



PLEASE NOTE

- No phone registrations or those without payment are accepted.
- All deadlines refer to date of postmark or fax.
- Problems or questions regarding registration? Call Experient at (866) 229-2386. E-mail queries may be directed to pla@experient-inc.com.
- Join PLA now and save on registration fees! Visit www.pla.org for complete details.

Advance Registration Form must be postmarked no later than February 10, 2012 (or January 13, 2012, for Early Bird Special Rate). Early Bird Special Rate requests postmarked after January 13, 2012, will be processed at the standard advance registration rate; forms postmarked after February 10, 2012, will be processed at the onsite rate. After February 20, 2012, you must register onsite. Written cancellations, requests for refunds, and/or changes will be accepted until February 10, 2012, and are subject to a \$30 handling fee. Refunds will be processed after April 12, 2012. According to PLA policy, all meal events require preregistration. The above cancellation/change information also applies to all pre-conferences, meal events, and tours. No meal tickets will be sold onsite.

The PLA 2012 Conference is offered on a cost-recovery basis. PLA reserves the right to cancel all or any part of this event if there is insufficient registration or for other reasons. Neither ALA nor PLA is responsible for cancellation charges assessed by the airlines or travel agencies, or other losses incurred due to the cancellation of the workshops. All information listed in this preliminary program is subject to change.

CONSENT TO USE OF PHOTOGRAPHIC IMAGES

Registration and attendance at or participation in the PLA 2012 Conference constitutes an agreement by the registrant to PLA's use and distribution of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities.

ADVANCE REGISTRATION FORM

THREE EASY WAYS TO REGISTER!

1. Mail your completed registration form with payment to:
PLA 2012/Experient, PO Box 4088, Frederick, MD 21705
2. Fax registration form to (301) 694-5124 (credit cards or purchase orders only)
3. Register online at WWW.PLACONFERENCE.ORG (credit cards only)

Early Bird Registration Deadline: January 13, 2012 (postmark date)

Advance Registration Deadline: February 10, 2012 (postmark date)

I. CONFERENCE REGISTRATION

EARLY BIRD SPECIAL REGISTRATION is only \$215 for Public Library Association (PLA) and Pennsylvania Library Association (PaLA) members. Join PLA now and save! Only registration forms postmarked by January 13, 2012, will be eligible for this special rate. Act now!

Advance Full Registration (check one):

Early Bird Special Rate through January 13, 2012:

- \$215 PLA Personal Member
- \$215 PaLA Personal Member

Advance Rate through February 10, 2012:

- \$240 PLA Personal Member
- \$240 PaLA Personal Member
- \$290 ALA Personal Member
- \$345 Nonmember
- \$105 Student (enrolled full time in library program)

Advance Single-Day Registration (check one):

Advance Rate through February 10, 2012:

- \$180 PLA Personal Member
- \$180 PaLA Personal Member
- \$205 ALA Personal Member
- \$230 Nonmember
- \$80 Student (enrolled full time in library program)

Date you will attend: March 14 March 15 March 16 March 17

ATTENDEE INFORMATION

This information will be used for conference mailings and to prepare your badge.

Please print clearly. Do not exceed the number of characters specified.

First Name _____ **Last Name** _____
(15 characters) (25 characters)

Organization Name _____
(25 characters)

Organization Address _____
(25 characters)

City _____ **State** _____ **Zip Code** _____
(25 characters) (2 characters) (9 characters)

Country _____
(25 characters)

ALA Membership Number _____
If you are not a PLA or ALA member, but would like to take advantage of a discounted rate, you must visit www.ala.org and join (via web, mail, or fax) before registering for PLA 2012.

Daytime Phone Number () _____

Fax Number () _____
By providing this fax number, the undersigned agrees to receive fax messages from ALA/PLA.

E-mail Address _____

Signature _____

As an added benefit, attendees may receive exciting information from exhibitors like invitations, contests, and other news via mail or e-mail. If you do not wish to receive such mail or e-mail, please check here .

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ONSITE REGISTRATION FEES

\$255 PLA and PaLA Members
 \$310 ALA Personal Member
 \$385 Nonmember
 \$105 Student

Visit www.placonference.org to fill out a session preference form and for conference updates.

EARLY BIRD DEADLINE IS JANUARY 13, 2012!

ADVANCE REGISTRATION FORM continued from previous page

Reprint Attendee Name: _____

II. PRECONFERENCE REGISTRATION

Check the preconference(s) you will attend and circle appropriate fee to the right.

Preconference title	PLA/PaLA MEMBER	ALA MEMBER	NON-MEMBER
<input type="checkbox"/> 1. Be a Great Boss: One Year to Success! (March 13)	\$180	\$235	\$290
<input type="checkbox"/> 2. Building a User-Centered Library Website (March 13)	\$180	\$235	\$290
<input type="checkbox"/> 3. Dig Deep to Understand What Your Community Needs and Wants (March 13)	\$180	\$235	\$290
<input type="checkbox"/> 4. Guessing Isn't Good Enough: Using Data to Make Effective Decisions (March 13-14)	\$180	\$235	\$290
<input type="checkbox"/> 5. How to Get Your Point Across to the Media: Be a Myna Bird (March 13)	\$135	\$190	\$245
<input type="checkbox"/> 6. Make Your Library a Community Leader: Community Building through Civic Dialogue (March 13-14)	\$255	\$310	\$385
<input type="checkbox"/> 7. Opening Books, Opening Doors: Providing Effective Readers' Advisory Service (March 13)	\$115	\$170	\$225
<input type="checkbox"/> 8. Special Needs, Talented Children: Outreach Services to Families with Special Needs (March 14)	\$115	\$170	\$225
<input type="checkbox"/> 9. Turning the Page 2.0 Kick-Off (March 13)	N/C	N/C	N/C
<input type="checkbox"/> 10. Winning Grants (March 14)	\$115	\$170	\$225

III. MEAL EVENTS

Check the meal events you will attend:

	COST PER PERSON	x	NO. OF TICKETS	=	COST
TUESDAY, MARCH 13, 2012					
<input type="checkbox"/> Preconference Author Luncheon with Oscar Hijuelos	\$50		_____	=	\$ _____
THURSDAY, MARCH 15, 2012					
<input type="checkbox"/> Adult Author Luncheon with David Baldacci	\$50		_____	=	\$ _____
<input type="checkbox"/> Young Adult Author Luncheon (speaker to be announced)	\$50		_____	=	\$ _____
<input type="checkbox"/> Audio Publishers Association Dinner with Carl Hiassen, Wanda McCaddon, Lisa Scottoline, and Karin Slaughter	\$65		_____	=	\$ _____
FRIDAY, MARCH 16, 2012					
<input type="checkbox"/> Adult Author Luncheon with Joyce Carol Oates	\$50		_____	=	\$ _____
<input type="checkbox"/> Children's Author Luncheon with Jerry Pinkney	\$50		_____	=	\$ _____
<input type="checkbox"/> I require a vegetarian meal.					
<input type="checkbox"/> I require a gluten free meal.					
<input type="checkbox"/> I require another special meal. Please specify _____					
			Total	=	\$ _____

Please note: Meals are served at the beginning of each program. Out of courtesy to the speakers, no late meals will be served.

PAYMENT INFORMATION

TOTAL REGISTRATION FEES

I. Full Registration	\$ _____
Single Day Registration	\$ _____
II. Preconferences	\$ _____
III. Meal Events	\$ _____
Grand Total:	\$ _____

Yes, I plan to attend the All Conference Reception at the Pennsylvania Convention Center on Friday, March 16, 2012 (no charge).

Photocopy and retain for your records.

PAYMENT METHOD

Check or money order enclosed (made payable to American Library Association)
 Charge my: Visa MasterCard American Express

Credit Card Number _____ Exp. Date _____

Cardholder Name _____ Signature _____

Purchase order (requires P.O. number or authorized signature) _____

If you have a physical or communication need that may affect your participation in conference activities, please contact the PLA office at the number given below. We cannot ensure the availability of appropriate accommodations without prior notification of need.



I have a special physical or communication need and will contact Melissa Faubel at the PLA Office, (800) 545-2433, ext. 5022, or mfaubel@ala.org, to discuss accommodations, no later than February 13, 2012. TDD (312) 944-7298.