

April 14, 2008

Dear Trade Show Coordinator:

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

FREEDOM TO SOAR...WITH BOOKS AND MORE!

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 108th annual event. The 2008 MLA Trade Show will be conducted on October 1 and 2 at the Millennium Hotel in Downtown St. Louis, the hometown of three of Missouri's largest library systems – The St. Louis Public Library, St. Louis County Library, and the St. Charles City-County Library District.

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 adjacent to our all-conference meeting/banquet room, steps from our conference and trade show registration desk, and just down the hall from our meeting rooms:

- Poster sessions and table talk programs in or nearby the trade show hall on Thursday
- Two prize drawings and a Friendly Booth Award competition
- Wednesday exhibitor reception in trade show hall
- 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. The carpeted booth area includes a 6' table, two chairs, and a wastebasket. The premium two-booth combo offer (check trade show hall diagram for booths 33, 47, 67, and 78) is a front of hall, row-end booth measuring 10" deep x 16' wide, which comes with two tables, four chairs, and two wastebaskets.

Additional advertising and sponsorship opportunities are available and described in the enclosed Trade Show 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 1.
- The Trade Show opens at 4:30 pm on October 1 with a cocktail and hors d'oeuvres reception and closes at 4:30 pm on October 2 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. The early bird premium booth combo rate is \$1,230 with a full price of \$1,330 after July 31.
- Drayage, telephone, electrical, and data connection service are available and will be provided directly to trade show participants by Paramount Convention Services, Inc.
- Our 2008 sleeping room rate of \$129 per night for single/double occupancy is guaranteed through September 5, 2008.
- Overnight parking is provided at the rate of \$16 per night.

Enclosed is our 2008 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
- 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. We are pleased to offer you the **FREEDOM TO SOAR...WITH BOOKS AND MORE!**

Sincerely,

Margaret Booker
Executive Director

Enclosures: Trade Show Prospectus
Trade Show Application/Contract
Trade Show Hall Diagram
Individual Membership Application