



TECHNOLOGY SHOWCASE APPLICATION

Not enough space in your booth to demo your products or services? Too many attendees asking for information at the same time? Try the Technology Showcase.

This year's exhibitors will once again have an opportunity to showcase products in a theater-style setting for forty individuals. The showcase features an Internet connection and projection system and will be available during exhibit hours (as noted on application form). Meeting attendees will be able to see your product in action and ask questions without the distractions of a crowded booth in the exhibits area.

Technology Showcase sessions are 30 minutes in length and will be offered on the schedule listed on page 2, during official hours of the Hall of Exhibits. MLA is offering a limited number of Technology Showcase opportunities.

Paid exhibitors are required to complete this form and submit \$600 per showcase session to secure a specific time. 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 *MLA Official Program*, which is distributed onsite to all registered attendees. You may still request space after this time, and your Technology Showcase will be promoted in the addendum.

In return for the application fee, MLA will allow use of the Technology Showcase space, located in a meeting room in the Hall of Exhibits. MLA will provide theater-style seating for up to forty people, a data projector, screen (or similar), and Internet connection. Exhibitors should plan to bring their own computers. No changes in room seating or audiovisual setups can be accommodated. MLA will also promote these opportunities before the meeting at www.mlanet.org, in the *Official Program* (if received by **February 9, 2009**) or program addendum, and with a sign indicating the full day's Technology Showcase schedule outside the presentation door. Exhibitors are encouraged to promote their Technology Showcase sessions directly with their customers and MLA attendees (see exhibitor's manual for registrant mailing information). MLA reserves the right to adjust meeting time assignments until the *Official Program* goes to print in March. Even after time assignments are issued with the confirmation, exhibitors should contact the meeting director to reconfirm details before promotional pieces are designed.

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: Technology Showcase 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 Technology Showcase request (maximum 2 requests per exhibitor).



TECHNOLOGY SHOWCASE APPLICATION

Technology Showcase 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)

Please reserve a space *(check preference)*:

Sunday, May 17, 2009

- 11:00 a.m.
- noon
- 1:00 p.m.
- 2:00 p.m.
- 3:00 p.m.

Monday, May 18, 2009

- 10:30 a.m.
- 11:30 a.m.
- 1:30 p.m.
- 2:30 p.m.

Tuesday, May 19, 2009

- 8:30 a.m.
- 10:00 a.m.

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 showcases _____ 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