Do You Have an “App” for That?

ALA Mobile App Pavilion

Do you want to put your e-reader in the hands of thousands of readers across the country? Do you have a publication formatted for distribution through mobile devices? Are you developing an app to help readers access information and find new publications? Do you want to help librarians reach their patrons on mobile devices?

Do you have an “App for that”?

Then don’t miss this opportunity to showcase your new technology to over 16,000 librarians and publishers. With the explosion of smart phone sales and the daily development of new applications for those devices, there are more opportunities to provide those interested in reading and helping readers with new tools. ALA is offering a new showcase on the exhibit floor for these “apps”.

The Mobile Applications Pavilion will give developers the opportunity to demonstrate their newest technologies for handheld devices. Pavilion kiosks will provide a visual identity for your company, and allow you to demonstrate your product or app to a small group, and display and distribute literature. This pavilion will be heavily promoted on the ALA website, in pre-show communications with librarians and publishers and in onsite materials distributed to all attendees. Be a part of this emerging technology showcase and reach thousands of librarians, publishers and end users. Do you want to reach over 16,000 people involved in reading, literacy and who love to read? Don’t miss this opportunity to expose your technology to these people.

For only $1,050, this is what your kiosk includes:

- 1 meter wide—8 foot high kiosk
- Velcro receptive back panel, suitable for 22×28 sign (not included)
- Pavilion Carpeting
- 1 – 10 amp electrical outlet
- 1 padded stool
- Header graphic with company identity
- Pavilion overhead identity sign
- Listing in interactive exhibits directory
- Free wi-fi in the Mobile App Pavilion
- Mobile App Pavilion Presentation Area for you to do presentations to groups of up to 20
- Shared conference room in pavilion

For more information or to reserve a kiosk, contact us at:
ala@heiexpo.com, 800-752-6312
1 Company Information (published in show directory)

Company Name: 

Street Address: 

City/State/Zip/Country: 

Web site: 

2 Contact (person handling logistics/operations)

Name: 

Title: 

Phone: 

Fax: 

E-mail: 

3 30-Word Directory Listing

________________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________________

4 Kiosk Rate

COST: $1,050

SIZE: One-meter wide, eight-foot high kiosk

INCLUDED: Velcro back panel, pavilion carpet, one 10amp electrical outlet, one stool, header, listing in print and interactive exhibits directory

5 Payment

☐ Check payable to: American Library Association

☐ Credit card: Check here to have invoice sent with online credit card payment information.

Full payment is due with application.

6 Acceptance

The Undersigned Company is hereinafter called “Exhibitor”, and the American Library Association is hereinafter called “Exposition Management” or “ALA.” Exhibitor agrees to the Exhibit Terms and Conditions as printed on the reverse hereof, and agrees that they are a part of this contract and hereby further agrees to abide by them and any additional rules deemed necessary by ALA. The undersigned hereby makes application for space which when accepted by ALA becomes a contract. Application must be dated and include exhibitor signature:

Exhibitor’s Signature: 

Date: 

If full payment is not received by due dates outlined in this contract, your signature authorizes ALA to charge the payments to your credit card on file.

By signing this contract, the exhibitor agrees to receive materials by email, and U.S. Mail from ALA and its representatives and agents.

OFFICE USE ONLY

Accepted by (or agent for) ALA

Signature: 

Date Received: 

Check #: 

Pavilion Assignment: 

Date Entered: 

Entered by: 
GENERAL RULES AND REGULATIONS 2019
ALA ANNUAL CONFERENCE & EXHIBITION

The American Library Association (ALA) and its Exhibit representatives are hereafter referred to as “Show Management.”

1. PAYMENT AND REFUNDS: Full payment of $1,050 is due with application. It is expressly agreed by each exhibitor, or if the contract is made for the use of any such service contracts as may be necessary and for which the exhibitor shall be responsible. Exhibitor shall assume responsibility for such representative being in attendance throughout all exhibition periods, and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times.

5. FIRE, SAFETY AND HEALTH: The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. No flammable decorations such as crepe paper, tissue paper, cardboard or corrugated paper shall be used at all times. All packages of decorations shall be marked. Such packages shall be made flame proof and be to be removed from the floor. This material is NOT to be stored under tables or behind displays. All muslin, velvets, silken or other cloth materials must be treated to withstand fire as prescribed by fire ordinances. All materials and fluids which are flammable are to be kept in safety containers.

6. ARRANGEMENT OF EXHIBITS: Kiosks include Velcro walls, closet, pavilion canopies, electrical outlet, one stool, header, listing in interactive exhibits directory and print directory.

7. DISPLAY—RULES AND REGULATIONS: Each Exhibitor will be provided an Official Exhibitor Manual. Exhibitors are to follow the type and arrangement of exhibit space and the standard equipment provided by the ALA. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Manual. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Manual guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the event.

8. OPERATION OF EXHIBITS: Exhibits which include the operation of musical instruments, radios, show projection equipment, public address systems or other noise-making equipment shall be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure written confirmation from Show Management before the exhibit opens. All demonstrations or other activities must be confined to the limits of the exhibitor’s rented space. Distribution of circulars may be made only within the booths of the exhibitors occupying the same floor space and from door drops or advertising signage located within the convention center outside of the exhibit booth space of small exhibitors). Exhibitors are prohibited from any form of advertising or solicitation which in the opinion of Show Management or Exhibitor are allowed no more than three recognition signs to be displayed in their booth at one time.

9. INSTALLATION AND REMOVAL: It is mutually agreed that it is the duty and responsibility of each exhibitor to install his/her exhibit before the opening of the exhibition and to dismantle his/her exhibit immediately after the exhibition’s close. No exhibit shall be allowed to remain in any part of his/her exhibit until after the closing of the Show. Exhibitors who dismantle early will forfeit all seniority rights. All display materials which are not removed from the exhibit floor prior to the规定的 cutoff time will be arranged and constructed for the best interests of the EXHIBITION.

10. LIABILITY AND INSURANCE: All property of the exhibitor remains under his custody and control while in the show area. The show management will not be responsible for any damage to any property of the exhibitor. The exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Comprehensive Property Insurance, the face amount of which will specifically refer to contractual liability set forth herein, such exhibit will be prohibited from functioning.

11. INDEMNIFICATION: Exhibitor agrees that it will indemnify and hold harmless ALA, its service contractors, the management of the exhibit hall nor any of the officers, staff members, or agents or contractors of any of the same or any other firm, corporation, or organization, or its successors or assigns, from and against all claims, demands, actions, damages, or any litigation. The exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of exhibitor. The exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Comprehensive Property Insurance. Each exhibitor will be provided an Official Exhibitor Manual. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Manual guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning.

12. LABOR: Exhibitors are required to observe all contracts in effect between Show Management and all labor organizations involved.

13. CARE OF BUILDING AND EQUIPMENT: Exhibitors or their agents shall not injure or deface any part of the building, floor, or equipment, ceilings or decor. When damage appears, the exhibitor is liable to the owner of the property so damaged.

14. CONTRACT FOR SPACE/CONFIRMATION: The contract for space/ confirmation will be forwarded to the exhibitor at the time of space assignment. In the event of fire, strike, or other uncontrollable circumstances such as large crowds which would make it impractical to use the area uninfected or unavailable for use, or causing the exhibit to be canceled, this contract will not be binding and payment for exhibit space will be refunded. In case any part of the exhibit hall becomes damaged or unusable as a result of an Exhibitor from occupying an assigned space during a part or all of the entire exhibition period, the Exhibitor will be charged for the space only for the part or all of the entire period the booth could have been occupied and Exhibitor waives any claim against Show Management for losses or damage which may arise from such inability to occupy assigned space. These regulations are a part of the contract for space or exhibit. All contracts in effect between Show Management and all Exhibitors constitutes acceptance of a contract. ALA reserves the right to make such additional conditions, rules and regulations as it deems necessary to insure the exhibit’s success.

15. SALES TAX STATUS: Vendors are responsible for registration with the state sales tax authority and collection and payment of any applicable sales taxes. Non-compliance may result in immediate shutdown of your booth by local revenue officials.

16. OTHER REGULATIONS: Any and all matters not specifically covered by the preceding rules and regulations shall be subject to the decision of Show Management. The SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED ANY AMENDMENTS, WHEN MADE, ARE APPROVED BY SHOW MANAGEMENT AND EXHIBITORS. EACH EXHIBITOR, FOR HIMSELF AND HIS EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMITY WITH THE PRECEDING SENTENCE.