



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

American Library Association 2017 Midwinter Meeting and Exhibits

**January 20 - 23, 2017 - Georgia World Congress Center, Atlanta, GA
*Contract for Exhibitor Conference Room Rental***

EXHIBITOR'S CONTRACT

The undersigned (hereinafter, called the "Exhibitor") hereby applies for an Exhibitor Conference Room during the American Library Association 2017 Midwinter Exhibits, sponsored by the American Library Association (hereinafter called "Sponsor.")

Company Name

Street Address

For Overnight Express

City/State/Zip/Country

Contact

Title

*Telephone

Fax

E-mail

Web

*Non-U.S. companies list country and city telephone/fax codes.

EXHIBITOR CONFERENCE ROOMS: A limited number of Exhibitor Conference Rooms are available on a rental basis for companies interested in private meetings. Conference Rooms are carpeted 10' x 20' hardwall structures (no ceiling), and include 1 conference table, 6 conference chairs, 1 6' draped table, 1 wastebasket, and 1 5 amp electrical outlet. (All other furnishings, electrical, etc. are the responsibility of the exhibitor.) The cost of an Exhibitor Conference Room is \$3,000. Exhibitors may also order a ceiling (with lighting and fan/vents) for \$850 for a 10'x20' room.

Please check this box if you want to add a ceiling at \$850.

These conference rooms will be available for use from 5:30pm on Friday, January 20 through 2:00pm on Monday, January 23, during open exhibit hall hours ONLY.

Please indicate # of rooms desired: _____

EXHIBITOR CONFERENCE ROOM REGULATIONS

To rent an Exhibitor Conference Room, your company must be an Exhibitor with at least a 300 sq. ft. or more in the 2017 ALA Midwinter Exhibits. Show Management reserves the right to decline applications for Exhibitor Conference Rooms if, in the sole discretion of Show Management, it is determined that such room assignments would create a conflict with the purpose of the 2017 ALA Midwinter Exhibits.

PAYMENT SCHEDULE:

The cost of an Exhibitor Conference Room is \$3,000. Full payment of total cost of Conference Room due at time of reservation.

Make check payable to: American Library Association

Mail contract and payment to:

ALA Exhibits
c/o: Hall-Erickson, Inc.
98 E. Chicago Avenue
Westmont, IL 60559
630/434-7779, fax: 630/434-1216
ala@heexpo.com

Credit Card Information:

Visa MasterCard American Express

Credit card number: _____

Expiration date: _____

Name on credit card: _____

Cardholder's Signature: _____

ACCEPTANCE OF CONTRACT

Exhibitor warrants that he has the authority to enter into this Contract on behalf of his/her company/organization and agrees to pay rental for the Conference Room and to adhere to the payment schedule outlined above. Exhibitor agrees to be bound by each and every condition, rule and regulation of this contract as included in the exhibitor manual, that are made a part hereof and fully incorporated herein.

Exhibitor authorizing

Title

Date

City /State/Zip/Country

Authorizing Signature

Telephone

Fax

E-mail

FOR SHOW MANAGEMENT ONLY Phone: 630-434-7779, Fax: 630-434-1216

This Exhibitor's Contract shall not be accepted, and shall not be binding upon the Sponsors, until executed by the authorized representative(s) of the Sponsors, if ever, at which time it shall become a binding Contract between the parties hereto.

Sponsor Signature

Date

Exhibitor Conference Room: _____

RULES GOVERNING EXHIBITION / EXHIBITOR CONFERENCE ROOM RULES AND REGULATIONS

1. Sponsors: Principal Purpose. The word "Sponsors" as used herein shall mean Sponsors as specified on reverse side. The word "Management" as used here in shall mean the Sponsors, their officers or committees or agents or employees acting for it in the management of the Exhibition.

2. Sub-Leasing. Exhibitor may not sublet his/her space, nor any part thereof, nor exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in his/her own name, except where such articles are required for the proper demonstration or operation of Exhibitor's display, in which case identification of such articles shall be limited to the regular nameplate or other identification which in standard practice appears normally on them. Exhibitor may not permit, in the Conference Room, non-exhibiting companies' representatives. Rulings of the Management shall in all instances be final with regard to use of any Exhibitor Conference Room space.

3. Eligible Exhibits. Management has sole right to determine the eligibility of any company or product for inclusion in the Exhibition and Exhibitor Conference Rooms.

4. Limitation of Liability. Neither the Sponsor, nor the Exhibition Management (Hall-Erickson, Inc.) nor the Georgia World Congress Center nor the City of Atlanta nor any of their officers, agents, employees or other representatives, shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. The Exhibitor shall indemnify, defend and protect Sponsors, Management, the Georgia World Congress Center and the City of Atlanta against, and hold and save Sponsors, Management, the Georgia World Congress Center and the city of Atlanta harmless from, any and all claims, demands, suits, liability, damages, loss, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the Exhibitor or any of its officers, agents, employees or other representatives. All Exhibitors are required to provide for their own floater insurance coverage, protecting against damage, loss or theft, and business auto coverage.

5. Installation - Showing - Dismantling. Hours and dates for installation, showing, and dismantling shall be those specified by Management. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exhibition before conclusion of this dismantling period as specified by Management.

6. Damage to Property. Exhibitor is liable for any damage caused to building floors, walls, or columns, or to standard booth equipment, or to other Exhibitor's property. Exhibitor may not apply paint, lacquer adhesive or other coating to building columns and floors or to standard booth equipment or hardwall.

7. Alcoholic Beverages. Alcohol is only allowed on the show floor if approved by Show Management.

8. Attendance. Management shall have sole control over admission policies at all times.

9. Exhibitor Conference Room Representatives. Exhibitor's Conference Room representatives shall be restricted to employees of exhibiting company who are actually working in Exhibitor's Conference Room. Conference Room representatives shall wear "EXHIBITOR" badge identification, furnished by Management, at all times. Management may limit the number of Conference Room representatives at any time. All Exhibitor's company personnel other than those working in Exhibitor Conference Room or booth are to register as attendees at the Exhibition.

10. Use of Conference Room. Conference Rooms are to be used for meetings. They are not intended to display product or for use as exhibit space. Exhibitor warrants and agrees that the Exhibitor is solely responsible for assuring that its Conference Room, demonstration(s) and all related materials are accessible to persons with disabilities and complies with all applicable provisions of the Americans with Disabilities Act. The Conference Rooms are not to be used for storage.

11. Decoration. Management shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by Exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any Exhibitor Conference Room which Management deems inconsistent with the Principal Purpose of the Exhibition or inappropriate for any other reason, and no liability shall attach to Management for costs that may evolve upon Exhibitor thereby. Interior walls may be added to Exhibitor Conference Rooms to divide space. This can be planned with the general contractor at an additional cost. Height limit of any equipment or materials in a Conference Room is 8'.

12. Exhibitor's Representatives' Responsibility. Exhibitor agrees to indemnify Management against and hold it harmless for any claims arising out of the acts or negligence of Exhibitor, his/her agents or employees.

13. Exhibitor's Withdrawal. Fifty percent of total cost of exhibit space under contract will be retained by ALA when written notice of intent to withdraw is received at the ALA Exhibition Management office prior to 09-30-2016. No refunds will be issued for withdrawal notices received on or after 09-30-2016. Withdrawal notice does not eliminate financial liability of balance due when withdrawing.

14. Additional Services. Exhibitor must order and pay for any services needed, such as telephone, additional electrical, security, catering, cleaning, additional furniture, etc. No food may be served in these meeting rooms. Exhibitors may serve coffee, soft drinks and water. No alcoholic beverages allowed unless approved by Show Management. All beverage service must be made through the Georgia World Congress Center official caterer. Loud music or disruption will not be permitted. No commercial signs may be displayed on the exterior doors or walls of the Exhibitor Conference Rooms, only small identification signs may be used. Exhibitor Conference Rooms cannot be used or reserved for non-exhibiting vendors to exhibit or display products and services to attendees. Exhibitors

cannot charge admission to attendees.

15. Exhibitor's Admittance During Non-Show Hours. Exhibiting company staff with Exhibitor Badges will be permitted to enter the Exhibitor Conference Rooms from Noon - 5:00pm Friday, January 20, and between 8:00am and the official show closing hour during each day of the show, with the exception of the final night. Exhibitors having special problems that require additional time must check at Management office on the previous day.

16. Exhibitor's Discussions; Costumes; Promotion. Exhibitor shall not engage in any activities in the aisles or in Conference Rooms other than his/her own. Exhibitor's representatives wearing distinctive costumes, or carrying banners or signs separately or as part of their apparel must remain in their own Conference Room.

17. Failure to Hold Exhibition. Except as the Exhibitor's rental obligations may be reduced as set forth in paragraph 13, the Exhibitor is responsible for Conference Room rental irrespective of the reason for the cancellation by the Exhibitor because of the failure of an Exhibit to arrive for any reason, or cancellation by Sponsors of the Exhibition, in whole or in part, as the result of riot, strike, civil disorder, act of war, act of God, or any other reason of any kind whatsoever not within Sponsors' control.

18. Floor Load. Under no circumstances may the weight of any equipment or exhibit material exceed the hall's maximum floor load. Exhibitor accepts full and sole responsibility for any injury or damage to property or person resulting from failure, knowingly or otherwise, to distribute the load of his/her exhibit material in conformity with the maximum floor load specifications.

19. Flammable Materials. No flammable fluids or materials of any nature may be used in any Exhibitor Conference Room and/or decorative materials, including any materials the use of which is prohibited by national, state or city fire regulations.

20. Lotteries; Contests. The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only on written approval from Management.

21. Noise and Odors. No noisy or obstructive work will be permitted during open hours of the Exhibition, nor will noisily operating displays, nor Conference Room producing objectionable odors, be allowed.

22. Obstruction of Aisles or Conference Rooms. Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby Exhibitor's Conference Room shall be suspended for any periods specified by Management.

23. Regulations Governing Displays. Regulations relating to maximum allowable heights of back wall and sidewall display panels are included with Exhibitor Prospectus and are amplified and repeated in Exhibitor Manual.

24. Rejected Displays. Exhibitor agrees that his/her Conference Room configuration shall be admitted and shall remain from day to day solely in strict compliance with the rules herein laid down. Management reserves the right to reject, eject, or prohibit any configuration in whole or part, or Exhibitor or his/her representatives, with or without giving cause. If cause is not given, liability shall not exceed the return to Exhibitor of the amount of rental unearned at the time of ejection. If a Conference Room configuration or Exhibitor is ejected for violation of these rules or for other stated reasons, no return shall be made.

25. Safety Devices. Exhibitor agrees to accept full responsibility for compliance with national, state, and city regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment.

26. Samples; Souvenirs. Samples, souvenirs, publications, etc. may be distributed by Exhibitor only from within his/her Conference Room. The distribution of any article that interferes with the activities in or obstructs access to neighboring Conference Room, or that impedes aisles, is prohibited. Balloons (air or helium) are prohibited.

27. Signs; Sign Copy; Illumination. No "sold" signs of any nature which designate prices or notices of "sales", etc., are permitted. Electric flashers are prohibited. Should the wording on any sign or area in an Exhibitor's Conference Room be deemed by Management to be contrary in any way to the best interest of the Conference, Exhibitor shall make such changes or remove sign as requested by Management. Management's decision will be final in such matters.

28. Sound Amplifying Reproducing Equipment. Loud music or disruption will not be permitted. The use of sound systems is permissible, provided they are not audible more than 3 feet into the aisle or into neighboring Conference Room, and that the sound is directed exclusively into the Exhibitor's Conference Room. Management shall have absolute control over this regulation, the intent of which is to ensure that sound systems shall not be audibly objectionable to neighboring Exhibitors. Sound amplification may be used by an Exhibitor only for the dissemination of information to the audience directly relating to products and/or services of the particular Company displaying such products and/or services at the 2017 ALA Midwinter Exhibits.

29. Amendment to Rules. Any matters not specifically covered by the preceding Rules shall be subject solely to the decision of Management. These Rules may be amended at anytime by Management, and all amendments so made shall be binding on Exhibitor equally with the foregoing Rules and Regulations.

30. Agreement to Rules. Exhibitor, self and employees, agrees to abide by the foregoing Rules and by any amendments that may be put into effect by Management.