

May 29, 2009

Dear Trade Show Coordinator:

The theme of this year's Missouri Library Association Conference and Trade Show is:

**Missouri Libraries: Connecting. Challenging. Changing Lives.**

At the Missouri Library Association, we continue to connect vendors and customers. During these challenging economic times, we promote the value of seeing many customers in one place. We are all changing lives with a shift to green products and services.

When it comes to our trade show, we are making a special effort to help you experience high traffic, great contacts, and real sales opportunities. We look forward to introducing you to our 500+ participants at this 109<sup>th</sup> annual event. The 2009 MLA Trade Show will be conducted on October 7 and 8 at the Holiday Inn Executive Center and Expo Center – a great central location, appealing and easily accessible to everyone in Missouri's library community.

For those of you who have never done business with the Missouri Library Association, we are a professional association, serving librarians of all types. Our members come from all parts of Missouri, and each year we gather for an annual conference to network, review new products and services, and improve our professional skills.

Here are some of the ways that MLA will draw attendees into the trade show hall, located steps from our conference breakout rooms and event registration desk:

- Wednesday exhibitor reception in trade show hall
- Breakout sessions, Poster sessions, and table talk programs in the trade show hall on Thursday
- Two prize drawings and a Friendly Booth Award competition
- Three no-conflict periods to encourage all attendees to visit the trade show hall
- Two one-day complementary trade show passes for your use

Each single booth is 8' deep x 10' wide with an 8' draped back panel and 3' side drape dividers and comes with a sign with company/organization name and booth number. Your booth area will include a 6' draped table, two chairs, and a wastebasket.

Green meeting trends are beginning to take hold at MLA events, and we invite exhibitors to be mindful of reducing, reusing, and recycling. Read more about our 2009 Green Initiatives for exhibitors in the enclosed Trade Show Prospectus, and help MLA share your green product and service information by completing the Green Product/Service Description section of your Trade Show Application. Advertising opportunities are available and described in the enclosed Trade Show Prospectus.

Sponsorship opportunities are covered in the enclosed 2009 Sponsorship Prospectus.

Here's what you need to know to sign up today:

- Trade Show booth setup will be completed between noon and 4 pm on Wednesday, October 7.
- The Trade Show opens at 4 pm on October 7 with a cocktail and hors d'oeuvres reception and closes at 4 pm on October 8 with our third no-conflict period.

- MLA corporate members are acknowledged in our conference program and receive preference in trade show booth assignment. (The one-year corporate membership fee is \$200. An application is enclosed for your convenience.)
- The single trade show booth early bird rate is \$515. After July 31, the rate goes to \$615.
- Booth carpet, drayage, telephone, electrical, and data connection service are available and will be provided directly to trade show participants by the Holiday Inn Expo Center. Note that, while the aisles will be carpeted, your booths will not unless you choose to provide or contract for booth carpet.
- Our 2009 sleeping room rate of \$94.95 per night for single/double occupancy is guaranteed through September 11, 2009.
- Hospitality Suites/Parlor Rooms are available at a \$195 rate.
- Parking is provided at no cost.

Enclosed is our 2009 Trade Show Application

Questions? Contact MLA in any of the following ways:

- Phone: 573.449.4627
- Fax: 573.449.4655
- E-mail: [mla001@more.net](mailto:mla001@more.net)
- On the web at <http://www.molib.org/Conference.html>

MLA has the pleasure of hosting a growing conference and industry trade show. Our Trade Show is a diverse event with a variety of products and services represented.

Sincerely,



Margaret Booker  
Executive Director

Enclosures:    Trade Show Prospectus  
                  2009 Sponsorship Prospectus  
                  Trade Show Application/Contract  
                  Trade Show Hall Diagram  
                  Trade Show Services Order Form  
                  Institutional Membership Application