



Connections: Bridging the Gaps

May 16–21 • Chicago

MEDICAL LIBRARY ASSOCIATION • www.mlanet.org



MLA '08 Marketing Opportunities

Pocket Program

(Space reservation March 20, artwork April 4)

This booklet, sized to fit inside the conference badge holder, provides essential at-a-glance information for meeting attendees. Put information about your products on a piece attendees will look at throughout the day. The pocket program will be distributed to approximately 2,500 attendees at the meeting site.

Official Program

(Space reservation Mar. 20; artwork Apr. 4)

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 '08 Website Banner Ad

www.mlanet.org/am/am2008/

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 wrapup!

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 '08 MARKETING OPPORTUNITIES ORDER FORM

POCKET PROGRAM

(Space reservation March 20; artwork April 4)

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

Full-page, color x \$4,500 _____

Subtotal Preliminary Program \$ _____

OFFICIAL PROGRAM

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

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

Full-page, color x \$3,300 _____

Full-page, b&w x \$2,400 _____

Half-page, color x \$2,900 _____

Half-page, b&w x \$2,000 _____

Full-page, color only, positions:

Inside front cover x \$3,950 _____

Inside back cover x \$3,750 _____

Back cover x \$3,950 _____

Opposite TOC x \$3,850 _____

Opposite 2nd cover x \$3,950 _____

Subtotal Official Program \$ _____

ADDITIONAL OPPORTUNITIES

Meeting CD

\$4,000 \$ _____

MLA '08 Website Banner Ads

\$1,500 per banner \$ _____

Door Drops

\$3,500 per day \$ _____

Room Key Card

\$6,000 \$ _____

Onsite Newsletter Ad

\$4,000 (three issues) \$ _____

E-newsletter

\$5,200 (six issues) \$ _____

Mailing List* available in mid-April

\$950 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.

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

REQUIRED INFORMATION. Please print or type.

Contact person

Contact's telephone

Contact's fax

Company

Contact's email address

Address 1

Address 2

Authorized signature

Date

City, State, Zip code