### ALA Annual Conference Exhibit Space Application

**June 22–25, 2018 • Ernest Morial Convention Center • New Orleans, LA**

**INSTRUCTIONS**—Complete this application. Fill in all sections. Incomplete applications will not be accepted. Mail original, if paying by check made payable to the American Library Association, mail to Hall-Erickson, Inc. 98 E Chicago Ave. Ste 201, Westmont, IL 60559-1559. Make a copy of this application for your files. If paying by credit card check appropriate box and fax to 630-434-1216. Upon receipt of the space application an acknowledgement and invoice/receipt will be sent to you.

**SPACE PAYMENT**

A deposit of 50% of total booth cost must be paid 30 days from the time contract submitted or invoiced. The balance of your payment is due in full by January 19, 2018.

- [ ] Check Enclosed
- [ ] Credit Card. Check here to have invoice sent with Online credit card payment information

**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?

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)

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**NEAR to:**

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**AWAY from:**

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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

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### Firm Name

[Insert firm name]

**Key Contact Name** (Person responsible for payments, exhibit arrangement, etc.)

[Insert key contact name]

**Title**

[Insert title]

**Email**

[Insert email]

**Web Site**

[Insert web site]

**Phone**  

[Insert phone number]  

**Ext.**

[Insert extension]  

**Fax**

[Insert fax number]

**Street Address**

[Insert street address]

**City, State, Zip**  

[Insert city, state, zip]

**Country**

[Insert country]

**Is your company a corporate member of ALA?**  

- [ ] yes
- [ ] no

**Corporate Member #**

[Insert corporate member number]

**Are you a Library Champion?**  

- [ ] yes
- [ ] no

**Library Champions are entitled to a $125 per 10’ x 10’ booth discount.**

**Would you like to join ALA?**  

- [ ] yes
- [ ] no

**Do you have a Mobile App?**  

- [ ] yes
- [ ] no

### SPACE SELECTION

Locations/dimensions are shown on Floor Plan. You may highlight and number your choices and return a copy of the floor plan with this application. ALA makes space assignments based on seniority and corporate membership. When seniority is equal, applications will be processed first for corporate members and then in date received order. If requesting space across an aisle, do not include aisle space in calculations. Space rental is $2,625 per 10’ x 10’ booth plus a surcharge of $50 per 10’ x 10’ booth to fund the opening reception on the exhibit floor. There is a $200 charge for each open corner. Small Press Tables are $1,050/each. Application must include a payment.

The minimum booth size is 10’ x 10’.

**Booth Choices**

Please assign our company exhibit space of the following type:

- [ ] In-line
- [ ] Island
- [ ] Cross aisle
- [ ] Small Press Table

If you request in-line, do you want a corner?  

- [ ] yes
- [ ] no

Please indicate your booth preferences:

1.  
2.  
3.  
4.  
5.  
6.  
7.  
8.  

**Final size of booth desired**  

[Insert final size]

<table>
<thead>
<tr>
<th>No. of 10’ X 10’ Booths</th>
<th>@ $2,675 each</th>
<th>Total Cost of Booth</th>
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No. of Corners @ $200 each =

Library Champions deduct $125 per 10’ x 10’ booth =

**Total Cost of Booth** =

Table @ $1,050/each. Small Press and New Start-up Companies Only (no direct selling from tables allowed)

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Information regarding program listing will be sent at a later date.
GENERAL RULES AND REGULATIONS 2018 ANNUAL CONFERENCE AND EXPOSITION

The American Library Association (ALA) and its authorized representatives are hereinafter referred to as the “Association.”

1. PAYMENT AND REFUNDS: To be included in the first round of space assignments this application must be received by 5:00 p.m. EST on Friday, February 16, 2018. Applications submitted after January 19, 2018 must be accompanied by payment in full of the space rental fee and all other charges. Receipt of payment received without such payment will not be processed nor will space assignments be made. Please verify the amount and method of payment. Cancellations or reductions of space made prior to January 19, 2018 will receive a refund of payments made, less a $100 cancellation fee per 10’ x 10’ booth. The Association reserves the right to refuse space to any exhibitor. All materials on behalf of, another business or organization, for goods and services either specifically or generally agreed by the exhibitor that in the Association’s judgment will not be consistent with the Association’s General Rules and Regulations concerning use of exhibit space, the exhibitor shall be terminated. In such case the Association reserves the right to refuse space to any exhibitor and the exhibitor shall be responsible. The Association reserves the right to refuse space to any exhibitor. All materials and fluids which are flammable and/or volatile shall be kept in safety containers.

2. SPACE RENTAL AND ASSIGNMENT OF LOCATION: The Association reserves the right to refuse space to any exhibitor and to assign space at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning use of exhibit space, the exhibitor shall be responsible. The Association reserves the right to refuse space to any exhibitor. All materials and fluids which are flammable and/or volatile shall be kept in safety containers.

3. USE OF SPACE, SUBLETTING OF SPACE: No part of the space rental may be assigned to, or sublet by, any person or corporation other than the exhibitor itself, unless the exhibitor is granted permission in writing from the ALA. Exhibitors are not permitted to feature names or logos of any non-participating business or company whose display of goods or services is not in the opinion of the ALA, likely to be consistent with the General Rules and Regulations of the Association. The Association shall have the right to assign space to any exhibitor, if, in its judgment, such assignment is in the best interests of the Association.

4. EXHIBITORS AUTHORIZED REPRESENTATIVE: Each exhibitor must authorize one person as its Authorized Representative for purposes of connection with installation, operation and removal of exhibits. Such Authorized Representative shall be authorized to enter into such service contracts as may be necessary or convenient for the interest of the exhibitor. Such Authorized Representative shall be responsible. The exhibitor shall reserve the sole right and option to exhibit in the space assigned for the entire period of the Exposition, and this representative shall be responsible for keeping the exhibit neat, manned and in operating condition.

5. FIRE, SAFETY AND HEALTH: The exhibitor assumes all responsibility for compliance with all applicable federal, state and local fire and health regulations concerning fire, safety and health. No flammable decorations such as draperies or backdrops, cardboard or corrugated paper shall be used at any time. All packaging containers, excelsior and wrapping paper must be flame proof and are to be removed from the floor. All muslin, velvet, silk or other cloth decorations must stand a flame test as specified in the National Fire Protection Association: Fire Tests to Standard Safety: Painting, Drapery, and Vinyl Materials. All materials and fluids which are flammable and/or volatile shall be kept in safety containers.

6. INSTALLMENT EXHIBITS: ALA will provide each booth exhibitor with an 8’ high backwall of draperies supported by aluminum uprights and stanchions, 33” high draped division rails and one 7’ by 44” sign showing the exhibiting company name, and booth number, listings in the Exhibit Guide, inclusion in the Exhibitor Locator and on the ALA Web page.

7. REGULATIONS: Each exhibitor will be provided an Official Exhibition Manual. The Official Exhibition Manual describes the type and arrangement of exhibit space and the standard equipment provided by the ALA. All booths must be arranged and constructed in accordance with the guidelines and the regulations set forth herein. Furthermore, this exhibit will be prohibited from involving the use of flammable, ignitable, or inflammatory materials. Exhibitor Plan Review First time exhibitors must submit booth construction plans and layout to the ALA 45 days prior to the opening of the exposition. The rules and regulations are based on the physical and structural limits of the exhibit space, and the exhibitor shall be responsible to equip and furnish the exhibit space to the exhibitor’s satisfaction, and that the exhibit space shall be reasonably safe for the safety of the property of the exhibitor or licensee in the event of fire, strike, or other causes. The exhibitor shall not be liable for any injury or damage resulting from the use of such exhibit space and shall not be liable for any injury or damage resulting from the use of exhibit space by any third parties. The exhibitor shall be responsible for any loss of or damage to any property of the exhibitor or any of his agents, servants, employees, licensees or invitees of any law, ordinance or governmental order of any kind, or any acts or omissions committed by or in any other way arising from or out of the occupancy or use by the exhibitor, its agents, servants, employees, licensees or invitees of the premises leased hereunder. Such indemnification of Exposition Management shall be made a party to any litigation commenced by or against Exhibitor or Representatives and this agreement shall be in effect until such damage or injury may result from the sole negligence, gross negligence, or willful misconduct of Exposition Management. Exhibitor covenants and agrees that the Indemnification shall be made a party to any litigation commenced by or against Exhibitor or Representatives and this agreement shall be in effect until such damage or injury may result from the sole negligence, gross negligence, or willful misconduct of Exposition Management. Property Damage: Neither Exposition Management nor the Association shall be responsible for any loss of or damage to any property of the other party hereto, including, but not limited to, fire, theft, vandalism, or other casualty, and Exposition Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of Exhibitor and the Association, and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property from such loss or damage.

10. LIABILITY AND INSURANCE: All exhibitors shall obtain and maintain during the entire time of the exhibit, and comply with all federal, state and local laws, ordinances and regulations covering fire, health, safety, and welfare, and the conditions of the location and environment in which the exhibited materials are displayed. The exhibitor shall be responsible for securing all necessary permits and licenses for any event, demonstration or other activities to be conducted by the exhibitor in the space assigned, and the exhibitor shall not be liable for any loss or damage resulting from the use of such exhibit space and shall not be liable for any injury or damage resulting from the use of such exhibit space and shall not be liable for any injury or damage resulting from the use of Exhibit Management. All exhibitors shall have combined single limit for personal injury and property damage of $50,000,000.00 and $1,000,000.00 per occurrence and $5,000,000.00 aggregate. The exhibitor shall provide evidence of insurance in place or on-public liability insurance in an amount of at least $1,000,000 per occurrence, with a combined single limit of $1,000,000 and a combined aggregate limit of $1,000,000. The exhibitor shall be responsible for registration with the state or local health authority of its representatives working at its booth;

14. CONTRACT FOR SPACE/CONFIRMATION: The contract for space is conditioned upon the exhibitor agreeing to the terms of the contract, and the Association reserves the right to cancel the contract for space in case any agent or representative of the exhibitor, in front of or on its booth or in the vicinity of the exhibitor’s space, shall be guilty of any breach of any of the terms of the contract or of any of the other terms and conditions contained herein. The exhibitor shall be responsible for all costs and expenses, including reasonable attorney’s fees and court costs, incurred by or imposed upon Exhibitor Management by virtue of any litigation.

15. SALES TAX STATUS: Vendors are responsible for filing all necessary sales tax reports with the state sales tax authority and collection and remittance of state sales taxes. Non-compliance may result in immediate shutdown of your booth by local authorities.

16. OTHER REGULATIONS: Any and all matters not specifically covered by the rules and regulations of the Association are subject solely to the discretion of the Association. The ALA shall make all final decisions relating to the administration of the General Rules and Regulations. The ALA shall have the right to alter, amend, suspend, or revoke any of the General Rules, Regulations, and Policies at any time. The Association reserves the right at any time to modify, alter, amend, cancel, or terminate the Association’s jurisdiction over any aspects of any exhibitor, exhibitor’s employees, contractor, or exhibit, at the discretion of the Association, at any time, and for any reason.

18. EXHIBITORS, EACH EXHIBITOR, FOR AND ON BEHALF OF THEMSELVES AND THEIR EMPLOYEES OR AGENTS, AGREE TO ABIDE BY THE FOLLOWING RULES AND REGULATIONS AND BY ANY OTHER RULES AND REGULATIONS WHICH THE EXHIBITORS MAY DESIRE TO ADOPT IN CONFORMANCE WITH THE PRECEDING SENTENCE.