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)

SPACE PAYMENT
A deposit of 50% of total booth costs must be paid 30 days from the time contract submitted or invoiced. The balance of your payment is due August 17, 2018.

☐ Check Enclosed
☐ Credit Card  Check here to have invoice sent with Online credit card payment information

BOOTH LOCATION
Locate our exhibit ADJACENT to (list exhibitors):

____________________________________________________________________________

____________________________________________________________________________

NEAR to:__________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

AWAY from:______________________________________________________

____________________________________________________________________________

____________________________________________________________________________

We agree to abide by all the rules and regulations governing the exposition as printed on the reverse side hereof and which are part of this application. Acceptance of this application by the ALA constitutes a contract.

Signature—This line must be signed for acceptance of contract.  Date

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

FOR OFFICE USE ONLY

Years Seniority:_____

Booth(s):______________ Number:_____

Space Size:______________ Corners:_____

Corporate Member: ☐ yes ☐ no
GENERAL RULES AND REGULATIONS
ALA MIDWINTER MEETING

The American Library Association (ALA) and its authorized representatives are hereafter referred to as "Show Management." Attendees, contractors, exhibitors, and all other parties present or on-site at the Show, are hereafter referred to as "Exhibitors".

1. PAYMENT AND REFUNDS: To be included in the first round of space assignments this year, the confirmation must be received and paid in full by August 17, 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 be due no later than August 17, 2018. Applications filed after August 17, 2018 must be accompanied by payment in full of the space rental charge.

Cancellations or reductions of space made prior to July 27, 2018 will receive a refund of payments made less $250 USD cancellation fee per 100 sq ft of space. No refunds will be made after July 27, 2018.

It is expressly agreed by the exhibitor that the A LA will 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 exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the contract or to take possession of such space and lease, or sell, or any other part thereof, to such parties and upon such conditions and as it may deem proper.

All space rental must be paid in full prior to move-in of the exposition. In the event of a default, the exhibit may be removed and, at the option of the exhibitor, the A LA shall have the right to refuse rental of display space to any company whose display of goods or services is in the opinion of Show Management not compatible with the general character of the exposition.

The A LA reserves the right to refuse rental of display space to any company whose display of goods or services is in the opinion of the A LA not compatible with the general character and objectives of the exposition.

2. SPACE RENTAL AND ASSIGNMENT OF LOCATION: The A LA Exhibits are designed to provide displays for those goods and services either specifically designed for or customarily used by the library and information services segment of the industry. Therefore, 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 Show Management not compatible with the general character and objectives of the exposition.

3. USE OF SPACE, SUBLetting OF SPACE: No exhibitor shall assign, sublet, or share the space allotted to any other business or firm unless approval has been obtained in writing from the A LA. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in their exhibit display, parent or subsidiary companies except exhibitions.

Exhibiting firms submitting space from an A LA authorized cooperative exhibit organizers are considered with the space assigned to the exhibitor rather than the A LA. Therefore, they must coordinate all activity with the firm with which they have contracted. This includes: reception space, booth, submitted program listings, and accessing the online Exhibitor Manual. Firms are advised to contact their cooperative exhibit organizers directly for all information.

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 services as may be performed prior to, during and after the exposition. Exhibitor shall assume responsibility for such representatives during all exposition 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 responsibility for keeping all space, building and adjoining 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 any time. No flammable materials for decoration, painting or wrapping paper must be flame proof and are to be removed from the floor. This material is NOT to be stored under tables or behind displays. All materials or decorations which are not flame resistant 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.

6. ARRANGEMENTS OF EXHIBITS: A LA will provide such in line booth exhibit with an 8’ width of booth space. The exhibitor shall provide booth drapery, aluminum uprights and stanchions, 33’ high divided drapery rail and one 7’ by 44’ sign showing the exhibiting company name, city, state, and booth number.

Tables, furniture, carpeting, shipping, drayage, insurance, cleaning and maintenance of exhibits are the sole responsibility of the exhibitor. The A LA will arrange and construct in accordance with the guidelines, provisions and limitations contained in the Exhibitor Services Manual. If the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Services & Information Kit, guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at the exposition.

Exhibitor Plan Review—First time exhibitors must submit booth construction plans and layout diagrams for preliminary or in line, or for exhibits involving other unusual construction features, at least sixty (60) days prior to the opening of the exposition.

The rules and regulations are based on the physical characteristics of the hall, the wish to be fair to all exhibitors, and the safety of all concerned. Exhibitors who have special needs which require variance from these guidelines shall surrender their exhibits to the Show Management Office for approval at least 60 days prior to the conference. Any questions concerning the space assigned shall be directed to A LA, Exhibitor Management 830-434-7779.

Show Management reserves the right to require the exhibitor to alter the appearance of the exhibit or on site. Necessary changes are to be made at the exhibitor’s expense and are subject to the approval of Show management.

8. OPERATION OF DISPLAYS: Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address equipment, any or any noise making machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or otherwise affect the exhibit of any other exhibitor nor cause the aisles to be blocked. Operators of noise making exhibits must secure approval of operations at a time other than in the 9:00 to 5:00 hour.

All demonstrations or other activities must be confined to the limits of the exhibitor’s rented space. Prior to the opening of the Exposition, all exhibit materials made only within the space assigned to the exhibitor and the booth. The exhibitor shall keep and maintain the exhibit and all materials within the exhibit space in good order and condition. The exhibitor shall also keep and maintain the exhibit space in good order and condition.

11. INDEMNIFICATION: Exhibitor agrees that it will indemnify and hold Show Management and all persons, firms, organizations or entities from any and all liability, extraordinary expense, cost or damage of any kind or nature resulting from, or occurring in connection with, any injury or damage sustained by the exhibitor, its agents, servants, employees, contractors, subcontractors, licensees or invitees of the A LA, unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any action, suit, cause of action or proceeding, whether called for by the laws of Show Management or by the provisions of the A LA’s contract for space, the A LA will have a right to be joined as a party in the suit.