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Association Book Exhibit - Modern Language (MLA)

"Modern Language Association 2011 Annual Convention"
 Los Angeles Convention Center • Los Angeles, CA
 January 6 - 9, 2011



Registration Deadline: Dec. 8, 2010

(Must submit separate from books)

Books Due Deadline: Dec. 15, 2010

(see Submission Instructions below)

The MLA Audience

"The general question our organization constantly confronts in a largely monolingual environment is the relation of English to foreign languages. This question has many practical as well as theoretical dimensions. How do we justify teaching literature in translation and deal with the constraints, losses, and displacements that reading in translation entails? What uses should we make of translation—from and into the target language—in teaching foreign languages? Should departments of foreign and comparative literatures use translations extensively and make comparative translation a cornerstone of the discipline, or should they defend the use of original texts and pursue a practice of cultural comparison that stresses linguistic difference? What place should the nascent field of translation studies and courses in translation theory have in the teaching of language and literature? What perspectives on translation are offered by the various subfields of linguistics, and what can the study of problems in translation contribute to work on language acquisition?" Visit <http://www.mla.org> to learn more.

Approximately 8,000 college-level educators and graduate students from the United States, Canada, and abroad attend the MLA Annual Convention. All have the potential to purchase or recommend the purchase of your products and services. Take advantage of this unique opportunity to have your products seen by department chairs of major universities, world-renown scholars, acclaimed writers, and graduate students. In addition to sharing research and networking, they will also be looking for the latest publications and software related to their discipline.

We encourage your largest participation.

There is no need for you to attend Modern Language (MLA) Association Book Exhibit serves as your representative and we will:

- Arrange attractive display of all titles, most face-out.
- Distribute "Titles on Display" ordering bibliography to delegates visiting ABE.
- Encourage on-site orders.
- Provide (via email) exhibit photo, summary sheet, and copy of Titles on Display to each participating publisher.

Registration Fees

* First title	\$ 99
Each additional title	\$ 25
Up to 12 titles	\$ 295
Up to 25 titles	\$ 395
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Publisher's Showcase	Call for price/availability
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* Significant multi-show discounts available. Call for details.

Please PRINT. For additional space use a blank sheet of paper. Or you may EMAIL your registration by emailing all information required by this form.

BOOK OR JOURNAL TITLE(S)	AUTHOR(S) or EDITOR(S)	PUBLICATION DATE	LIST PRICE	DISCOUNTED PRICE (if you offer any)
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PRINT LEGIBLY or TYPE company address to which orders/inquiries should be sent. This address information will be used in the back of ABE's "Titles on Display" ordering catalog and must be legible.

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ABE is not responsible for materials not sent or received at the address listed below. All materials become the property of ABE upon receipt. **No refunds or returns.**

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Association Book Exhibit - Modern Language (MLA)
 9423 Old Mt. Vernon Road
 Alexandria, VA 22309

Then send **2 copies** of each title and other exhibit materials to be **received no later than December 15, 2010** to the address indicated above.

Submission Instructions: • Clearly complete this form in its entirety and fax • OR Email all the information to ABE's catalog dept. by the Registration Deadline. • Then ship all materials to arrive in ABE's processing dept. by the Books Due deadline. • Include Exhibit Name on all packages (if for more than one show, separate materials, label "Multiple Shows"). • If you offer a Discounted Exhibit Price, list the actual discounted price, not the percentage. **Please pay close attention to the Registration Deadline date. Be advised that there will be a \$50 "late fee" to accommodate requests for representation at this exhibit received after the Registration Deadline date.**

Association Book Exhibit - Modern Language (MLA) • 9423 Old Mt. Vernon Road • Alexandria, VA 22309
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