ALA Annual Conference Exhibit Space Application
June 23–26, 2017 • McCormick Place • Chicago, IL

**INSTRUCTIONS—CLEARLY PRINT** this application completing all sections. Incomplete applications will not be accepted. Sign and return the original application. Mail original, if paying by check payable to American Library Association, mail to Hall-Erickson, Inc., 98 E. Chicago Ave., Ste. 201, Westmont, IL 60559-1559. If paying by credit card, fax to 630-434-1216. Application must include payment.

**SPACE PAYMENT**
A deposit of 50% of total booth cost is due upon application. Applications received after January 20, 2017, must include full payment. Call 630-434-7779 for space availability. Federal agencies may submit a purchase order.

Mail check to address above or complete the “credit card” information below to charge your card, fax to 630-434-1216. By completing the “credit card” information, you agree that your credit card will be billed for the balance. The balance of your payment is due in full by January 20, 2017.

☐ Check Enclosed  ☐ Credit Card  ☐ Amex  ☐ MasterCard  ☐ Visa

Amount to be charged: _______________

Card Number: ____________________________ Expiration Date: ________________________

Cardholder’s Signature — This line must be signed for acceptance of contract

If full payment is not received by January 20, 2017, your signature above authorizes ALA to charge the balance to your credit card.

**BOOTH LOCATION**
I would like to exhibit in the following pavilion:
☐ DVD/Video  ☐ University Presses  ☐ Diversity
☐ International  ☐ Graphic Novel  ☐ Mobile App
☐ LIS  ☐ Gaming
☐ Maker/3D Printing  ☐ Government Information

Do you prefer location over a corner?  ☐ yes  ☐ no

Do you prefer ☐ middle & back or  ☐ front & side of the exhibit floor?

Do you prefer ☐ in-line  ☐ Island  ☐ Cross aisle  ☐ Small Press Table

For booth assignment purposes, please indicate your main product category:
☐ Books/Periodicals  ☐ AudioVisual Equipment & Materials
☐ Reference Books  ☐ Furniture/Shelving/Equipment/Supplies
☐ Automation  ☐ Services
☐ Children’s Books

Locate our exhibit ADJACENT to (list exhibitors) ________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

NEAR to: ________________

AWAY from: ________________

We agree to abide by all the rules and regulations governing the exposition as printed on the reverse side hereof and which are part of this application. Acceptance of this application by the ALA constitutes a contract.

Signature — This line must be signed for acceptance of contract

Date: ________________________

For Office Use Only

<table>
<thead>
<tr>
<th>FOR OFFICE USE ONLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Years Seniority:</td>
</tr>
<tr>
<td>Booth(s):</td>
</tr>
<tr>
<td>Number:</td>
</tr>
<tr>
<td>Space Size:</td>
</tr>
<tr>
<td>Corners:</td>
</tr>
<tr>
<td>Corporate Member:</td>
</tr>
<tr>
<td>yes</td>
</tr>
<tr>
<td>no</td>
</tr>
</tbody>
</table>

Information regarding program listing will be sent at a later date.
GENERAL RULES AND REGULATIONS 2017 ANNUAL CONFERENCE AND EXPOSITION

The American Library Association (ALA) and its authorized representatives are hereafter referred to as Exposition Management.

1. PAYMENT AND REFUNDS: To be included in the first round of space assignments, this application must be received by September 8, 2017. If the application is received after that date, the appropriate deposit. Applications must be accompanied by a deposit equal to a minimum of 50% of total booth cost. Applications without such payment will not be processed or scheduled and the space will not be assigned. Please note that a forfeiture of all deposit will immediately occur in the case of cancellations. Cancellations or reductions of space made prior to January 20, 2017 will receive a refund of payments made, less a $1000 cancellation fee per 10’ booth. Cancellations or reductions of space made between January 20, 2017 and February 10, 2017 will receive a refund of payments made, less the deposit of 50% of total booth cost. No refunds will be made after February 10, 2017. After April 14, 2017 all payments become non-refundable. The Exhibitor is fully responsible for complying with all rules and regulations of the Exposition. Exposition Management shall have the right to reassess the booth location on account of the contract or to take possession of said space and lease same, or any part thereof, to such parties as may be deemed by the Exposition Management, as it may deem proper. All space rental must be paid in full prior to move-in of the exposition. There shall be no refunds for cancellations. No Exceptions. The Exhibitor is required to comply with all applicable laws and ordinances and regulations covering fire, safety and health. No flamable decorations such as crepe paper, tissue paper, cardboard or corrugated paper shall be used at any time. All packaging containers, excisor and wrapping paper must be flame proof and are to be removed from the floor. Musical instruments, radios, sound projection instruments, radios, and other equipment which tends to distract from the aisles or to obstruct handicaps nearby exhibitors. The distribution of promotional materials in the form of brochures, circulars, catalogs, folders, or devices shall be limited to the usual and regular nameplate, immediate attention, registration or a set of changes, grounds or other facilities. No firm or organization not assigned space in the exposition area, or on any public spaces controlled by the Association during the exposition period, regardless of any written or verbal distribution of samples of any kind whatsoever such as the ails or in public spaces, shall be permitted. No gross negligence or willful misconduct of Exposition Management, Exhibitor, contractors and agencies, shall be effective unless such damage or injury may be caused, either proximately or remotley, wholly or in part, by an act, omission, negligence, carelessness or inattention of the invitees of the Premises leased heretofore.

11. INDEMNIFICATION: Exhibitor agrees to indemnify, defend and hold harmless the Exposition Management whole and harmless of, from and against all claims, demands, actions, suits, costs, liability, expenses and judgments recovered from or against Exhibitor in connection with this contract or any act or omission of any kind whatsoever, or injury or damage to person or property to the extent that any such damage or injury may be caused, either proximately or remotley, wholly or in part, by an act, omission, negligence, carelessness or inattention of the Exhibitor or any of its agents, servants, employees, exhibitors, contractors, guests, invitees or licensees of it or any other person entering upon the Premises leased hereunder, with the reasonable prompt response to the invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor, or any of its agents, servants, employees, exhibitors, contractors, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such claim, demand, action, suit, liability, expenses and judgments are caused, either proximately or remotley, wholly or in part, by an act, omission, negligence, carelessness or inattention of the invitees of the Premises leased heretofore.

Such indemnification of Exposition Management as hereinbefore set forth shall be effective unless such damage or injury may be caused, either proximately or remotley, wholly or in part, by an act, omission, negligence, carelessness or inattention by the Exhibitor, its agents, servants, employees, exhibitors, contractors, guests, licensees or invitees of the Premises leased hereunder, or by any such negligence or willful misconduct of Exposition Management, Exhibitor covenants and agrees that if it shall be required by any court or any governmental authority, the latter to pay to Exposition Management and its authorized representatives the reasonable costs, charges, losses and damages of any kind, whether suits, claims, demands or actions, and all court costs and expenses, including reasonable attorneys' fees and court costs, incurred by or imposed upon Exposition Management by virtue of any such claim or cause of action.

Property Damage: Neither Exposition Management nor Exhibitor shall be responsible for any loss of or damage to any property, personal or otherwise, belonging to the other party hereto, including, but not limited to, loss or damage occasioned by fire, theft, loss or injury, public enemy, riot, civil commotion or other insurable casualty, and Exposition Management shall be made a party to any litigation commenced by or against Exhibitor or Exposition Management at the latter's cost. Such loss is not recoverable by Exhibitor or Exposition Management on its own behalf for property insurance or otherwise protect itself and its property against such loss or damage.

12. LABOR: Exhibitors are required to obtain, at their own expense, satisfactory contracts with Exposition Management, service contractors, hall and the labor organizations involved.

13. CATERING AND EQUIPMENT: Exhibitors or their agents shall not injure or deface any part of the exposition hall or building, their equipment or exhibits, or contents or show equipment and decor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

14. CONTRACT FOR SPACE/CONFIRMATION: This contract for space confirmation will be forwarded to the exhibitor at the time of space assignment. In the event of any unforeseen circumstances or uncontrollable circumstances such as, but not limited to, fire, flood, strikes, riot or civil commotion, or any other event, no complaint will be entertained. In the event of same, the Executive Committee of the Association will be able to make such changes in the rules and regulations that it may, in its discretion, determine to be in the best interests of the Exposition.

15. SALES TAX STATUS: Vendors are required to present a copy of the state sales tax authority and collection and payment of any applicable sales taxes. Non-compliance may result in a shutdown of your booth by local authorities.

16. OTHER REGULATIONS: Any and all matters not specifically covered by the preceding rules and regulations of the Exposition may be subject solely to the decision of Exposition Management, which decision shall be final. EXPOSITION MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE ALL RULES AND REGULATIONS, PROVIDED ANY AMENDMENTS, WHEN MADE, ARE IN WRITING, TO BE SIGNED BY THE EXHIBITORS. EACH EXHIBITOR, FOR THE PURPOSE OF THIS CONTRACT, AND HEREBY AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE.