



June, 2010

Dear MSLA Conference Exhibitors:

The Massachusetts School Library Association (MSLA) is pleased to announce the 2010 Conference, *Working Smarter*, on October 3-4, 2010 at the Sturbridge Host Hotel & Conference Center in Sturbridge, MA.

Our conference committee's exhibitor representative, Gwen Paquette from Scholastic Classroom & Library Group, has assisted this year's committee in planning a schedule that maximizes exhibitors' contact with attendees, including:

- two hours of exclusive exhibit hall time during the opening reception on Sunday
- two no-conflict exhibit hall breaks on Monday
- uninterrupted time during the Monday lunch, with dessert served in the exhibit hall
- popular Author Fest, which draws attendees into the hall for face-to-face meetings with local authors, expanded to both conference days

MSLA has not increased exhibitor fees in the past two years. The enclosed 2010 MSLA Conference Exhibitor Packet includes event information and logistical details.

To secure early bird fees, please ensure your contract is received by MSLA by the deadline of August 13. Exhibitor registration can be completed using the enclosed contract or online at www.regonline.com/2010msla_exhibits. This year we are able to accept credit card payments with online registrations.

Featured presenters and topics include:

- Christopher Bing – *Using Primary Sources*
- Stephen Abram – *FutureReady*
- Linda Nathan – *Lessons Learned from an Innovative Urban School*
- Michael Dahl – *An Author's Journey into the 21st Century*

If you should have any questions, please contact Melissa Lynch, Conference Coordinator, 978-884-4002.

We look forward to your participation at this year's MSLA Conference!

Sincerely,

MSLA Conference Committee

Enclosure