



The Mid-America Association of Law Libraries (MAALL) annual meeting is October 11th-13th, 2018 at the Springhill Suites Memphis and University of Memphis School of Law in downtown Memphis. We invite you to consider partnering with us to make this year's meeting a success. MAALL's core membership is drawn from academic, court, county and special libraries in 13 states: Arkansas, Illinois, Indiana, Iowa, Kansas, Missouri, Nebraska, Ohio, Oklahoma, North Dakota, South Dakota, Tennessee, and Wisconsin.

MAALL librarians know they must be able to plan strategically in order for their libraries and programs to run successfully. Therefore, this year's theme is ***Develop a Winning Strategy***. Our programs have been selected to address a variety of library strategic planning issues. We are anticipating a diverse group of librarians from across the region. This meeting is a cost-effective opportunity for you to reach a large audience of law librarians from a broad geographical area.

We are very excited to be having the meeting in Memphis this year! The hotel and Law School are in the heart of Downtown Memphis, only a short distance from legendary Beale Street. We will also be hosting a reception and tours at the acclaimed National Civil Rights Museum on Friday evening.

The exhibit area will be open from 8:00 am on Thursday (10/11) until noon Friday (10/12) in the Springhill Suites conference area and will be located directly outside of the program meeting rooms. The exhibitor fee is \$750. The fee includes a 1/4 page ad in the conference program, recognition on our website, one Thursday and Friday registration and all associated meals, one exhibitor table, and one attendance at the reception. Wireless internet is available free throughout the venue.

Additional meal and reception admittance for additional attendees may be purchased if desired. Additional advertising space in the brochure is available for purchase: ½ page for \$75 and a full page for \$150, in addition to the exhibitor fee. Vendors not wishing to exhibit may purchase ads in the program at the prices listed (a ¼ ad for non exhibitors is \$35).

This year we have several 30 minute breaks scheduled to allow attendees more time to visit with vendors. In addition, Exhibitor Bingo will return this year. This popular conference feature will help to ensure foot traffic to vendor tables.

We will also continue "vendor demos" this year. The charge for a vendor demo is \$100 for 15 minutes and \$200 for 30 minutes. AV equipment is included in the cost.

In addition to the exhibit area, we have several sponsorship opportunities to gain more vendor exposure. Sponsorships will include a ½ page ad in the conference program, recognition at the sponsored event and on our website. Please note, sponsors who wish to exhibit will also need to pay the exhibitor fee of \$750.



Please consider sponsoring one of the following:

Sponsorship opportunities

- Audio Visual sponsor: 5 opportunities (\$1,000 each)
- Conference Bags: 1 opportunity at \$500
- Thursday Snack Breaks sponsor: 2 opportunities (\$400 each)
- Thursday Lunch: 3 opportunities (\$750 each)
- Friday Breakfast: 3 opportunities (\$550 each)
- Friday Lunch (with Keynote speaker): 2 opportunities (\$600 each)
- Friday Snack Breaks: 2 opportunities (\$550 each)
- Reception at National Civil Rights Museum: 5 opportunities (\$1,000 each)

Forms for exhibitor registration and sponsorships are attached. Hotel registration will be available in the near future.

The deadline for committing to an exhibit or sponsorship is September 10th, 2018.

The hotel offers self-parking for \$10.00 and valet for \$22.00 plus tax per day. All parking is offered with in/out privileges, (prices subject to change). The hotel also offers \$10.00 parking for meeting guests not staying at the hotel.

MAALL greatly appreciates your support, and we are sure you will enjoy Memphis! We will be following up in the next few days regarding your participation in our conference.

Sincerely,

Lucinda Valero Rasch
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