



**ALA ATLANTA
MIDWINTER
MEETING & EXHIBITS**
The conversation starts here...
JANUARY 20-24, 2017
ALA American Library Association

On-Site Marketing Opportunities Insertion Order

Exhibit Dates: January 20 - 23, 2017
Georgia World Congress Center, Atlanta, GA

Exhibitor _____

Contact _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

Promotional Opportunities

- WiFi Sponsor (EXCLUSIVE) \$11,500
- Lanyard Sponsor (EXCLUSIVE) \$15,000
- Tote Bag Sponsor (SOLD) \$20,000
- Registration Bag Insert \$5,000
(2 SOLD, 3 available)
- Registration Line Bowls (per line) \$1,250

Onsite Advertising

Conference Banners

- Banner A3-B3 \$7,000
- Banner A3-B4 \$7,000
- Banner A3-H1 \$7,000
- Banner A3-H2 \$7,000
- Banner A4-B1A \$5,500
- Banner A4-B1B \$5,500
- Banner RS-B5 \$8,500
- Banner RS-B8A \$4,500
- Banner RS-B11 \$8,500
- Banner RS-B12 \$8,500

Escalator Banners

- A3-ESC1 \$4,000
- A3-ESC2 \$4,000
- A4-ESC1 \$4,000
- A4-ESC2 \$4,000
- A4-ESC3 \$4,000
- A4-ESC4 \$4,000

Column Wraps

- A3-K05 A3-K09 CW01 CW02
- CS03 CS04 CW05 CW06

Window Clings

- RSD1 \$2,500
- RSD2 \$2,500
- RSD3 \$2,500
- RSD4 \$2,500
- RSWD1 \$3,000
- RSDW2 \$4,250
- RSWD3 \$4,250
- RSDW4 \$4,250

- 1-meter DS Promo Sign (per sign) \$1,500

- Create your own sponsorship \$ _____

Total Order \$ _____

Onsite Advertising (Banners, Signage, etc.)

http://interactivevenue.ges.com/03_shows/show.aspx?showID=35659&venueID=6253

A3-B3; A3-B4 – 18' w x 6' h SS banner
 A3-H1; A3-H2 – 166" w x 38.25" DS banner
 A4-B1A; A4-B1B – 25' w x 5' h SS banner
 RS-B5 – 22'8" w x 5' h SS banner
 RS-B8A – 18' w x 7'10" h SS banner
 RS-B11; RS-B12 – 20' x 16'h DS banner
 A3-ESC1; A3-ESC2 – escalator banners
 A4-ESC1; A4-ESC2; A4-ESC3; A4-ESC4 – escalator banners
 A3-K05; A3-K09; CW01; CW02; CW03; CW04; CW05; CW06 – column wraps
 RSD1; RSD2; RSD3; RSD4; RSWD1; RSWD2; RDWS3; RDWD4 – window
 clings

(pricing includes production, installation, and dismantle.)

Method of Payment:

____ Check: make payable to American Library Association
 Send to: ALA Exhibits, 52142 Eagleway, Chicago, IL 60678

____ Charge: ____ Visa ____ MasterCard ____ American Express

Card Number: _____

Expiration Date: _____

Cardholders Name: _____

Cardholders Signature _____
This line must be signed.

Company Name: _____

Return this form with payment to: ala@heiexpo.com, fax: 630/434-1216 or 630/756-5335.

Questions? Contact Rich Widick at 800/752-6312, ala@heiexpo.com.