



SUNRISE SEMINAR APPLICATION

On *Sunday, May 17, Monday, May 18, and Tuesday, May 19*, MLA is offering a limited number of Sunrise Seminar opportunities, from 7:00 a.m.–8:00 a.m. (Sunday) and 6:30 a.m.–7:30 a.m. (Monday/Tuesday), 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 **January 5, 2009**. Applications will be accepted until all available rooms are filled or until **February 9, 2009**, 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, in the *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 *Official Program* goes to print in March. Even after room assignments are issued, exhibitors should contact the meeting director to reconfirm room assignments before promotional pieces are designed.

Beginning **January 5, 2009**, 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 9, 2009**, to be included in the *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 x19; Fax, 312.419.8950

Cancellation Policy: Sunrise Seminar cancellations shall be in writing to Brenda Dreier and are eligible for a full refund, less a \$50 processing fee if received prior to March 1, 2009. No refunds will be given after March 1, 2009.

Questions? Contact Brenda Dreier, meeting director, at 773.506.6513; email, brenda@indigoevent.com.

For paid MLA exhibitors only: Complete 1 sheet per seminar request (maximum 2 requests per exhibitor).



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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 17 Monday, May 18 Tuesday, May 19

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: _____

- | | |
|---|--|
| <input type="checkbox"/> Head table required for _____ | <input type="checkbox"/> Table in back for handouts |
| <input type="checkbox"/> Podium | <input type="checkbox"/> AV required |
| <input type="checkbox"/> We will bring our own company sign | <input type="checkbox"/> MLA to provide a 22" x 28" sign with company name |

Food and 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 (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 9, 2009, to be included in the Official Program to:
 Medical Library Association, Attn: Tom Pacetti, 65 E. Wacker Pl., Ste. 1900, Chicago, IL 60601-7246; Fax, 312.419.8950