

2020 Exhibitor Pricing

Exhibit Hours: 1:00–5:00PM Thursday
8:00AM–5:00PM Friday and Saturday
8:00AM–12:00PM Sunday
March 5-8, 2020

Hosted by Boston University
Marriott Copley Place, Boston, Massachusetts

Why Exhibit at NeMLA?

- Exhibiting at NeMLA is a fantastic opportunity for you to connect with more than 1800 professors, graduate students, and independent scholars in language and literature in attendance each year from across the Northeast US and Eastern Canada.
- The Northeast Modern Language Association (NeMLA) is the largest of the regional MLA organizations.
- Exhibits are open every day of the convention.
- Exhibits are centrally located beside the convention registration table and coffee break area to ensure maximum contact time with participants.
- Exhibitors and advertisers are promoted in the NeMLA newsletter, convention program, and flyers for exhibitors to form relationships that extend beyond the four days of the convention.
- Returning exhibitors and advertisers receive a 10% discount
- NeMLA cares about our exhibitors, and we welcome your suggestions on how to better enable participants. **Get in touch at nemla.exhibit@gmail.com**

	BASIC	ADVERTISER	SPONSOR
Exhibitor registration	\$350	\$500	\$650
2 6'x3' draped tables, 4 chairs and 2 badges	X	X	X
Workshop in the Exhibits Room	X	X	X
Winter NeMLA News listing	X	X	X
NeMLA Convention Program	listing	full page ad	full page ad, priority placement
Full-page ad in two issues of <i>MLS</i>*			X
Discount on inserts and additional tables			X

**Modern Language Studies* enjoys more than 2000 subscribers, including many educational institutions.

Additional tables: \$125

Additional badges: \$70

Totebag insert: \$350

Convention advertisement: \$350

Totebag insert/MLS ad combo: \$450

Additional marketing opportunities include:

logo/ad space on totebags and break/snack sponsorships.

New Exhibitor-Sponsored Workshops!

Have an author with a book coming out or a new service to promote? Exhibitors will now have the opportunity to offer a workshop in the Exhibits Room at the NeMLA convention. NeMLA will promote your workshop and convention attendees will have the opportunity to pre-register. **Space is limited, and exhibitors who sign up after November 1 may be asked to share a workshop.**

Visit www.nemla.org for more details and to place your order.

Contact nemla.exhibit@gmail.com with questions.

In 2021, NeMLA will be in Philadelphia, PA

Call for Speakers

Promote Your Authors at Future Conventions!

Please share this flier with your author lists and colleagues!

At NeMLA, we understand how valuable the partnership is between our members and the publishing companies who promote their work. Every year, we provide our members with a wide array of special speakers at the convention, and we are inviting you to help us connect with your authors as potential speakers at NeMLA. It is a fantastic opportunity to connect with more than 1800 professors, graduate students, and independent scholars, and to sell books. Guest speakers enjoy free convention registration, NeMLA membership and a modest honorarium.

ADDITIONAL BENEFITS OF CONTRACTING YOUR AUTHORS TO SPEAK AT NeMLA

- Showcasing the talent your press is publishing.
- Increasing exposure for authors who may be local to the convention area or on tour.
- Book signings and sales at the convention.
- Themed events that will connect your authors with their readership.
- Attracting local community members, enhancing your authors' appeal and marketability.
- Organizing panel sessions directly relevant to the speakers' disciplines and publications.

SPEAKING OPPORTUNITIES AT NeMLA

- **Opening Night Speaker:** Usually creative writers, selected with input from the local host institution.
- **Keynote Speaker:** Usually a scholar, selected by the NeMLA President.
- **Area Special Events Speakers:** Selected by the Area Directors:
 - American
 - Anglophone/British, including Caribbean, Indian, and African writers
 - Comparative Literature
 - Creative Writing, Editing, and Publishing: Fiction or poetry speaker
 - Francophone: Talk given in English or French
 - German: Talk given in English
 - Italian: Talk given in English or Italian
 - Pedagogy and Professional Development
 - Spanish/Portuguese: Talk given in English
 - Women's and Gender Studies

Publishers or authors wishing to explore opportunities at the conventions listed below are invited to email Executive Director Carine Mardorossian at cmardoro@buffalo.edu.

FUTURE NeMLA CONVENTION SITES

March 11-14, 2021, Philadelphia, PA
March 10-13, 2022, Baltimore, MD