



MIDLO CENTER FOR NEW ORLEANS STUDIES

January 29, 2010

POTENTIAL EXHIBITORS:

The International Association for the Study of Popular Music-US is holding its annual conference at Loyola University in New Orleans, LA., April 8-11, 2010, with the theme "Births, Stages, Declines, Revivals."

Attendance at this year's conference is estimated at approximately 120-150 participants. This is the primary academic meeting for Popular Music Studies on the continent and many of the participants teach courses in popular music to classes of various scale. Titles related to popular music in particular and youth, race, media, and popular culture more generally are most appropriate for this audience of scholars and graduate students. This conference attracts faculty members from various academic departments, including music, English, history, sociology, journalism and American studies.

As a local coordinator for this year's conference, I would like to invite you to participate in the book display and auction at the meeting. The display will be open and staffed for the full conference days of Friday and Saturday and the auction will take place on Saturday evening. Titles sent without an official representative to oversee their removal are assumed to be the property of IASPM and will be auctioned off to conference attendees. Titles receiving no bids will be donated to the Loyola University library.

Rates are as follows:

\$45 per book title or \$120 per table (standard six foot rectangle). Display of a one-sheet flyer (order form or collateral material) is included in the per title price (one per title). The cost is \$60 for a one-sheet inserted in attendees' conference packets.

DEADLINE FOR PAYMENT AND RECEIPT OF MATERIAL IS: March 15, 2010. Checks should be made payable to **IASPM-US**, a 501 (c) 3 non-profit organization. Check and shipments should be sent to the following address:

Dr. Connie Z. Atkinson, Dept of History - UNO, 2000 Lakeshore Dr., New Orleans LA 70148.

Please contact me if you have any further questions. Thank you again for your interest in the 2010 IASPM conference.

Sincerely Yours,

A handwritten signature in cursive script that reads "Connie Atkinson".

Connie Zeanah Atkinson, PhD
Associate Director, Midlo Center for New Orleans Studies
Associate Professor, History