**2020 ALA Midwinter Meeting & Exhibits**  
**Exhibit Space Application**  
**January 24–27, 2020 • Pennsylvania Convention Center • Philadelphia, PA**

**INSTRUCTIONS—**Complete this application. Fill 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 acknowledgment and invoice/receipt will be sent to you. **NO ASSIGNMENTS WILL BE MADE UNTIL A DEPOSIT PAYMENT IS MADE.**

**Firm Name**

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**Key Contact Name (Person responsible for payments, exhibit arrangement, etc.)**

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**Title**

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**Email**

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**Web Site**

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**Phone**  
**Ext.**  
**Fax**

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**Street Address**

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**Street Address (Continued)**

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**City, State, Zip Country**

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**Is your company a corporate member of ALA?**  
☐ yes  ☐ no

**Corporate Member #**

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**Are you a Library Champion?**  
☐ yes  ☐ no

**Would you like to join ALA?**  
☐ yes  ☐ no

**Do you have a Mobile App?**  
☐ yes  ☐ no

**SPACE SELECTION**

Locations/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 **$2,050** per 10' x 10' booth plus a surcharge of **$50** per 10' x 10' booth to fund the opening reception on the exhibit floor. There is a **$175** charge for each open corner. Small Press Tables are **$850/each. Application must include a payment. No assignments will be made until payment is made.**

The minimum booth size is 10’ x 10’.

**Booth Choices**

Please assign our company exhibit space of the following type:

- ☐ In-line  
- ☐ Island  
- ☐ Cross aisle  
- ☐ Small Press Table

If you request in-line, do you want a corner?  
☐ yes  ☐ no

Please indicate your booth preferences:

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

**Final size of booth desired**  

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**Space Size:**

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**Corners:**

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**Years Seniority:**

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**FOR OFFICE USE ONLY**

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**Booth(s):**

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**Number:**

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**Space Size:**

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**Corners:**

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**Corporate Member:**  
☐ yes  ☐ no

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**Web Site**

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**Email**

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**Title**

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**Key Contact Name (Person responsible for payments, exhibit arrangement, etc.)**

---

**Firm Name**

---

**City, State, Zip Country**

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**Street Address**

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**Street Address (Continued)**

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**ADJACENT**

---

**NEAR**

---

**AWAY**

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**SPACE PAYMENT**

A deposit of **50% of total booth cost** must be paid 30 days from the time contract submitted or invoiced. **The balance of your payment is due in full by August 9, 2019.**

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

**BOOTH LOCATION**

- Do you prefer location over a corner?  
☐ yes  ☐ no

- Do you prefer ☐ middle & back or  ☐ front & side of the exhibit floor?

**For booth assignment purposes, please indicate your main product category:**

- ☐ Books/Periodicals  
- ☐ Reference Books  
- ☐ Audio Visual Equipment & Materials

- ☐ Automation  
- ☐ Furniture/Shelving/Equipment/Supplies  
- ☐ Services

- ☐ Children’s Books

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Locate our exhibit **ADJACENT** to (list exhibitors)

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Locate our exhibit **NEAR**

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Locate our exhibit **AWAY**

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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.  

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**Date**

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If full payment is not received by due dates outlined in this contract, your signature authorizes ALA to charge the payments to your credit card on file.

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

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Information regarding program listing will be sent at a later date.
GENERAL RULES AND REGULATIONS 2020 MIDWINTER MEETING & EXHIBITS

The American Library Association (ALA) and its authorized representatives are hereafter referred to as “ALA,” unless otherwise stated.

1. PAYMENT AND REFUNDS: To be included in the first round of space assignments this application must be received by March 7, 2019 and the contract signed and countersigned by the duly authorized officer of the applicant. A deposit of 50% of total booth costs must be paid 30 days from the date contract submitted or invoiced. The balance of the space rental charge will become due and payable August 15, 2019. Applications submitted after August 9, 2019 must be accompanied by payment in full of the space rental charges. Applications received with less than full payment will not be considered for space, and no space assignments will be made. Please notify ALA immediately of cancellation. Cancellations or reductions of space made prior to July 27, 2019 will receive a refund of payments made, less $250 USD cancellation fee per sq. ft. of exhibit space. No refunds will be made after July 27, 2019. Applications submitted after November 15, 2019 all payments must be made by cashier's check.

It is expressly agreed by the exhibitor that in the event it fails to pay the space rental at the time specified herein, the right to the space and any other provisions contained in these rules and regulations concerning use of exhibit space, Exhibition Management shall have the right to reassign the location of the exhibit space, or reallocate the services of the contractor or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper, and all such sums as may be due the exhibitor therefor must be paid in full prior to move-in of the equipment. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit all deposits paid by him for his space reservation, regardless of whether or not the Exhibition Management enters into a further lease for the space involved.

2. SPACE RENTAL AND ASSIGNMENT OF LOCATION: The ALA Exhibits are designed to provide a showcase for goods and services either specifically designed for or customarily used by the library and information services segments of the industry and shall not be outdated, no food, nor beverages, no pool, no swimming, no liquor, no sexual or adult oriented products, and no equipment or machine which are liquidated, equipment, magazines, or periodicals, and no exhibit which is part of a series, except those series vendors in the aisles or in any way handicaps nearby exhibitors. Exhibitors must cease the distribution of samples, circulars, folders, or devices shall be distributed by exhibitor's booths, in the aisles, or in public spaces assigned to the exhibitor presenting such materials. No advertising circulars, catalogs, pamphlets, or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorneys' fees and court costs, incurred by or imposed upon Exhibition Management by virtue of any litigation. Property Damage: Neither Exhibition Management nor Exhibitor shall be responsible for any loss or damage to any property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, war, epidemic, riot, civil commotion or insurable casualty, and Exhibition Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such injury or damage. It shall be the responsibility of Exhibition Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against any such injury or damage.

15. SALES TAX STATUS: Vendors are responsible for compliance with the state sales tax authority and collection and payment of any applicable sales taxes. Non-compliance may result in immediate shutdown of your booth by local authorities.

16. OTHER REGULATIONS: Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of the ALA. EXHIBITION MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THE RULES AND REGULATIONS PROVIDED ANY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITORS. EACH EXHIBITOR, FOR HIMSELF AND HIS AGENTS, SHALL BE BOUND BY THE FOREGOING RULES AND REGULATIONS AND ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE.