

Serious Learning...

Keynote Presentations

- **Seven Practices of the Inventive Creative**
Ed Holahan, toy inventor and organic farmer, Creativity Central
- **Treasure Hunting for a Different Gold**
Sally Walker, author
- **Delving into the Otherworld: Murder, Myth, and Music in *False Mermaid***
Erin Hart, author
- **Security, Privacy, and the Generation Gap**
Bruce Schneier, Chief Security Technology Officer, BT

Pre-Conference Workshops

- Growing Cultural Participation in the Arts
- Day 1 / Day 2 Certification "Train the Trainer"
- Media MashUp: Implementing Technology Programs for Youth
- RDA: An Introduction
- Ssshing the Stereotype: Librarians in the 21st Century

Sessions

More than we can list here! Choose from among more than 60 presentations across 8 sessions and 13 tracks. There's something for everyone—our tracks include:

Academic Libraries • Children and Young People
• Friends of the Library • Intellectual Freedom • Government Information • Leadership Excellence
• Paraprofessionals • Public Libraries • Reader Advisory • Reference Services • Rural Libraries
• Technical Services • Trustees & Advocates

Exhibits

We anticipate having more than 30 vendors showcasing library products and services in our exhibit hall this year. You're sure to leave the hall with at least one new idea for your library or group!



SERIOUS PLAY
2010 ANNUAL CONFERENCE
OCTOBER 6-8 2010
MAYO CIVIC CENTER
30 Civic Center Dr SE
Rochester, MN 55904
MLA
MINNESOTA LIBRARY ASSOCIATION
*early-bird rate for MLA members
\$110 for Thursday*
\$85 for Wednesday*
\$175 for all three days*

Seven ways to participate:

1. Sign up!

Registration is now open. Sign up today!

2. Rent exhibit space.

Exhibit booths are available at the Civic Center for two days. Exhibitors will participate in conference events on Wednesday and Thursday, with scheduled conflict-free time expressly devoted for attendees to spend quality time in the exhibit area.



3. Become a sponsor.

It's not too late! Get great visibility through our remaining marketing and at the conference.

4. Advertise in the conference booklet.

Our low-priced ads are perfect for getting your company's information in front of more than 500 conference attendees.

5. Rent a professional table.

This is a great way to promote your library-related nonprofit organization and/or MLA roundtable, section, and division! Professional tables will be located in the exhibit hall to maximize visibility for conference attendees.

6. Donate (and bid on) silent auction items.

Our annual silent auction fundraiser supports the Minnesota Library Foundation, which exists to benefit the community by raising and distributing funds to enhance services and increase public awareness of Minnesota libraries. Your donations (and bids!) help raise much-needed funds to support the mission of the Foundation.

7. Spread the word!

We want to tell everyone about this great conference. Tell your friends and colleagues about the conference and encourage them to attend. Press kits and flyers are available through the conference website.



...and serious PLAY.

- **Fun and networking** – Take advantage of great social and networking opportunities through receptions, the silent auction fundraiser, and a Legacy Program Showcase.
- ✦ **NEW! Legacy Program Showcase** – Artists will showcase a variety of unique artistic talents including music, storytelling, and specialties such as circus arts, ventriloquism, improv comedy, creative writing, and more.
- **Conference t-shirts** – Pre-order your conference tee and wear it to get a 15% discount in Kahler restaurant outlets, nightly drink specials at Martini's, and your chance to win a \$100 Barnes & Noble gift card. *Complete contest details are available on the conference website.*
- ✦ **NEW! Exhibit hall enhancements** – Take in an art show, visit the Health and Wellness Fair, listen to a fine Irish trio, and visit more than 30 vendors to see the latest products and services displayed by experts who know them best. You can also browse among the professional tables to learn more about library-related organizations.
- **Meals and refreshments** – Your registration fee includes refreshment breaks, six meals, and a vendor reception! *Please note that you must pre-register to guarantee your meals at the conference.*
- **A la carte registration** – Choose from more than 60 presentations across 8 sessions and 13 tracks. Come for one, two, or three days of great education, pre-conference workshops, and countless networking opportunities!
- ✦ **NEW! Award presentations** – Award presentations will happen at each luncheon keynote so that more members can share in the moment. Take part now by nominating someone for an award through the MLA website!
- **Business meetings** – Find out what's going on in your neighborhood. Participate in MLA association, committee, section, division, and roundtable business meetings, and check out the MALF awards and MLTA business meeting.
- **Easy registration** – Register online or download a hardcopy form. *If you do not have Internet access and need registration information provided to you in an alternate format, you may request materials by contacting the MLA office at 651-999-5343.*
- **Paperless handouts** – We'll provide session handouts online before the conference—and on a CD for you to take home with you! *Please note that hardcopies of handouts will NOT be supplied at the conference.*

These vendors will be there:

AWE ■ Baker & Taylor ■ BBC Audiobooks America ■ Blackstone Audio, Inc. ■ Books on Tape/Listening Library ■ Brainfuse ■ Brodart Co. ■ BWI ■ Capstone Publishing ■ Clear Image Solutions, LLC ■ Davidson Titles, Inc. ■ EBSCO ■ Embury, Ltd. ■ G.L. Berg Entertainment, Performing Artists & Speakers ■ Gale ■ Hiller Commercial Floors ■ Mango Languages ■ Minitex ■ Minnesota Historical Society & Minnesota Library Partnership ■ Minnesota Historical South Press/Borealis Books ■ National Network of Libraries of Medicine, Greater Midwest Region (NN/LM GMR) ■ Northern Micrographics ■ OverDrive, Inc. ■ PALS: A Program of the Minnesota State Colleges and Universities ■ ProQuest ■ Recorded Books ■ St. Catherine University ■ The Rose Ensemble ■ Ulness Books and Electronic Resources ■ University of Minnesota Press ■ Usborne Books and More

Will you?

More exhibitors are being added all the time. Watch the website to see who else is coming!

Don't delay—register today!

Conference registration:

Visit www.mnlibraryassociation.org/mlaconference10 for complete conference details, including early-bird and regular registration rates, registration materials, session descriptions, and more.

If you do not have Internet access, you may request a print copy of all conference information by calling 651-999-5343.

Early-bird registration rates:

(through September 17)

	Full Conference	Wed. or Fri. only	Thursday only
MLA member	\$175	\$85	\$110
Nonmember	\$250	\$150	\$175
Library Trustee			\$60
MALF			\$60

Prices increase after September 17. Visit the conference website for complete pricing details.

Pre-registration deadline is September 24, 2010.

Registration materials are available online now!

MLA proudly recognizes our generous conference sponsors:



www.mnlibraryassociation.org/mlaconference10