2019 ALA MIDWINTER MEETING & EXHIBITS
Exhibit Space Application
January 25–28 • Washington State Convention Center • Seattle, WA
Deadline for first round of assignments is March 16, 2018.

INSTRUCTIONS—Complete this application filling 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.

Locations and 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 $20.00 USD per square foot plus 50¢ USD per square foot to fund the opening reception on the exhibit floor. There is a $175 USD charge for each open corner. Small Press Tables are $850 USD. Application must include payment. Minimum booth size is 10’ x 10’.

Booth Choices
Please assign exhibit space of the following type:

☐ In-line  ☐ Island  ☐ Cross aisle
☐ Small Press Table @ $850 USD

If you request in-line, do you want a corner?  ☐ yes  ☐ no
Do you prefer location over a corner?  ☐ yes  ☐ no
Do you prefer ☐ middle & back or ☐ front & side of the exhibit floor?

Please indicate your booth preferences:

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

Size of booth desired __________ X __________ = __________ sq. ft.

No. of square feet_________@ $20.50 USD each = __________ (A)
No. of corners_________@ $175 USD each = __________ (B)

Total A + B = Total Cost of Booth = __________

Table @ $850 USD/each. Small Press and Start-up Companies Only (no direct selling from tables allowed)

Information regarding program listing will be sent at a later date.
GENERAL RULES AND REGULATIONS ALA MIDWINTER MEETING

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

1. PAYMENT AND REFUNDS: To be included in the first round of space assignments this year. The allocation must be received by August 19, 2018 with the appropriate deposit. A deposit of 50% of total booth costs must be paid 30 days from the time contract is signed. The balance of the space rental charge will become due and payable August 17, 2018. Applications for August 17, 2018 must be accompanied by payment in full of the space rental charges. Cancellations or reductions made prior to July 27, 2018 will receive a refund of payments made less 25% USD cancellation fee per 100 sq ft or space. No refunds will be made after July 27, 2018. It is expressly agreed by the exhibitor in the event the exhibitor pay the space rental at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning use of said space, Show Management shall have the right to reallocate the booth space shown on the face of the contract or to take possession of said space and lease, or assign or let any part thereof, to such parties and upon such conditions as it may deem proper. All space rental must be paid in full prior to move-in of the exhibition. In the event of a default or breach by the exhibitor of any of the provisions set forth in the present sentence, the exhibitor shall forfeit such damages, the amount paid by him for said space regardless of whether or not the Show Management enters into a further lease for the space involved.

In case the exhibition shall not be held for any reason whatsoever, then and thereupon the exhibitor shall pay the Space Rental Charges. All applications submitted after August 17, 2018 shall be equally fair to all exhibitors, and the safety of all concerned. Exhibitors who have special physical characteristics of the hall, the wish to coordinate any noise or sound level, or a need for special instructions or assistance shall be made known by the exhibitor to Show Management. All space rental shall be made after July 27, 2018.

2. SPACE RENTAL AND ASSIGNMENT OF LOCATION: The ALA Exhibits are designed to provide a sharing of good will and services, either specifically designed for or customarily used by the library and information services segments of the industry. The exhibitor reserves the right to refuse rental of display space to any company whose display of goods or services is in the opinion of the ALA, either in the character or the object of the exhibition. Small Press Pavilion exhibitors may only apply for the use of one table space. Complete table rules appear in the online Exhibitor Manual.

Whenever possible, space assignments will be made by the ALA in keeping with the preferences accurately set forth by the exhibitor. ALA, HOWEVER, RESERVES THE RIGHT TO MAKE ANY REVISION OR MODIFICATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXHIBITION.

3. USE OF SPACE, SUBLetting OF SPACE: No exhibitor shall assign, sublet, or share the space allotted to him, or any part thereof, unless approval has been obtained in writing from the ALA. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies exclusively.

Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display. Exhibitors may contact the ALA regarding exhibitions or meetings. The exhibiting company name, city, state, and booth number. Tables, furniture, carpeting, shipping, drayage, interpretation, displays of any kind are not allowed. Small Press exhibitors may only apply for the use of one table space. Complete table rules appear in the online Exhibitor Manual.

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4. EXHIBITORS AUTHORIZED REPRESENTATIVE: Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for such purposes as the exhibitor shall determine. Exhibitors must remain under his custody and control. Failure to do so may result in the damage and/or compensation by the exhibitor. Nothing herein shall be deemed to limit the exhibitor's right to remove his/her exhibit immediately after the exhibition's close. All space assignments made after July 27, 2018 shall be the return to the exhibitor of the amount already paid for space for this specific event.

5. FIRE, SAFETY AND HEALTH: The exhibitor assumes full responsibility for the safety of the exhibitor, his licensees or invitees or of any other person or property to the extent that any such loss or damage is recovered from or asserted against Show Management or its agents. The exhibits shall be made of non-combustible materials and shall be so arranged that there is no danger of fire. The exhibitors shall be responsible for the safety of the exhibitor, his licensees or invitees or of any other person or property to the extent that any such loss or damage is recovered from or asserted against Show Management or its agents. The exhibitors shall be responsible for the safety of the exhibitor, his licensees or invitees or of any other person or property to the extent that any such loss or damage is recovered from or asserted against Show Management or its agents.

6. ARRANGEMENT OF EXHIBITS: Each exhibitor shall provide his own storage for his exhibit. This includes all necessary electrical and mechanical equipment, advertising material, displays, and all other materials required for the display. The exhibits shall be constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Services Manual. The sole opinion of Show Management, exhibitors must confine the type and arrangement of exhibit space and the standard equipment provided by the ALA. All booth space shall be assigned and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Services Manual. All exhibitors must stand a flame proof test as prescribed by fire regulations. All materials and fluids which are flammable are to be kept in safety containers.

7. DISPLAY—RULES AND REGULATIONS: Each Exhibitor shall provide his own booth furniture, carpeting, shipping, drayage, interpreters, etc. are not provided as part of the exhibitor’s exhibit. Exhibitors who have special physical characteristics of the hall, the wish to coordinate any noise or sound level, or a need for special instructions or assistance shall be made known by the exhibitor to Show Management. All space rental shall be made after July 27, 2018.

8. DANGLING LIGHTS: All hanging lights shall be extensions of the floor and shall be equally fair to all exhibitors, and the safety of all concerned. Exhibitors who have special physical characteristics of the hall, the wish to coordinate any noise or sound level, or a need for special instructions or assistance shall be made known by the exhibitor to Show Management. It is expressly agreed by the exhibitor that in the event of a default or breach by the exhibitor of any of the provisions set forth in the present sentence, the exhibitor shall forfeit such damages, the amount paid by him for said space regardless of whether or not the Show Management enters into a further lease for the space involved.

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 exposition and to remove the same at the expiration of the show contract or before the closing of the exposition. Exhibitors shall not be entitled to damages nor shall they be entitled to have their exhibits removed from the floor prior to the dismantlement cutoff as established by Show Management will be discarded.

10. LIABILITY AND INSURANCE: All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither the ALA, its service contractors, the management of the exhibit hall nor the officers, staff members, or directors of any of the agencies responsible for the safety of the exhibitor or the safety of exhibitors or exhibitor personnel such as fire, accident, vandalism or other causes, and therefore, all damage sustained while in the display area, nor in the aisles or in public areas. Exhibitors shall hold and save Show Management and its property and its property against such loss or damage.

11. INDEMNIFICATION: Exhibitor agrees that it will indemnify and hold and save Show Management and its property and its property against such loss or damage. Exhibitor agrees to hold and save Show Management and its property and its property against such loss or damage. Exhibitor agrees to hold and save Show Management and its property and its property against such loss or damage.