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. NO ASSIGNMENTS WILL BE MADE UNTIL A DEPOSIT PAYMENT IS MADE.

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
Library Champions are entitled to a $125 per 10’ x 10’ booth discount.
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 $2,850 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 $200 charge for each open corner. Small Press Tables are $1,200/each. NO ASSIGNMENTS WILL BE MADE UNTIL A DEPOSIT 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 __________X_________

No. of 10’ X 10’ Booths   @ $2,900 each = __________
No. of Corners ________ @ $200 each  = __________
Library Champions deduct $125 per 10’ x 10’ booth = __________
Total Cost of Booth = __________

Table @ $1,200/each. Small Press and New Start-up Companies Only (no direct selling from tables allowed)

**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 January 24, 2020.

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

**BOOTH LOCATION**
I would like to exhibit in the following pavilion:
- □ Diversity
- □ DVD/video
- □ Gaming
- □ Graphic Novel
- □ Government Information
- □ International
- □ LIS
- □ Maker/3D Printing
- □ Mobile App
- □ University Presses

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
- □ Automation
- □ Children's Books
- □ Audio Visual Equipment & Materials
- □ Furniture/Shelving/Equipment/Supplies
- □ Services
- □ Government Information
- □ International
- □ LIS
- □ Diversity
- □ DVD/Video
- □ Gaming
- □ Graphic Novel

Locate our exhibit ADJACENT to (list exhibitors) _______________

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.

<table>
<thead>
<tr>
<th>FOR OFFICE USE ONLY</th>
<th>Years Seniority: __________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth(s): __________</td>
<td>Number: ________</td>
</tr>
<tr>
<td>Space Size: __________</td>
<td>Corners: ________</td>
</tr>
<tr>
<td>Corporate Member: □ Yes  □ No</td>
<td></td>
</tr>
</tbody>
</table>

Information regarding program listing will be sent at a later date.
GENERAL RULES AND REGULATIONS 2020
ANNUAL CONFERENCE AND EXPOSITION
1. PAYMENT AND REFUNDS: To be included in the fee for the first floor booth, and paid within 30 days from the date contract submitted or invoiced. The balance of the space rental charge will be due and payable January 24, 2020. Applications submitted after the first floor cut-off date must be approved by payment in full of the space rental charges. Applications received without such payment will not be processed nor will space assignments be made. Payment must be made by credit card or by check. Cancellations or reductions of space made prior to January 24, 2020 will receive a refund of payments made, less a $100 cancellation fee per application. Reductions of space made between January 24, 2020 and February 14, 2020 will receive a refund of payments made, less the deposit of 50% of total booth cost. No refund will be granted for space reduction or return to the exhibitor amount paid for space for this specific event.

2. SPACE RENTAL AND ASSIGNMENT OF LOCATION: To be included in the fee for the first floor booth, and paid within 30 days from the date contract submitted or invoiced. The balance of the space rental charge will be due and payable January 24, 2020. Applications submitted after the first floor cut-off date must be approved by payment in full of the space rental charges. Applications received without such payment will not be processed nor will space assignments be made. Payment must be made by credit card or by check. Cancellations or reductions of space made prior to January 24, 2020 will receive a refund of payments made, less a $100 cancellation fee per application. Reductions of space made between January 24, 2020 and February 14, 2020 will receive a refund of payments made, less the deposit of 50% of total booth cost. No refund will be granted for space reduction or return to the exhibitor amount paid for space for this specific event.

3. USE OF SPACE, SUBLETTING OF SPACE: No exhibitor shall assign, rent or lease any portion of the space allotted, or distribute materials on behalf of, another business or firm unless approval has been obtained in writing from the ALA. Exhibitor shall not sublet any portion of their display unless the sublessee is an authorized representative of the authorized representatives are hereafter referred to as Exposition Management. Exhibitor shall not have any agents or subcontractors who are not authorized representatives to act on behalf of Exhibitor.

4. RULES OF CONDUCT FOR EXHIBITORS: Exhibitors are required to conduct themselves in an appropriate and professional manner at all times when displaying in the Exhibit Hall. Exhibitor shall not be held responsible for the behavior of its agents, servants, employees, contractors, or any other person entering upon the premises leased hereunder with the express or implied invitation or permission of Exhibitor. Exhibitor shall hold harmless and indemnify Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees against any claims, demands, actions, losses, costs, damages, injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Any indemnification of Partnership Management by the Exhibitor shall be in addition to any rights which the Exhibitor may have under the sole negligence, gross negligence or willful misconduct of Exposition Management. Exhibitor covenants and agrees that in case Exposition Management shall be liable to any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Exhibitor, Exhibitor will hold harmless and indemnify Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Exhibitor against any claims, demands, actions, losses, costs, damages, injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Any indemnification of the Premises leased hereunder, then Exhibitor shall and will pay all costs, expenses, damages, and losses and liability incurred by or imposed upon Exposition Management by virtue of any litigation.

Property Damage: Neither Exposition Management nor Exhibitor shall be responsible for any loss of or damage to any property of the other party hereto, including, but not limited to, fire, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, war, riot, civil commotion, insurrection, casualty, and Exposition Management and Exhibitor, respectively, expressly waive any claim for liability against the other party hereto with respect to any such loss or damage and the other party hereto waives all claims against Exposition Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage. Exhibitor and Exhibitor’s service contractors, hall and the labor organizations involved.

5. CARE OF BUILDING AND EQUIPMENT: Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths, or booth contents or show equipment and decor. When such damage is caused by the fault of Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Exhibitor, the Exhibitor shall fully indemnify, defend and hold harmless Exposition Management and Exhibitor against all claims, demands, actions, losses, costs, damages, injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder; but if occasioned by a claim against Exposition Management for loss or damage which may arise from such inability to occupy assigned space. These regulations are a part of the contract for space, which does not become effective until countersigned by the duly authorized officer of ALA. The acceptance of the deposit which accompanies the application for space does not constitute acceptance of a contract. ALA reserves the right to make such additional conditions, rules and regulations as it deems necessary to insure the success of the exposition.

6. SALES TAXES: Vendors are responsible for registration 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.

7. OTHER REGULATIONS: All and any matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of ALA. PARTNERSHIP MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED ANY AMENDMENTS WILL BE BRUGHT TO THE NOTICE OF EXHIBITORS. EACH EXHIBITOR, FOR HIMSELF AND HIS EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE.