

September 14, 2004

Dear SCMS Exhibitor/Advertiser,

I am writing to invite you to participate as an exhibitor/advertiser at the 2005 conference of the Society for Cinema and Media Studies.

SCMS is the professional organization representing educators who teach film and television courses at colleges and universities around the world. This year's conference is being held in London, England at The Institute for Education, University of London (20 Bedford Way, London WC1H OAL). Meetings begin in the afternoon on Thursday, March 31 and extend through Sunday, April 3, 2004. This year's conference is expected to attract between 600-800 people.

Please note: days and times for the exhibition area will be set after the program committee finalizes the conference schedule. You will be notified of these hours as soon as possible in order for you to make your travel plans.

An important part of each year's SCMS conference has always been the publishers' display. This year's meeting will include editors from university and commercial presses, who will display their publications in an exhibit area. Editors also take the opportunity to meet with authors to discuss current and future projects. Since your press/company serves the media studies community, we thought you might want to set up a display at the conference and perhaps place an ad in the conference program.

If you would like to arrange for a display table for yourself or another representative of the press/company, the cost of a display table is $500 for the duration of the conference. In addition, you may wish to take an ad in the conference program. This publication lists all the panels and screenings for the conference and is read thoroughly by participants. In addition, many conference participants keep the program as a reference tool for publishers and participants throughout the year. The cost of a full-page ad is $350. The deadline for reserving and payment for an exhibit table(s) and/or ad space in the program is Wednesday, December 1, 2004 (please see contracts for specific details).

We anticipate that this year's meeting will draw a large attendance, and we look forward to a stimulating and productive time. If you wish to participate as an exhibitor or if you wish to place an ad in the program, please fill out the attached contract(s) and fax/mail them to the number/address below. If you have any questions or concerns, please do not hesitate to contact me at the following:

Leslie LeMond
Society for Cinema and Media Studies
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972-662-7818 (voice) • 972-662-7878 (fax)
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I ask that inquiries, if possible, be made by email. This will enable me to get back to you in a more timely matter. Thank you and I sincerely hope that your press/company will be represented at this year's conference.

With best wishes,
Leslie LeMond
2005 Exhibits Manager & Conference Program Coordinator
mail to: <leslielemond@sprintmail.com>