

# Six ways to participate.

## 1. Sign up!

This premier educational event attracts more than 500 library professionals, Friends of the Library, and library trustees from across Minnesota. Join us—register online today!

## 2. Become a sponsor.

It's not too late! Get great visibility through our remaining marketing materials including the conference program.

## 3. Rent exhibit space.

Exhibit booths are available 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.

## 4. Advertise in the conference booklet.

Our low-priced ads are perfect for getting your company's information in front of more than 400 conference attendees.

## 5. Donate (and bid on) silent auction items.

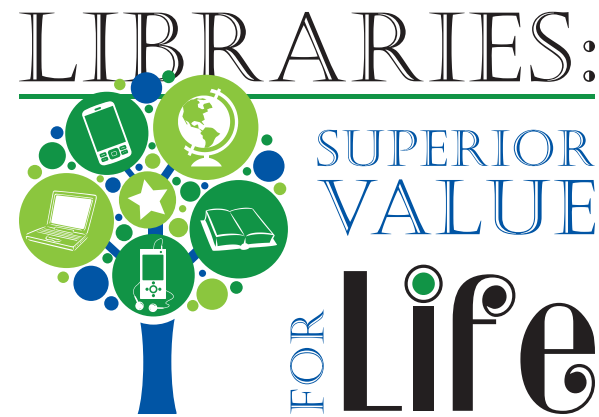
Our annual silent auction fundraiser supports the Minnesota Library Foundation, which raises and distributes funds to enhance services and increase public awareness of Minnesota libraries. Your donations (and bids!) help raise much-needed funds to benefit communities and support the mission of the Foundation.

## 6. Spread the word!

We want everyone to know about this great conference. Encourage your friends and colleagues to attend. Press kits and flyers are available through the conference website.



# Come celebrate libraries with MLA this fall.



OCTOBER 12-14, 2011

MLA 2011 ANNUAL CONFERENCE

Duluth Entertainment Convention Center • Duluth, MN

EARLY-BIRD  
MEMBER  
RATE:

**\$175**  
for three days

**\$85**  
for one day

# Superior value.

We're taking this year's theme of "superior value" to heart and incorporating the best of what the MLA Annual Conference is known for—with a few new twists.

## You'll find what the MLA Annual Conference always delivers:

- ★ High-quality continuing education opportunities with more than 50 breakout sessions
- ★ Informative and thought-provoking keynote speakers
- ★ Exhibit hall (with vendors you *want* to talk to), the Internet Café, and the Minnesota Library Foundation Silent Auction
- ★ Networking opportunities
- ★ Annual Membership Meeting as well as membership meetings for divisions, sections, and roundtables

## And you'll find a few new things:

- ★ **Featured speakers** – In addition to our engaging keynote speakers, this year the conference will have featured speakers during some of the breakout sessions.
- ★ **Conference tracks** – To create a more integrated conference experience for attendees, this year's breakout sessions will be part of the following tracks: Administration & Leadership • Authors, Literature, and Programming • Children & Young Adults • Collection Management & Technical Services • Digital Information & Technologies • Support Staff Interests • Public Services • Library Trustees & Friends
- ★ **Local Arrangements Blog** – Get the most out of your visit to Duluth through the Local Arrangements Committee blog. Check the blog often for recommendations on where to eat and shop, along with a guide to family-friendly activities. Bring your family for a Duluth mini-vacation!

# But wait... there's more!

## ★ **Headline presentations**

- ★ *Everything I Need to Know I Learned from a Children's Book* with author Anita Silvey
- ★ *Engagement through Games: Reaching Library Users through Playful Ways* with Dr. Scott Nicholson, Associate Professor, Syracuse University School of Information Studies
- ★ *One Book, One Conference: The Stormchasers* with author Jenna Blum
- ★ *Go Forth!* with author William Kent Krueger

★ **Fun and networking** – Take advantage of great social and networking opportunities through receptions, the silent auction fundraiser, Killer Cocktails, and a Legacy Program Showcase.

★ **Legacy Program Showcase** – Artists will showcase a variety of unique artistic talents. Completely new lineup of artists this year!

★ **NEW! Killer Cocktails** – What do you get when you combine Minnesota mystery writers, a haunted hotel, and signature drinks? Killer Cocktails! Don't miss this RART/Twin Cities Crime Writers Co-op event at the historic Fitger's Inn.

★ **Conference t-shirts** – You're going to love this year's design! Preview the design on the conference website and place your order with your conference registration.

★ **Meals and refreshments** – Your registration fee includes refreshment breaks, five meals, a dessert buffet and the Minitex 40th Anniversary Reception! *Please note that you must pre-register to guarantee your meals at the conference.*

★ **A la carte registration** – Choose from more than 50 presentations across six sessions and eight tracks. Come for one, two, or three days of great education and countless networking opportunities!

★ **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!

★ **NEW! Subunit membership meetings** – All subunit membership meetings are conflict free so you won't have to decide between a meeting and a breakout session. Not a member? Check out a meeting anyway and see what you're missing. Find out what's going on in your neighborhood: Participate in MLA association, committee, section, division, and roundtable membership meetings—and check out the MALF awards and MLTA meeting, too.

★ **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 presentation handouts online prior to and for 90 days after the conference as they are provided by presenters. *Please note that handouts will NOT be supplied at the conference.*

[www.mnlibraryassociation.org/mlaconference2011](http://www.mnlibraryassociation.org/mlaconference2011)

## These vendors will be there:

AWE, Inc. ★ Baker & Taylor ★ Britannica Digital Learning ★ Brodart Co. ★ BWI ★ Capstone ★ Clear Image Solutions, LLC ★ EBSCO ★ G.L. Berg Entertainment, Performing Artists & Speakers ★ Gale, Cengage Learning ★ Health Sciences Libraries, University of Minnesota ★ Kodet Architectural Group, Ltd. ★ Minnesota Historical Society Press/Borealis Books ★ PALS, A Program of the Minnesota State Colleges and Universities ★ Paratext ★ Recorded Books ★ Tech Logic ★ The Big Picture ★ The Rose Ensemble ★ Ulness Books ★ University of Minnesota Press ★ University of Wisconsin Milwaukee School of Information Studies

## ...will you?

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



MLA proudly recognizes the generosity of the sponsors who make this conference possible:

**CRPLSA**  
Council of Regional Public Library System Administrators

**MN Association of Library Friends**

things on a stick  
Minnesota Multitype Library Systems  
CMLE · Metronet · NCLC · NLLN  
SAMMIE · SELS · SMILE

**THE BIG PICTURE**

## Don't delay—register today!

Visit [www.mnlibraryassociation.org/mlaconference2011](http://www.mnlibraryassociation.org/mlaconference2011) 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 9)

	Full Conference	Wed. or Fri. only	Thursday only
<b>MLA member</b>	<b>\$175</b>	<b>\$85</b>	<b>\$110</b>
Nonmember	\$250	\$150	\$175
Library Trustee			\$60
MALF			\$60
Exhibit Hall only			\$25

**Prices increase after September 9.** Visit the conference website for complete pricing details.

**Pre-registration deadline:**  
September 30, 2011

## Registration is available online now!

 #mnlib11