

**MICHIGAN WORLD LANGUAGE ASSOCIATION  
EXHIBITS CHAIRPERSONS**

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**ANNOUNCING**

**The 44th Annual Meeting of**

**THE MICHIGAN WORLD LANGUAGE ASSOCIATION**

**Dates of Conference:** Wednesday, October 22 (set-up), Thursday, and Friday, October 23 – 24, 2008

**Location:** Holiday Inn South, Lansing, Michigan

This is your information and order packet for the 2008 MIWLA CONFERENCE. We will once again have all of our sessions at the Holiday Inn South Hotel, located at 6820 South Cedar, Lansing, MI 48911. The hotel is easily accessible via I-96 East/West to Exit 104. Parking is free at the hotel. Air travelers may fly into Lansing Capital City Airport.

**EXHIBIT AREA:** The Ballroom of the hotel is available for exhibit space. The exhibit hall is near the break out rooms where the sessions will be held. We plan to have the exhibit hall open Thursday, October 23 from 8:00 AM until 5:00 PM and Friday, October 24 from 8:00 AM until 3:30 PM. This should allow attendees extensive time in the exhibit area. We are sensitive to your needs for good traffic and have done everything reasonably in our power to prepare a schedule that will provide exhibitors with high visibility.

We are also pleased to announce that, for the comfort of our exhibitors and attendees, our exhibit area will be smoke-free.

**PRICES AND PAYMENT POLICY:** Each exhibit area (approximately 8' x 8') will rent for \$300.00 and includes one draped six or eight-foot table and two chairs. One additional table per exhibit space may be ordered at a cost of \$75.00 per table. **Due to space constraints, only ONE additional table per space may be purchased.** Electrical drops will be \$75.00 each for the two days. **You must bring your own extension cords and power strips.** Spaces will be assigned on a first-come, first serve basis. We encourage you to reserve your space as soon as possible. **Although we try our best not to place exhibitors of the same product/service next to each other, at times this is unavoidable.**

**This year all Exhibitor Registrations and Advertising Orders will be done ONLINE.** The online registration process is done via a **secure** server. You may register online at [www.regonline.com/miwla2008exhibitors](http://www.regonline.com/miwla2008exhibitors). We accept VISA, MasterCard, Discover, and check payments. If paying by check, once you have registered online, you will print a copy of your invoice and mail it with your check (made payable to the **Michigan World Language Association**) to:

**Michigan World Language Association  
ATTN: Daryl Biallas, Executive Treasurer  
5415 Olde Saybrooke Rd., Grand Blanc, MI 48439**

**REFUND POLICY:**

- a. If an exhibitor cancels in writing, and the notice of cancellation is received on or before July 15<sup>th</sup>, 2008, a full refund will be issued minus a \$50 cancellation fee.
- b. If an exhibitor cancels in writing, and the notice of cancellation is received after July 15<sup>th</sup>, 2008, but on or before October 1<sup>st</sup>, 2008, no refund will be issued, however the exhibitor may opt to have their fees applied to their 2009 MIWLA Conference Exhibitor Fees, minus a \$50 cancellation fee.
- c. If an exhibitor cancels in writing, and the cancellation is received after October 1<sup>st</sup>, 2008, no refund will be issued nor will any portion of fees paid be applied to future MIWLA conference registrations.
- d. A written notice of cancellation must be sent to the MIWLA Executive Treasurer, Daryl Biallas, for any refund request to be considered. Send notice of cancellation to [treasurer@miwla.org](mailto:treasurer@miwla.org) or to Michigan World Language Association, ATTN: Daryl Biallas, Executive Treasurer, 5415 Olde Saybrooke Rd., Grand Blanc, MI 48439.

**PACKAGES:** Tabletop displays and small shipments of materials may be sent to the hotel **no more the one week prior to the convention** or off-loaded with the assistance of the Bell Staff. Large shipments (over 8 boxes of materials), crated items or materials requiring the use of a pallet for loading and unloading must be cleared with the Shipping and Receiving Department of the hotel. **Contact them directly at (800) 333-8123 ext. 759 for more information and service charges.** All materials must be identified with a call tag stating **Hold for MiWLA Conference, October 22-24 – Attention Laurie Kemp/Emily Serafa-Manschot** and must arrive at the hotel **no earlier than October 16, 2008.** At the conclusion of the conference, all packages to be returned must be sealed, labeled and sent out by the exhibitor.

**EXHIBITOR SET-UP:** Wednesday, October 22, 8:00 PM – 11:00 PM. **There will be ABSOLUTELY no early set-ups for ANY reason.**

**EXHIBIT HALL HOURS:** **Thursday**, October 23, 8:00 AM until 5:00 PM and **Friday**, October 24, 8:00 AM until 3:30 PM.

**EXHIBITOR TEARDOWN:** **Friday**, October 24, 3:30 PM until 4:30 PM.

**SECURITY:** The exhibit area doors will be locked, but the hotel and the MIWLA assume **no** responsibility for the materials left in the exhibit area. **The hotel and the MIWLA strongly suggest that valuable items be removed from the exhibit area and stored in the exhibitor's hotel room.**

**ROOM RATES AND RESERVATIONS:** Room rates for registered conference exhibitors and attendees are \$85.00 per night, single or double, \$95 triple and \$105 quadruple plus state and local taxes. Please call the Holiday Inn South directly at (800) 333-8123 and identify yourself as an exhibitor with the Michigan Foreign Language Association to make your reservations and receive the special room rate. Please make your reservations by **September 22, 2008.** After that date, rooms will be released for sale to the general public, and there will be no guarantee that you will be able to get a room.

**CONFERENCE REGISTRATION:** Conference registration is complimentary to exhibitors. We appreciate you. There will be a special area near the exhibit hall for your representatives to pick up their materials.

**EXHIBITOR WEB PAGE LINK:** As a courtesy to all paid exhibitors and to thank you for your continued support of our organization, a link will be established on the MIWLA web-site to your company's web-site. If you choose to participate, there is no cost to you and your company's URL will remain a link on our web-site from June 1, 2008 until June 1, 2009. If you wish to avail yourself of this opportunity, please supply us with your company's URL during the exhibitor registration process. We invite you to visit the MIWLA web-site at <http://www.miwla.org>.

**EXHIBITOR SESSIONS:** Several slots in the conference schedule are still available for exhibitor presentations. We encourage you to submit a proposal. Please go to the MIWLA website (<http://www.miwla.org>) to submit your proposal online or to download a proposal form. [Proposal submission does not guarantee a presentation slot on the conference program, but rather your submission will be considered with all submitted proposals.](#) **All proposals must be received by April 1, 2008.**

**EXHIBITOR ADVERTISEMENTS:** In addition to the conference program, the MIWLA Newsletter (MIWLA Messenger) is published twice per year and mailed to all of our members, including those who were unable to attend the conference. If you would like to advertise in either the newsletter or the conference program or both, **ads may be submitted electronically (preferred)** or print-ready, with payment to:

**Michigan World Language Association  
Daryl Biallas, Executive Treasurer  
5415 Olde Saybrooke Rd.  
Grand Blanc, MI 48439-8763**

**For your convenience, advertising orders may be placed online when you register for the conference!**

Payment and Ads should be received no later than June 1, 2008.

**EXHIBITOR DOOR PRIZE DRAWINGS:** If you would like to participate in this year's drawings, boxes and information will be available at Exhibitor check-in on Wednesday, October 22, 2008.

Last year's exhibit space was sold out by June 1. We urge you to register as soon as possible.

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ATTN: Daryl Biallas, Executive Treasurer  
5415 Olde Saybrooke Rd., Grand Blanc, MI 48439**

We thank you for your participation in the Michigan World Language Association Conference and look forward to seeing you in Lansing.

Sincerely,

Michigan World Language Association Exhibits Committee  
[exhibits@miwla.org](mailto:exhibits@miwla.org)

**If you have questions or problems with the online registration or online advertising order process, contact the MIWLA Executive Treasurer, Daryl Biallas, at (810) 694-1203 or via email at [treasurer@miwla.org](mailto:treasurer@miwla.org). If you CANNOT register online and need a paper exhibitor registration form, please contact Daryl Biallas at the email address or phone number above and one will be sent to you. The advertising order form can also be found on our website at [www.miwla.org](http://www.miwla.org).**

