

**MICHIGAN WORLD LANGUAGE ASSOCIATION  
EXHIBITS CHAIRPERSONS**

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**ANNOUNCING**

**The 45th Annual Meeting of**

**THE MICHIGAN WORLD LANGUAGE ASSOCIATION**

**Dates of Conference:** Wednesday, October 14 (set-up), Thursday, and Friday, October 15–16, 2009

**Location:** Causeway Bay Lansing, formerly the Holiday Inn South, Lansing, Michigan

This is your information and order packet for the 2009 MIWLA CONFERENCE. To begin, we have some exciting news. The **Holiday Inn South is now the Causeway Bay Lansing!** We can look forward to a “facelift” in many of the common areas as well as the rooms themselves. We will have all of our sessions at the Causeway Bay Lansing. The location has not changed. The hotel is at 6820 South Cedar, Lansing, MI 48911. It is easily accessible via I-96 East/West to Exit 104. Parking is still 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 15 from 8:00 AM until 5:00 PM and Friday, October 16 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.

**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 will be done ONLINE.** The online registration process is done via a **secure** server. You may register online at [www.regonline.com/miwla2009exhibitors](http://www.regonline.com/miwla2009exhibitors). 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, 2009, a full refund will be issued minus a \$50.00 cancellation fee.
- b. If an exhibitor cancels in writing, and the notice of cancellation is received after July 15, 2009, but on or before October 1, 2009, no refund will be issued, however the exhibitor may opt to have their fees applied to their 2010 MIWLA Conference Exhibitor Fees, minus a \$50.00 cancellation fee.
- c. If an exhibitor cancels in writing, and the cancellation is received after October 1, 2009, 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 than 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 15-16 – Attention Laurie Kemp/Emily Serafa-Manschot** and must arrive at the hotel **no earlier than October 12, 2009.** 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 14, 8:00 PM – 11:00 PM. **There will be ABSOLUTELY no early set-ups for ANY reason.**

**EXHIBIT HALL HOURS:** Thursday, October 15, 8:00 AM until 5:00 PM and Friday, October 16, 8:00 AM until 3:30 PM.

**EXHIBITOR TEARDOWN:** Friday, October 16, 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 \$87.00 per night, single or double, \$97.00 triple and \$107.00 quadruple plus state and local taxes. Please call the Causeway Bay directly at (800) 333-8123 and identify yourself as an exhibitor with the Michigan World Language Association to make your reservations and receive the special room rate. Please make your reservations by **September 14, 2009.** 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 your support of our organization. There will be a special area near conference registration for your representative to pick up their materials.

We are pleased to provide continental breakfast for Exhibitors in the morning and snacks in the afternoon. Please indicate the number of representatives attending to assist us in ordering food.

**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 website if you supply us with your company's URL. There is no cost to you and your company's URL will remain a link on our website from June 1, 2009 until June 1, 2010. If you wish to avail yourself of this opportunity, please supply us with your company's URL on the Exhibit Space Agreement Form. 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, 2009.**

**EXHIBITOR ADVERTISEMENTS:** In addition to the conference program, the MIWLA Newsletter 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!**

Payment and ads should be received no later than June 1, 2009.

**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 14, 2009.

Spaces sell quickly. We urge you to register as soon as possible.

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)

**2009 MIWLA CONFERENCE  
PRINTED ADVERTISEMENTS ORDER FORM**

*(You may also place ad orders online when you register as an exhibitor at  
[www.regonline.com/miwla2009exhibitors](http://www.regonline.com/miwla2009exhibitors))*

The Michigan World Language Association has two publications in which your company may advertise its products and services. We encourage you to take advantage of these opportunities to significantly increase your exposure to our members, whether or not you are able to attend this year's conference. All publications are in 8.5" x 11" format.

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City, ST, ZIP \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone [     ] \_\_\_\_\_

Email Address \_\_\_\_\_

**2009 CONFERENCE PROGRAM – All ads must be submitted by June 1, 2009**

Full page ad @ \$125.00 \_\_\_\_\_

One-half page ad @ \$75.00 \_\_\_\_\_

One-quarter page ad @ \$50.00 \_\_\_\_\_

Inside front or back cover ad @ \$175.00 \_\_\_\_\_

**MIWLA NEWSLETTER** – Published twice per year. Ad will appear in Spring and Summer 2010.

Full page ad @ \$150.00 \_\_\_\_\_

One-half page ad @ \$100.00 \_\_\_\_\_

One-quarter page ad @ \$75.00 \_\_\_\_\_

Inside front or back cover ad @ \$200.00 \_\_\_\_\_

**TOTAL REMITTANCE** \_\_\_\_\_

**Ads may be submitted electronically (preferred), to the Executive Treasurer at: [treasurer@miwla.org](mailto:treasurer@miwla.org)**

**PAYMENT AND PRINT READY COPY SHOULD BE SENT TO:**

Daryl Biallas  
MiWLA Executive Treasurer  
5415 Olde Saybrooke Rd.  
Grand Blanc, MI 48439-8763

Your check should be made payable to the **MICHIGAN WORLD LANGUAGE ASSOCIATION**

**2009 MIWLA CONFERENCE EXHIBIT SPACE AGREEMENT – ONLY SUBMIT IF YOU CANNOT REGISTER ONLINE AT [www.regonline.com/miwla2009exhibitors](http://www.regonline.com/miwla2009exhibitors) (PLEASE PRINT)**

COMPANY NAME \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE ( ) \_\_\_\_\_

EMAIL \_\_\_\_\_

COMPANY URL http://\_\_\_\_\_

NUMBER OF REPRESENTATIVES ATTENDING (to assist us in ordering food) \_\_\_\_\_

The Exhibitor agrees to rent exhibit space and equipment as follows:

\_\_\_\_\_ spaces @\$300.00 = \_\_\_\_\_

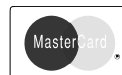
\_\_\_\_\_ electrical drops @\$75.00 each = \_\_\_\_\_

\_\_\_\_\_ Additional tables @\$75.00 = \_\_\_\_\_  
 (NO MORE THAN ONE ADDITIONAL TABLE PER SPACE)

Would you like wall space if available (NOT GUARANTEED)? \_\_\_\_\_yes \_\_\_no

TOTAL DUE = \_\_\_\_\_

Payment Method (Circle One):    Check/Money Order



Credit Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

**My signature indicates that I have read the MIWLA Exhibitor Information Packet and all representatives of our company will abide by all policies established by the MIWLA. My signature also indicates that I have read and understand the MIWLA's refund policy stated on page two of the 2009 Exhibitor Information Packet. If paying by credit card my signature authorizes the MIWLA to charge the total amount due to the credit card listed above.**

Signature \_\_\_\_\_  
 Company Representative

Please submit a copy of this agreement along with payment in full, and make a copy for your records. A confirmation will be returned to you prior to the conference. Please make your check payable to the **Michigan World Language Association**. Please mail to:

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

<b>For Office Use Only:</b>			
Amount Paid:	_____	Date entered:	_____
Check #:	_____	Check Date:	_____
Credit Card:	VISA MC DISC	Confirmation #:	_____
<small>20090121</small>			