

## INVITATION TO EXHIBIT



At the South Central Chapter Meeting  
of the Medical Library Association  
October 22-26, 2005  
Peabody Hotel  
Little Rock, AR  
[www.sccmla.org](http://www.sccmla.org)

Please join us in Little Rock, Arkansas, October 22-26, 2005, for the South Central Chapter meeting of the Medical Library Association at the Peabody Hotel. The SCC/MLA meeting attracts information professionals and health sciences librarians from Arkansas, Louisiana, Oklahoma, New Mexico, and Texas, presenting an excellent opportunity for participants to reach this Chapter's health sciences librarians.

**Conference Dates:** Saturday, October 22 – Wednesday, October 26, 2005

**Exhibit Date:** Tuesday, October 25

**Location:** Peabody Hotel  
Three Statehouse Plaza  
Little Rock, Arkansas 72201  
501-906-4000  
[www.peabodylittlerock.com](http://www.peabodylittlerock.com)

**Exhibit Booths:** Peabody Hotel Ballroom – Salon A  
Booth includes an 6' x 10' booth (carpeted), 8' back drape, 3' side drape, 6'skirted table, 2 chairs, and identification sign.  
Price per booth is **\$500**. Deadline to reserve booth is **August 1, 2005**.

**Exhibit Setup:** Monday, October 24 5:00 pm – 6:30 pm  
Tuesday, October 25 7:00 am – 8:00 am

**Exhibit Times:** Tuesday, October 25 8:00 am – Noon  
2:00 pm – 5:00 pm

**Exhibit Breakdown:** Tuesday, October 25 5:00 pm – 6:30 pm

**Exhibit Breaks:** Tuesday, October 25 8:00 am – 9:00 am (no conflicts)  
(breakfast in exhibit hall)  
  
3:30 pm – 4:30 pm  
(refreshments in exhibit hall)

**Poster Sessions:** Tuesday, October 25 8:00 am – 4:30 pm  
(in exhibit hall) (staffed 10 am – Noon)

**Technology Expos:** Tuesday, October 25 2:30 pm – 4:30 pm  
(in exhibit hall)

**Prize Drawings:** Tuesday, October 25 4:45 pm – 5:00 pm

**Decorating Co.:** Sunbelt Convention Services will handle decorating and drayage. An exhibitor's kit will be mailed to each registered exhibitor closer to the meeting date. Contact: Tim Glasscock, phone: 501-376-7346; fax: 501-244-9995; email: sunbelt4u@sbcglobal.net.

**Internet Access:** Broadband Internet access will be provided by the Peabody in conjunction with the UAMS Library. We are working to provide both cable & wireless connections. The charge is **\$100** per line. Please indicate number of lines and the type of connection needed on the enclosed exhibitor contract.

**Electrical Service:** Electrical Services are provided by the Peabody Hotel. Your booth fee includes a 110v electrical hookup. If needed, you must register for electricity on the exhibitor contract form.

**Audio Visual Service:** Audio Visual Services are provided by Audiovisual Innovations. Ordering information will be available on the conference web site.

### **Exhibit Contract**

To reserve your exhibit space for SCC/MLA 2005, please complete the enclosed "Contract for Exhibit Space" form and send it along with your check to the name and address indicated on the form by **August 1, 2005**. When we receive your signed contract and check, we will send you a confirmation. Checks should be made payable to: "SCC/MLA 2005." Exhibitor information, forms, etc. are also available on the meeting website at: [www.sccmla.org](http://www.sccmla.org).

Each exhibit booth will receive free tickets to the Night @ the Movies (October 24) and one free ticket to the Farewell Dinner at the Clinton Presidential Center (October 25). Additional event tickets may be purchased on the reverse side of the exhibitor contract.

### **Space Layout**

Salon A & B will be joined to create a large area for exhibits, posters and the technology expos. Exhibits will primarily be located in Salon A but may flow over into Salon B. Many activities throughout the day have been planned in this connected space to encourage attendees to spend a good part of the day there. All major meetings are located on the same floor as the exhibit area. [See floorplans & CAD on meeting website]

### **Events**

The free Night @ the Movies on Monday night will give exhibitors a good opportunity to socialize with meeting attendees in an informal setting.

To draw attendees to the exhibits, a continental breakfast and afternoon refreshments will be held in the exhibit area on October 25. There will also be posters and technology expos in the adjacent salon to draw people into the exhibits. Prize drawings and games will also take place in the exhibit hall to increase traffic. Technology expos will be held in Salon B where librarians will be demonstrating and discussing different library-based hardware & software applications. Seating will be provided in front of each expo.

### **Sponsorship**

We have included a "Sponsorship" form to give you the opportunity to fund breaks, audiovisuals, and other items associated with the meeting. Vendor sponsorship is greatly appreciated by all meeting attendees and is an excellent opportunity to highlight your company. Exhibitors who also choose to provide a sponsorship will have a special sign placed at their exhibit booths indicating the event or item they have sponsored. Sponsorship, exhibit hours, and exhibitor web addresses will be featured prominently in the official meeting program.

### **Hotel**

The conference hotel is the Peabody in downtown Little Rock. To reserve a room at the conference rate under our block, use the code: *SCCMLA2005*. The conference rate of \$125/night will be available until September 21<sup>st</sup>. After this deadline, normal Peabody room rates will apply. The total tax rate is 13.625%.

We look forward to your participation in the October 2005 SCC/MLA meeting. If you have any questions, please call or email me.

Sincerely,

Susan Steelman, M.L.I.S.  
Exhibits & Sponsorships Coordinator  
SCC/MLA 2005 Local Arrangements

501-686-6737  
SteelmanSusanC@uams.edu

Enclosures: Contract for Exhibit Space  
Sponsorship Form