominently displayed, \$3,000
Meals and Receptions:
<input type="checkbox"/> Chapter Council Presents Sharing Roundtables – over 300 attendees share experiences and discuss issues at this popular networking lunch, \$3,000
<input type="checkbox"/> Awards Ceremony and Luncheon – Over 700 attendees honor the best in the field of health information management, \$8,000
<input type="checkbox"/> MLA Reception – On Tuesday over 700 attendees connect at the biggest and best party of the year! \$8,000
<input type="checkbox"/> New Members Breakfast - 200 new and senior members connect at this transforming event. Sponsor name will be prominently displayed at the event, \$3,000
<input type="checkbox"/> International Visitors Reception – 300 International members attend this networking event. Sponsor name will be prominently displayed at the event. Exclusive Sponsor: \$4,000
<input type="checkbox"/> Section Shuffle – 300 section members reflect and connect in this fun networking event, \$3,000
<input type="checkbox"/> Refreshment Tickets – support tickets for attendees for \$4 for refreshments at the meeting, \$6,000
Meeting Areas:
<input type="checkbox"/> MLA Member Resource Room and Placement Center – \$3,000
<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: \$3,000
Refreshment Breaks in Hall of Exhibits - Attendees enjoy beverages and snacks. Sponsor name will be posted at the breaks. Four sponsor opportunities:
<input type="checkbox"/> Sunday afternoon, Exclusive Sponsor: \$3,000
<input type="checkbox"/> Monday morning, Exclusive Sponsor: \$3,000
<input type="checkbox"/> Monday afternoon, Exclusive Sponsor: \$3,000
<input type="checkbox"/> Tuesday morning, Exclusive Sponsor: \$3,000
<input type="checkbox"/> Message Board – Indispensable, highly visible and used by all. Sponsor name will be posted in the area. Exclusive Sponsor: \$3,000
Meeting Hand-outs:
<input type="checkbox"/> Meeting Logo Pens – Registrants receive meeting pens imprinted with your logo. Exclusive Sponsor: \$6,000
<input type="checkbox"/> 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: \$3,000

Additional opportunities and benefits are continued on 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: \$3,000
<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: \$3,000
<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: \$3,000
Online Resources:
<input type="checkbox"/> Online Program Planner – Attendees prepare their itinerary online as MLA moves to a green meeting with less paper. Exclusive Sponsor: \$3,000
<input type="checkbox"/> Notice Boards – Large boards in prominent meeting areas alert attendees of breaking news in lieu of newsletter to cut paper and support a greener meeting. Exclusive Sponsor: \$3,000

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>	Washington Monument \$20,000+	Lincoln Memorial \$10,000+	Jefferson Memorial \$3,000+
Pre 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.	X	X	X
Press release in Spring.	X	X	X
Internet link from MLANET to your home page.	X	X	
Logo on cover of Preliminary Program, pledge by 12/4/09	X	X	
On-Site Benefits			
Logo on cover of Final Program, pledge by 3/1/10	X	X	
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		
Company logo on slide presentation at Plenary Session.	X		
Lunch and Learn time slot	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, x17
Fax: 312.419.8950
www.mlanet.org



Thank you for your support of MLA '10, May 21-26, 2010, Washington, DC