

iFuturo Magnífico!
Celebrating Our
Diversity



MLA '05
MEDICAL LIBRARY
ASSOCIATION

SAN ANTONIO, TX • MAY 14-19, 2005
www.mlanet.org

Make Your Meeting Magnificent— Connect with Medical Librarians!

Official Program (Space reservation Mar. 8; artwork Mar. 22)

The *Official Program* is packed with the latest information for meeting attendees and it is distributed to approximately 2,500 registrants. It includes daily programs, special events, exhibitor listings, and more. Advertisers receive a **free** listing in the Online Exhibit.

Audio and Presentations CD Sponsorship (exclusive sponsorship)

The MLA '05 meeting CD will offer program sessions, speakers, and more. Your logo and Website link will be part of the audio CD and packaging—and you will be acknowledged during the meeting and in MLA publications. Keep your name in front of attendees long after the meeting wraps!

MLA '05 Website Banner Ad—www.mlanet.org/am/am2005

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.

Marriott 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!

SOLD Marriott 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.

Sponsorship of Onsite Newsletter

Sponsors are awarded a one-page, black and white "advertorial" of company's products, services, history, etc., 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, a well-read communication vehicle. MLA-FOCUS reports on association news and links to articles, issues, and events of interest to health information professionals. Your 50-word message and Website link will appear at the top of at least six issues.

Pregistrants Mailing List

Direct mail is a simple and effective way to get your message out to approximately 1,500 preregistered attendees.

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 '05 Marketing Opportunities Order Form

Official Program (Space reservation Mar. 8; artwork Mar. 22)

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

Full-page, color x \$3,062 _____

Full-page, b&w x \$2,050 _____

Half-page, color x \$2,611 _____

Half-page, b&w x \$1,591 _____

FULL PAGE, COLOR ONLY, POSITIONS:
Inside front cover x \$3,789 _____

Inside back cover x \$3,563 _____

Back cover x \$3,629 _____

Opposite TOC x \$3,629 _____

Online Exhibit is **free**, if you would like a link to your Website, add \$200*. _____

Subtotal Official Program \$ _____

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

Meeting CD \$6,000

Subtotal Meeting CD \$ _____

MLA '05 Website Banner Ads

\$1,500 per banner (Jan.-Jun. 05)

Subtotal Banner Ads \$ _____

Door Drops \$2,500 per day

Subtotal Door Drops \$ _____

Room Key Card \$6,000

Subtotal Room Key Card \$ **SOLD** _____

Onsite Newsletter

\$4,000 for three issues

Subtotal Onsite Newsletter \$ _____

E-Newsletter \$4,900 (six issues)

Subtotal E-Newsletter \$ _____

Mailing List

\$800 per list plus format and delivery charges*

Subtotal Mailing List \$ _____

Portfolio Service

\$2,500 per insert (4-page, 8.5x11 max.)

Subtotal Portfolio Service \$ _____

TOTAL MARKETING ORDER \$ _____

Invoices will be issued upon services rendered.

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