



# On-site Promotional Opportunities Reservation Form

Exhibit Dates: February 9 – 12, 2018 • Colorado Convention Center • Denver, CO

## ***Distinguish Your Company and Drive Traffic to your Booth in Denver during ALA Midwinter!***

### **Promotional Opportunities**

- Official Wi-Fi Sponsor (EXCLUSIVE) \$11,500
- Lanyard Sponsor:  (EXCLUSIVE) \$15,000 or  (4 - SHARED) \$ 5,500
- Tote Bag sponsor:  (EXCLUSIVE) \$20,000 or  (5 - SHARED) \$ 7,000
- Registration Bag Insert (*limit 1 per company*) \$ 5,000
- Registration Line Bowls (per line) \$ 1,250
- Promo Sign, double sided, 4-color (per sign) \$ 1,650

### **Visit the Sponsorship Platform at**

<http://alamidwinter.sponsorship.ges.com/>.

**This site shows banner opportunities and the location where each will be installed.**

### **Signage Opportunities (Colorado Convention Center)**

#### Conference Banners

- B101A  B101B  B101C Banner 28'w x 14'h, single sided \$ 6,800 ea.
- B102A  B102B  B102C Banner 28'w x 14'h, single sided \$ 6,800 ea.
- B103 Banner 28'w x 14'h, single sided \$ 6,800
- B106A Banner 100'w x 3'h, single sided \$ 8,000
- B107A Banner 30'w x 3'h, single sided \$ 5,200
- B108A, Welcome banner  B108B Banner 40'w x 3'h, single sided \$ 5,200 ea.
- B109A  B109B Banner 30'w x 3'h, single sided \$ 5,200 ea.
- B111A  B111B  B111C Banner 6'w x 12'h, double sided \$ 3,000 ea.
- B111D  B111E  B111F Banner 6'w x 12'h, double sided \$ 3,000 ea.
- B113A  B113B Banner 30'w x 3'h, single sided \$ 3,000 ea.
- B900  B901 Banner 8'w x 3'3"h, single sided \$ 3,000 ea.

#### Column Wraps

- C101  C102  C104  C105 \$ 3,500 ea.
- C201  C202  C203 \$ 4,000 ea.
- C301 \$ 5,000 ea.

#### Other

- CS250 Charging Station Wall Cling \$ 3,500
- Window Clings  W200 Window Clings, one set per double doors \$ 2,300
- Window Clings  W01  W02  W03  W05  W06 \$ 1,000
- Window Clings  W04 \$ 2,150

**Total Order \$ \_\_\_\_\_**

Contact our office to reserve your opportunity to deliver your message.

**Act today!**

Rich Widick, phone: 800/752-6312, fax: 630/434-1216 or 630/756-5335, email: [ala@heexpo.com](mailto:ala@heexpo.com)

Exhibitor \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

### **Method of Payment:**

Total Order \$ \_\_\_\_\_

\_\_\_\_ Check: payable to American Library Association  
Send to:  
ALA Exhibits, Hall-Erickson, Inc., 98 E. Chicago Ave.,  
Ste. 201, Westmont, IL 60559

Charge:

\_\_\_\_ Visa \_\_\_\_ MasterCard \_\_\_\_ AMEX

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Cardholders Name \_\_\_\_\_

Cardholders Signature \_\_\_\_\_  
*This line must be signed.*

**Return this form with payment to:**

Rich Widick, Hall-Erickson, Inc.  
98 E. Chicago Ave., Westmont, IL 60559  
phone: 800/752-6312  
fax: 630/434-1216 or 630/756-5335  
Email: [ala@heexpo.com](mailto:ala@heexpo.com)