

TRADE SHOW



21ST CENTURY LITERACIES

FROM THE COMMITTEE CHAIRS

We are pleased to present to you the exhibitor prospectus for the Massachusetts Library Association's two-day fall conference, "21st Century Literacies," November 17-18, 2005 in Lowell, Massachusetts.

This is a very special event joining together the Massachusetts Library Association, the Massachusetts Center for the Book and ACRL New England. This opportunity will expose you to a wide background of library professionals, librarians, directors, trustees, friends and authors from public, school, academic, and special libraries throughout the state of Massachusetts and New England. Don't miss the chance to share your products and have some fun!

Space is very limited and on a first-come basis. If you reserved space at our May 2005 conference, MLA **must receive payment by October 1** to hold that space. Prices have been rolled back to our 2002 rates in spite of 3.5 hours of EXCLUSIVE EXHIBIT TIME and we now take credit cards! Your next chance to visit with your Massachusetts customers will be in 2007 so sign up early and guarantee your space and price.

MLA has also put together sponsorship packages (*page 5*) for the coming year along with advertising opportunities. (*see page 6 and 7*)

We are looking forward to seeing you in Lowell. As a city designated a "national park", it offers a rich history and unique architecture from the Industrial Revolution.

Michael Colford, Gianna Gifford, Nanci Milone Hill

LOWELL, MA
November 17 & 18, 2005

LOWELL, MA

November 17-18, 2005



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Photo courtesy of
Greater Merrimack Valley
Convention & Visitors Bureau

MASSACHUSETTS LIBRARY ASSOCIATION

EXHIBITOR SHOW HOURS

Thursday, November 17, 2005

8:00 am-12:00pm SET-UP

Thursday, November 17, 2005

1:00 pm Exhibit Hall Opens
1:00 pm-2:30 pm Dedicated Exhibit Time & Reception
4:30 pm-5:30 pm Exhibit Hall Closed
5:30 pm-6:30 pm Massachusetts Center Book Awards
with cash bar & hors d'oeuvres

Friday, November 18, 2005

8:00 am-12:00 pm Exhibit Hall Open
8:00 am-8:45 am Continental Breakfast in Exhibit Hall
9:45 am-10:45 Dedicated Exhibit Time
12:00 pm Dismantle (*Our contract strictly prohibits early breakdown. It is a safety hazard for our attendees.*)

PLEASE REGISTER EARLY AS SPACE IS LIMITED.

Your RESERVED space is not guaranteed until we have received payment in full BY OCTOBER 1, 2005.

REGISTER TODAY FOR

- **ACCESS**
- **VISIBILITY**
- **EXPOSURE**
- **RECOGNITION**

Register by October 1, 2005
to guarantee your space and rates!

Over 5000 copies circulated to over 900
libraries and 3000 librarians in the tri-state!

WHO WE ARE

Massachusetts Library Association (MLA) is a membership organization of librarians, friends of libraries, trustees, and library supporters from all facets of communities. MLA advocates for libraries, librarians, and library staff, defends intellectual freedom and provides a forum for leadership, communication, professional development, and networking to keep ALL libraries vital in the state of Massachusetts.

ACRL New England Chapter officially began over 30 years ago when it was approved by the ACRL Board at the 1972 ALA annual meeting. Its since the beginning has been to provide academic and research librarians opportunities for professional growth by providing workshops and conferences as well as a network of colleagues for consultation and collaboration.

The Massachusetts Center for the Book (MCB) is an affiliate of the Center for the Book in the Library of Congress. MCB works with the national center and within a network of 50 state-center affiliates to promote "books, reading, literacy, and libraries."

MLA'S 21ST CENTURY LITERACIES PROGRAM

The Massachusetts Library Association's Exhibit Hall runs in conjunction with our symposium where we hope to draw over 500 attendees from every corner of the New England states and from all types of libraries.

The first day of the symposium will focus around literacy culminating in the MCB Dinner Awards Banquet. Each year,

the MassBooks recognize significant achievements in fiction, general nonfiction, poetry, and children's literature from the previous year. Books must have been written by authors who currently live and work in Massachusetts or must present topics of particular and specific importance to the Commonwealth regardless of author's residency.

Thursday will bring in many authors from around the state along with experts in the field of all types of literacy from the book, film, the sciences, gaming and basic literacy 101. Friday will center around technology with programs on blogging, movie technology, IRIS and others.

If your business focus is the library community, then this is your audience.

Our host site this fall is the DoubleTree Riverfront Hotel in Lowell, MA, home to the Textile Museum, a National Historic Park of canals and trolley, and the New England Quilt Museum! The DoubleTree Riverfront Hotel Lowell is in the heart of scenic downtown Lowell overlooking the canals of the city and Merrimack River and conveniently located just minutes from the intersection of I-495, I-93, and Route 3 in northeastern Massachusetts.

ATTENDEES WILL BE LOOKING TO:

- Learn from your product offerings
- Buy new products and services
- Create new products
- See new products or enhancements
- Meet new people, network and have fun!

GENERAL INFORMATION

Shipping and Receiving Services:

Exhibitors are permitted to transport, load, or unload and set up or remove materials during official set up and dismantle hours.

Packages for meetings may be delivered to the hotel one (1) working day prior to the meeting date with advance notice and approval from the Sales Department **978.452.1200 ext.2100**.

Include the following information on all packages:

Group Name:
Date of Function:
Meeting Contact:
Hotel Contact: Dan O'Brien

Mail to:
DoubleTree Riverfront Hotel
50 Warren Street Lowell, MA 01852

Electrical:

Electrical needs will be handled by the DoubleTree Hotel Lowell. Electrical forms are enclosed and must be returned to the DoubleTree by November 1, 2005 or you will be charged an additional \$15.00/item by the hotel.

Telephone:

Telephone service is the responsibility of the exhibitor. Please contact Verizon at 800.941.9900 and report your assigned

number to the MLA Conference Manager to ensure installation upon your arrival if you need phone access.

Internet:

High speed Internet service is available using a wireless lan or hard-wired. You will need to have a built-in wireless card for wireless access. Please use the electrical form for internet access and payment charges (\$25.00 for the event).

Lodging:

Discounted hotel rates at \$89.00 are available through October 17th or until the block of rooms are gone. **For reservations at the DoubleTree Hotel call 1.978.452.1200 or www.doubtreelowell.com for more information.**

Meals:

Meals will be available each day. Continental breakfast is provided Friday morning in the exhibit hall. Please note Thursday's book award dinner is a ticketed event and requires preregistration using the enclosed registration form or online at: www.masslib.org/conference/

Security:

Security personnel will be provided during the hours the exhibitor hall is closed. However, it is the sole responsibility of the exhibitor to safeguard materials and displays at all times.

GREAT REASONS TO EXHIBIT AT MLA

- Librarians from Massachusetts and surrounding states will attend.
- 3.5 HOURS of EXCLUSIVE EXHIBIT TIME with refreshments.
- Exposure to a large cross section of public, academic, school and special libraries.
- Programs with several tracks including interesting speakers and workshops to stimulate more attendance from a broader range of professionals.
- Special focus on Literacy 101 and technology.
- Massachusetts Center for the Book 2005 Author Awards including reception and dinner.
- Round table discussion sessions will focus on topics of interest on Literacy 101 and Technology for special and academic librarians as well as library directors.
- Create new or renew business contacts.
- The Lowell area offers fantastic recreational opportunities, beautiful scenery & good food.
- Your next opportunity to visit with customers in a conference setting will be Spring 2007.

**EXCLUSIVE
EXHIBIT
HALL TIME OF
3.5
HOURS**

THIS TIME IS ALL ABOUT YOU!

The Exhibit Hall is open for attendees to review your products and new offerings. No other events or programs will be held at this time. This is your exclusive opportunity to get your message and product known to library professionals from throughout New England.

This block of time will include raffles, refreshments and live recognition over the public address system to thank our sponsors.

OPPORTUNITY KNOCKING!

The Opening Reception for the Massachusetts Book Medalist and MassBook award will be held in the Exhibit Hall Thursday evening from 5:30-6:30. This is your opportunity to sponsor an event that will pay tribute to writers: Jim Shepard, Lan Samatha Chang, Lisa Carey, Aaron Lansky, James Ault, David Hackett Fisher, Lucie Brock-Broido, Steven Cramer, Bill Knott, Molly Bang, Libby Koponen and Jane Yolen. Attendees will be strolling at your exhibits during the cash bar!

EXHIBIT SPACE CHOICES

	EMPTY SPACE	TABLE-BARE	SKIRTED TABLE	BOOTH
Carpeting throughout the main exhibit area	✓	✓	✓	✓
8'x30'	✓			
8'x30' table		✓	✓	✓
7'x44' (one-line) exhibitor ID sign		✓	✓	✓
Folding Chairs (one)		✓	✓	✓
8' teal/white drapery			✓	✓
8' backdrop/3' Sidewall				✓
Waste Basket				✓
Designation as MLA Vendor Partner	✓	✓	✓	✓
Web listing@www.masslib.org	✓	✓	✓	✓
Electronic set of conference attendee labels				✓

EXHIBIT SPACE PRICING

	Before October 1, 2005	After October 1, 2005	QUANTITY	SUBTOTAL	PLEASE READ THE TERMS & CONDITIONS ON PAGE 10.
Exhibit Space:					
Empty Space	\$200	\$230			
Bare Table	\$230	\$240			
Skirted Table	\$240	\$275			
Booth	\$650	\$700			
Sponsorship:					
Platinum	\$3,000.00				
Gold	\$2,000.00				
Silver	\$1,500.00				
Bronze	\$500.00				
Friends	NOT SET				
MLA Institutional Membership Annual Dues	\$70.00				
Meals: (circle choices - enter total to right)					
Nov. 17 - Buffet Lunch \$20.00 Dinner: Chicken Picatta, Haddock, Vegetarian \$30.00					
Nov. 18 - Buffet Lunch \$20.00					
			TOTAL ENCLOSED		

Reserve Your Event Before It Is Too Late!

Call Diane Klaiber 508-428-5865 or malibraries@comcast.net

CONFERENCE SPONSORSHIPS

Massachusetts Library Association members appreciate and recognize the support from our vendors and suppliers. At the same time, sponsorships and underwriting provide your company an opportunity to:

- Achieve a high profile and interact closely with your customer base
- Expand your customer base
- Get new ideas and feedback on customer needs and products
- Increase your brand identity
- Increase sales and penetration
- Recognize your loyalty to librarians in New England
- Web site recognition with a link to your web site

Following are current levels of sponsorship but MLA is open to new ideas from your company. If you do not see a category of sponsorship that would fit into your company's mission, please don't hesitate to SUGGEST OTHER AREAS OF SPONSORSHIP!

LEVEL	VALUE FOR YOUR DOLLAR	SPONSORSHIP EVENTS
<p>PLATINUM</p> <p>This sponsorship allows MLA to bring continuing education throughout the year and to advocate with legislators at the State House for proper funding. If you are interested in a sponsorship or complete underwriting of a program or event, please contact us. Otherwise, opportunities begin at \$3000.00 and include:</p>	<ul style="list-style-type: none"> • A half page ad in one of the three remaining issues of <i>Bay State Libraries</i> • 10% off booth rental at the Trade Show • Mention in the Final Conference Program • Special web recognition with a link to your web site • 2 complimentary tickets to MCB Awards Banquet • Preliminary listing of attendees • Signage at the event in key areas and at your exhibit area • Public recognition at program or event. 	<ul style="list-style-type: none"> • Legislative Day in April advocating for all libraries at the State House • CapWiz software to communicate with state and federal elected officials on library issues impacting librarians and customers. • Mass Center for the Book Awards Evening Reception in the Exhibit Hall
<p>GOLD</p> <p>Gold sponsors begin at \$2000 and enable MLA to bring special events to our members and and to use a variety of communication channels for public relations:</p>	<ul style="list-style-type: none"> • 5% off booth rental at the Trade Show • A quarter page ad in any remaining issues of the <i>Bay State Libraries</i> • Signs posted in high-traffic areas • Signage at the event • Public recognition at program or event • Mention in the Conference Program • Two tickets to the event • Preliminary listing of attendees • Annual Meeting Luncheon 	<ul style="list-style-type: none"> • MLA's live auction at the Public Library Association's annual meeting in Boston, March 2006 • Membership in "Commonwealth News Service" providing a communication channel on key topics using National Public Radio
<p>SILVER</p> <p>Silver contributions begin at \$1500 and ensure educational programs, networking opportunities and other events are available. Funds will also be used for the printing of the conference program.</p>	<ul style="list-style-type: none"> • Quarter page ad in any remaining issue of <i>Bay State Libraries</i> • Signage at the event and in high-traffic areas • Mention in the Conference Program • Public address recognition at program or event. • Trade Show Attendee Breakfast 	<ul style="list-style-type: none"> • Opening Exhibit Hall Reception • Printing of the <i>Bay State Libraries</i> • Printing of Conference Program • Four (4) Scholarship offerings to attend <i>21st Century Literacies</i>
<p>BRONZE</p> <p>Bronze sponsor reflects the involvement of your support to the Massachusetts libraries. Bronze funds defray the cost of special programs where we recognize our members at our annual meeting. Opportunities begin at \$500.</p>	<ul style="list-style-type: none"> • Mention in the Conference Program • Sixth page ad in the final conference program • Signage in high-traffic areas 	<ul style="list-style-type: none"> • Paralibrarian Award's Program • Public Relations Person of the Year Award

FRIEND

Friend sponsor doesn't fit into the other categories but appreciates and supports MLA in whatever way they can.

OUR MEMBERSHIP THANKS ALL THOSE EXHIBITORS WHO CONTRIBUTE TO THE CONTINUED SUCCESS OF THE MASSACHUSETTS LIBRARY ASSOCIATION!

NEWSLETTER ADVERTISING

TERMS AND CONDITIONS

Terms:

- Advertising materials submitted to the MLA Newsletter become the sole property of MLA.
- No artwork printed in the MLA Newsletter will be returned.
- Advertisements deemed inappropriate by MLA will be declined.

Acceptable File Formats:

- Acceptable file formats include image files (preferably TIFF, GIF, or JPEG), EPS or high-res PDF.
- We cannot accept MS Publisher files or graphics in Word.
- Both Macintosh and PC files are acceptable.

Delivery Methods:

- Artwork may be mailed or sent as an email attachment to the Publications Manager at publications@masslib.or sent on CD to: Elizabeth Hacala, 21 Fitchdale Ave Bedford MA, 01730
- Electronic files are preferred for ads.
- Please also mail/fax a proof (printout) of the ad or supply and PDF of the advertisement.

Typesetting and Layout:

- Rates are for camera-ready copy.
- Ad creation can be supplied at a rate of \$50/hour.
- All newsletter advertisements will be printed black and white.

Billing:

- Advertising accounts will be billed shortly after publication of each issue.
- A tear sheet in which the advertisement appears will be forwarded with the invoice.
- Cancellations will be accepted up to 30 days prior to the issue deadline (see "Deadlines").
- A \$25 cancellation fee will be charged.

WEB ADVERTISING

TERMS AND CONDITIONS

The Massachusetts Library Association also offers advertisers the ability to advertise on the MLA website.

- Cancellations within 30 days of the issue deadline will be billed at the full base rate.
- The advertiser will have a 180x108 pixel box with a title bar indicating that the advertiser is supporting MLA's website.
- The same restrictions for content and format apply to web ads. However web advertisements can contain color.
- The web ad will be clickable to the advertisers site.

The MLA website is supported by:



Please mail the completed insertion order to:

Elizabeth Hacala, MLA Publications Manager, 21 Fitchdale Ave, Bedford, MA 01730
or fax it to 1-781-998-0393 Attn: Elizabeth Hacala

MLA assumes no responsibility for errors in advertising copy.

MLA NEWSLETTER & WEB ADVERTISING ORDER FORM

The Massachusetts Library Association now offers advertising in its quarterly newsletter, which has a circulation estimated at 1,000 and a readership estimated of 3,500.

MLA also offers advertisers the ability to advertise on the MLA website. The advertiser's logo will be placed on the MLA web page for one month. The advertisement will contain a title bar indicating that the advertiser's support for the MLA website. See reverse for details and sample.

Ad Type	Width & Height	Exhibitor Price	Non-Exhibitor Price
Full Page	7 1/2" wide x 10" high	\$275.00	\$375.00
1/2 Page	7 1/2" wide x 4 3/4" high	\$150.00	\$250.00
1/4 Page	3 1/2" wide x 4 3/4" high	\$85.00	\$135.00
1/6 Page	2 3/8 x 4 7/8 inches (vertical or horizontal)	\$75.00	\$125.00
Business Card Size	3 1/2" x 2" inches (vertical or horizontal)	\$50.00	\$50.00
Web Sponsor	2.5" wide x 1.5" high (180x108 pixels)	\$250.00	\$350.00

Contact Information:

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: () _____ e-mail: _____

NEWSLETTERS: (Please check desired months)

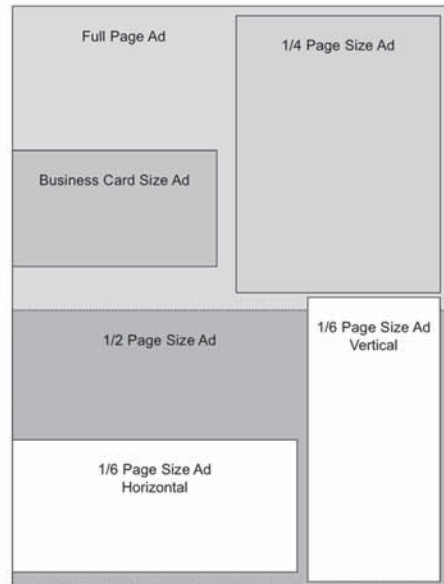
- | | |
|----------------------------------|----------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> July |
| <input type="checkbox"/> April | <input type="checkbox"/> October |

Newsletter Ad Deadlines:

December 1st, March 1st, June 1st, and September 1st

WEB UNDERWRITING: (Please check desired months)

- | | |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> July |
| <input type="checkbox"/> February | <input type="checkbox"/> August |
| <input type="checkbox"/> March | <input type="checkbox"/> September |
| <input type="checkbox"/> April | <input type="checkbox"/> October |
| <input type="checkbox"/> May | <input type="checkbox"/> November |
| <input type="checkbox"/> June | <input type="checkbox"/> December |



Please mail the completed insertion order to:
 Elizabeth Hacala, MLA Publications Manager, 21 Fitchdale Ave, Bedford, MA 01730
 or fax it to 1-781-998-0393 Attn: Elizabeth Hacala

EXHIBIT SPACE APPLICATION

(Office Use Only)

SPACE # _____

Postmark Date: _____

Confirmation Sent: _____

Payment Enclosed: _____

Check Number: _____

Name of Firm: _____

Contact for Exhibitor Kit: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Phone: () _____ Fax: () _____

Emergency Phone: () _____ E-mail: _____

EXHIBIT BOOTH PERSONNEL: (Up To Four)

1) _____

2) _____

3) _____

4) _____

FINAL CONFERENCE PROGRAM LISTING:

Please type or print the information below EXACTLY as you would like to appear in the program handouts.

Name of Firm: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: () _____

Fax: () _____

Web Site: _____

FINAL CONFERENCE PROGRAM DESCRIPTION:

List our company under the alphabet letter: _____

Include a brief description of the products and services you will be exhibiting at the MLA conference (20 word limit):

PRIOR YEARS OF ATTENDANCE: (please circle one)

New this year 1-4 years 5-9 years 10-19 years 20+ years

LOCATION PREFERENCE

(Please be aware that due to the limited space, location preference may not be possible but MLA will due its best to accommodate your needs):

Try to locate our exhibit near: _____

Try to locate our exhibit away from: _____

PLEASE CIRCLE ALL THAT YOU REQUIRE:

- Utility Needs
- Internet via Phone Line
- Electrical
- Internet (Wireless)

PAYMENT METHOD:

MLA accepts checks and credit cards (NEW this year!)

My check is enclosed for \$_____ payable to:

Massachusetts Library Association

PO Box 1445

Marstons Mills, MA 02648

FAX: 508.428.5865

OR

Charge \$_____ to my (please circle one below)

VISA MasterCard American Express

Credit Card #: _____

Card Security Code: _____

Expiration Date: _____

Name on Card: _____

Signature: _____

Return application to: **MASSACHUSETTS LIBRARY ASSOCIATION**

PO BOX 1445 • MARSTONS MILLS, MA 02648 ♦ Voice/Fax:508-428-5865 • malibraries@comcast.net • www.masslib.org

ELECTRICAL AND TELEPHONE ORDER FORM

Please complete this form and enclose your check or credit card authorization form for the full amount payable to the DoubleTree Riverfront Hotel Lowell, 50 Warren Street, Lowell, MA 01852, Attn: Daniel G. O'Brien. **All requests must be received in writing ten (10) days prior to show. All late orders will be subject to an additional \$15.00 per item late charge.** If using credit card, this form can be faxed to: (978) 452-0606.

Today's Date: _____ Name of Show: "21st Century Literacies" Show Dates: November 17-18, 2005

Total Amount of Check \$ _____	Your Name: _____
Charge \$ _____ to my (please circle one below)	Booth/ Table Number(s): _____
VISA MasterCard American Express	Company Name: _____
Credit Card #: _____	Telephone #: _____
Card Security Code: _____ Exp. Date: _____	Fax #: _____
Name on Card: _____	Address: _____
Signature: _____	State: _____ Zip: _____
	Person in charge of Exhibit: _____
	Signature: _____

<u>ELECTRICITY DESCRIPTION</u>	<u>USAGE PRICE</u>	<u>NUMBER NEEDED</u>	<u>DAYS NEEDED</u>	<u>EQUIPMENT DESCRIPTION</u>	<u>TOTAL FEE</u>
Outlets to 10 amps, 120 volts	\$15.00	_____	_____	_____	_____
Outlets to 20 amps, 120 volts	\$20.00	_____	_____	_____	_____
Outlets to 20 amps, 208 volts	\$40.00	_____	_____	_____	_____
Outlets to 30 amps, 208 volts	\$50.00	_____	_____	_____	_____

NOTE: All charges are per day Sub Total _____

<u>TELEPHONE DESCRIPTION</u>	<u>USAGE PRICE</u>	<u>NUMBER NEEDED</u>	<u>DAYS NEEDED</u>	<u>LOCATION(S)</u>	<u>TOTAL FEE</u>
Long Distance and local calls (one time fee)	\$ 50.00	_____	_____	_____	_____
iBAHN Hi-Speed Internet access	\$25.00	_____	_____	_____	_____
iBAHN Hardwired Internet access	\$25.00	_____	_____	_____	_____

Sub Total _____
GRAND TOTAL _____

NOTE: Plus Long distance charges. Payment must be guaranteed by a major credit card.

Electrician (for special services): _____ per man, per hour Houseman: _____ per man, per hour

NOTE: For electricians and housemen, specify day, hours and number of men needed. _____

Usage price for outlets include your pro-rated share of the cost of special switchboards, temporary lines, and power lines to your booth, as well as removal after the show and current consumption.

Prices of special services and materials not listed will be given upon receipt of written information. All prices include 5% tax. Per day usage Price based on show days only.

If you have any questions, please call the DoubleTree Catering Office at (978) 452-1200, Ext. 2100. Dan O'Brien. Director of Catering

TERMS & CONDITIONS

READ RULES AND REGULATIONS ON REVERSE WHICH CONSTITUTE PART OF THIS CONTRACTUAL AGREEMENT

RULES AND REGULATIONS COVERING MLA EXHIBITS MANAGEMENT

Exhibits at the Massachusetts Library Association (MLA) Annual Conference are sponsored by MLA, herein known as "Sponsor" and managed by their contracted Executive Manager and Exhibits Manager, referred to herein as "Management." Sponsor and Management reserve the right, at their sole discretion, to alter the exhibit hours or floor plan arrangement in any manner which is in the best interest of the exposition.

ASSIGNMENT OF SPACE:

Space will be assigned providing payment in full is received 30 days prior to the Conference. After that date, assignments will be made by Management in accordance with order of dates of receipt of the regular Exhibit Space Application and seniority of the exhibiting company. Location preferences will be accommodated as far as possible. Sponsor and Management reserve the right to determine the eligibility of exhibit space applicants and individual products to be exhibited.

PAYMENTS:

Payment in full must accompany this application. Please note the MLA Tax ID number on the application. Failure to complete payments as required may result in space reassignment and/or cancellation by Management.

NO ASSIGNMENT OR SUBLETTING:

The rights of an exhibitor are not assignable to any other persons or firm. No exhibitor may assign, sublet, or apportion the whole or any part of the space allotted nor exhibit therein any goods other than those sold in the regular course of business by the exhibitor without specific permission from Management.

EXHIBIT HOURS:

Exhibit hours will be determined by Management and exhibitor agrees to maintain and staff displays during all hours exhibits are open. Exhibit space will be open to attendees only during show hours and exclusively to exhibitors only when MLA staff is in the hall. No admittance is permitted at other times except by prior arrangement with Management. Anticipated exhibit hours will be listed in your confirmation materials, and Management reserves the right to alter hours as required for the best interest of the exposition. Exhibitor agrees not to sponsor or conduct any group function outside the exhibit hall without specific prior permission from Management.

DISPLAY REGULATIONS:

No exhibit element may exceed a height of 8' from the floor. No exhibit may intrude upon neighboring exhibits or aisles or obstruct view or access to any other display. Nothing may be nailed, tacked, screwed or otherwise attached to any portion of the building without express permission from Management. All sound devices must be operated at a level that does not permit sound to travel beyond

exhibitor's assigned space. Distribution of printed matter, souvenirs or any other articles shall be restricted to the contracted space. No part of the facility other than the exhibitor's booth shall be used for display, order taking, or selling purposes of any kind. Management, at its sole discretion, reserves the right to require removal of any objectionable display elements or prohibit any unauthorized exhibitor selling activity.

SIGNAGE:

Each exhibitor will provide a company identification sign. Additional signage may be attached to curtain drapes or otherwise displayed providing it causes no damage to any equipment or building element and does not interfere with access or view of any neighboring display or infringe on aisle space. Exhibitor will be liable for any damages incurred by signage or other display elements, at exhibitor's sole cost.

INSTALLATION AND DISMANTLE:

Exhibitor agrees to abide by established hours for display installation and dismantling, to have display ready for the official opening hour, to keep display in place until the official closing time, and to remove all exhibit materials from the hall by the established deadline. Exhibitors are permitted to set up and dismantle their own displays, or to use the services provided by the official show contractor. Exhibitors using installation and dismantling services other than the official contractor must provide notification to the official show contractor and proof of insurance coverage as determined by the official contractor.

SHIPPING:

Exhibitor agrees to use the drayage services provided by the official show contractor if shipping service is needed. Items shipped to the facility are subject to return to shipper. Exhibitors may transport, unload or load and set up/dismantle their own materials during official installation/dismantle hours.

SECURITY:

Security personnel will be provided during the hours the show is closed. However, it is the sole responsibility of the exhibitor to safeguard goods, materials, equipment, and displays at all times. Neither the Sponsor, Management, the show facility, the official contractor, nor the security company will be liable for any damages or loss of property arising from the exhibitor's occupancy of the exhibit space and participation in the exposition. The provision of watchman in no way shall be deemed to increase the liability of the Sponsor, Management, the facility, the official contractor, or the security company.

COMPLIANCE WITH REGULATIONS:

Exhibitor shall comply, at exhibitor's sole expense, with all national, state, city, municipal, and other

government and facility rules and regulations, including but not limited to fire safety laws, the Americans with Disabilities Act, all applicable trademark and copyright laws including any performance, reproduction or use of musical, artistic, or literary works.

LIABILITIES AND INSURANCE:

The Sponsor, Management, the facility, the official contractor, the building owners, and their employees and agents will not be liable for injuries to any person or damage or loss of any property owned or controlled by exhibitors to which claims for damages may arise or be connected in any way to exhibitor's participation in the exposition, nor for any claim or liability which may arise as a result of copyright and trademark laws and regulations. Exhibitor agrees to hold the Sponsor, Management, the facility, the official contractor, the building owners, and their employees and agents harmless from all such claims. It is the sole responsibility of the exhibitor to obtain any required business interruption, property damage, or other insurance coverage.

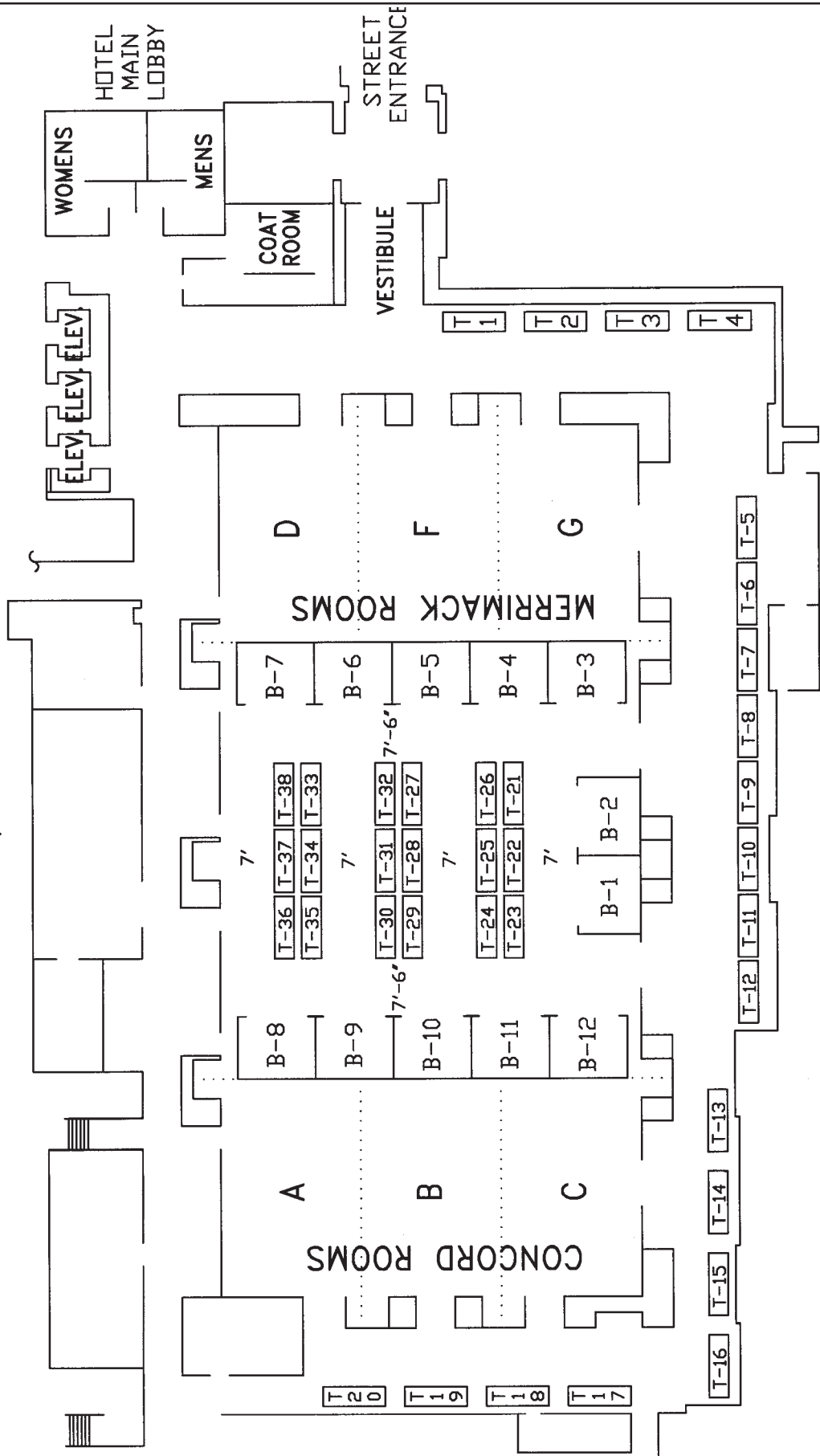
EXHIBITOR CANCELLATION:

In the event an exhibitor must cancel participation, a written request for cancellation must be sent to the MLA Conference Office at PO Box 1445, Marstons Mills, MA 02648. Cancellation requests postmarked on or before 30 days prior to the Conference, will be eligible for refunds of monies paid less an administrative fee of \$50. After that date, no refunds can be made. Companies unable to attend are required to notify Management so that suitable adjustments to exhibit space can be made.

EVENT CANCELLATION:

In the event the exposition is cancelled or postponed, Sponsor and Management will refund all monies paid by exhibitor to MLA for participation in the event. This refund shall be the sole and exclusive remedy of the exhibitor with respect to any damages sustained by exhibitor in relation to non-performance, cancellation or postponement of the event. Sponsor and Management reserve the right to cancel or postpone the exposition for any of the following reasons: damage or destruction of the facility, Acts of God, national or unforeseen emergency, war or insurrection, strikes or the possibility of strikes, authority of the law, or for any cause beyond their control where Sponsor and Management deem it unsafe or unwise to hold the exposition as planned. This agreement shall be construed solely as a license for the use of the exhibitor space to be occupied by the exhibitor, and exhibitor agrees that it has not relied on any oral or written representation not contained in this agreement.

MA LIBRARY ASSOCIATION
 NOVEMBER 17-18, 2005
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DIRECTIONS TO DOUBLETREE LOWELL

FROM ROUTE 93 NORTH (BOSTON, LOGAN AIRPORT):

Follow Route 93 North to Exit 44B (495 South). Take Exit 35C For the Lowell Connector to the end, Exit 5C. At the lights take a left onto Gorham St. After the third traffic light get into the right lane and prepare to take your next right onto Church St. Take the first left onto George St., which will take you into our parking lot.

FROM ROUTE 93 SOUTH

Follow 93 South to Exit 44. Take Exit 35C for the Lowell Connector to the end, Exit 5C. At the lights take a left onto Gorham St. After the third traffic light get into the right lane and prepare to take your next right onto Church St. Take the first left onto George St., which will take you into our parking lot.

FROM ROUTE 128 & 95

Exit at Route 3 North to Exit 30 which is the Lowell Connector. At the lights take a left onto Gorham St. After the third traffic light get into the right lane and prepare to take your next right onto Church St. Take the first left onto George St., which will take you into our parking lot.

FROM 495 NORTH

Take Exit 35C for the Lowell Connector. At the lights take a left onto Gorham St. After the third traffic light get into the right lane and prepare to take your next right onto Church St. Take the first left onto George St. which will take you into our parking lot.

FROM 495 SOUTH

Take Exit 35C for the Lowell Connector. At the lights take a left onto Gorham St. After the third traffic light get into the right lane and prepare to take your next right onto Church St. Take the first left onto George St. which will take you into our parking lot.

FROM ROUTE 3

Take Exit 30 for the Lowell Connector. Follow the Lowell Connector to the end, Exit 5C. At the lights take a left onto Gorham St. After the third traffic light get into the right lane and prepare to take your next right onto Church St. Take the first left onto George St. which will take you into our parking lot.

FROM THE LOWELL CONNECTOR

Follow the Lowell Connector to the end, Exit 5C. At the lights take a left onto Gorham St. After the third traffic light get into the right lane and prepare to take your next right onto Church St. Take the first left onto George St. which will take you into our parking lot.

FROM THE NEW YORK AND NEW JERSEY AREA

Take Route 95 North to Route 91 North to Route 84 East, to Route 90 East (Mass Pike). Take Exit 11A(495 North)Take Exit 35C for the Lowell Connector. Follow the Lowell Connector to the end, Exit 5C. At the lights take a left onto Gorham St. After the third traffic light get into the right lane and prepare to take your next right onto Church St. Take the first left onto George St. which will take you into our parking lot.

FROM RHODE ISLAND

Take 95N to Route 3. Take Exit 30 for the Lowell Connector. Follow the Lowell Connector to the end, Exit 5C. At the lights take a left onto Gorham St. After the third traffic light get into the right lane and prepare to take your next right onto Church St. Take the first left onto George St. which will take you into our parking lot.

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NOVEMBER 17-18, 2005
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The logo for the Modern Language Association (MLA), consisting of the letters "MLA" in a stylized, cursive font.