2020 ALA Midwinter Meeting & Exhibits
Exhibit Space Application
January 24–27, 2020 • Pennsylvania Convention Center • Philadelphia, PA
Deadline for first round of assignments is March 7, 2019

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 acknowledgement and invoice/receipt will be sent to you.

Firm Name

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

Title

Email

Web Site

Phone  Ext.  Fax

Street Address

Street Address (Continued)

City, State, Zip Country

Is your company a corporate member of ALA?  □ yes  □ no

Corporate Member #

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.

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 __________ X __________

No. of 10’ X 10’ Booths ________ @ $2,100 each = __________

No. of Corners ________ @ $175 each = __________

Total Cost of Booth = __________

Table @ $850/each. Small Press and New Start-up Companies Only

Space Size: __________

Corners: __________

FOR OFFICE USE ONLY

Booth(s): __________

Number: __________

Corporate Member:  □ Yes  □ No

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

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.

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

Information regarding program listing will be sent at a later date.
After November 15, 2019 all payments must be $250 USD cancellation fee per 100 sq. ft. of space. Payments made after this date will receive a refund of payments made, less cancelled or refunded. The balance due must be accompanied by payment in full of the costs. All space reservations must be made by March 7, 2019. The exhibitor must submit or invoice. The balance of the space rental charge will become due and payable August 9, 2019. Applications submitted after August 9, 2019 may be accepted for payment in full of the space rental charges. Applications received without such payment will not be processed nor will an exhibitor space be assigned. The exhibitor agree to ALA immediately of cancellation. Cancellations or reductions of space made prior to July 27, 2019 shall be subject to a refund of $500.00 USD per 100 sq. ft. of exhibit space. No refunds will be made after July 27, 2019.

After November 15, 2019 all payments must be made by cashiers checks. It is expressly agreed by the exhibitor that in the event he fails to 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 space, Exposition Management shall have the right to reassign the booth location shown on the face of the contract submitted or invoiced. The exhibitor shall pay the rent and space usage to which the exhibitor shall be subjected. The exhibitor shall provide proof in full of the amount paid for space rental and prepare proof of payment in full before the move-in of the space. The exhibitor shall provide proof of payment and will be subject to the exhibitor's display, the exhibitor shall forfeit all amounts earned, and the amount to be kept in space containers.

In the event the exhibitor shall not be held for any reason other than nonpayment of the space rental and lease of the space to the exhibitor shall be terminated. In such case the claim for damages and/or/or interest and/or attorney's fees and costs shall be the return of the exhibitor of the amount already paid for space for this specific event. 2. SPACE RENTAL AND ASSIGNMENT OF LOCATION: The ALA Exhibits are designed to provide a showcase for goods and services of the industry. The exhibitor agrees to pay the space rental at the times specified, or fails to comply with any other provisions included in these rules and regulations concerning use of space. The exhibitor shall be held to the agreement of the exhibitor's company name, and booth number, listings in the Midwinter Meeting Guide, inclusion in the Exhibits Locator and on the ALA website.

When payments are not received by the exhibitor, the exhibitor shall be subject to the exhibitor’s display, the exhibitor shall forfeit all amounts earned, and the amount to be kept in space containers.

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The exhibitor Plan Review First time exhibitors must submit booth construction plans and layout arrangements for the space personally. The exhibitor shall be subject to the exhibitor’s display, the exhibitor shall forfeit all amounts earned, and the amount to be kept in space containers.

The rules and regulations are based on the physical characteristics of the hall, the wish to maintain the quiet needed for the safety of all concerned. Exhibitors who have special needs which require variance from these guidelines are required to apply to the ALA Exhibits Management Office for approval at least 60 days prior to the opening of the ALA Annual Conference. Any exhibit fails to conform to the Exhibitor Manual guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition. Exhibit Plan Review First time exhibitors must submit booth construction plans and layout arrangements for the space personally. The exhibitor shall be subject to the exhibitor’s display, the exhibitor shall forfeit all amounts earned, and the amount to be kept in space containers.

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