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.

2021 ALA Annual Conference & Exhibition
Exhibit Space Application
June 25 - 28, 2021 • McCormick Place • Chicago, IL
Deadline for first round of assignments is September 11, 2020

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Firm Name

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

Title

Email

Web Site

Phone

Street Address

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 22, 2021.

☐ 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 ☐ Audio Visual Equipment & Materials

☐ Reference Books ☐ Furniture/Shelving/Equipment/Supplies

☐ Automation ☐ Services

☐ Children’s Books

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

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.

FOR OFFICE USE ONLY

Years Seniority: __________

Booth(s): ___________________ Number: _______________

Space Size:       Corners: _______________

Corporate Member: ☐ Yes ☐ No

Information regarding program listing will be sent at a later date.
GENERAL RULES AND REGULATIONS 2021
ANNUAL CONFERENCE AND EXPOSITION
The American Library Association reserves the right to require an exhibitor to alter the exhibit or to dismantle or unpack any part of his/her exhibit until the closing of the exposition. Exhibitors who dismantle early will forfeit all exhibits to be used the following year. All property not removed from the exhibit floor prior to the dismantlement cutoff as announced by Exposition Management will be discarded.

PROPERTY DAMAGE: All property of the exhibitor remains his or her property, and the exhibitor is liable to the owner of the property so damaged. If, in the opinion of the ALA, the exhibitor has agreed to indemnify and hold it harmless and has not done so, the exhibitor shall be liable for any damage caused by or resulting from the exhibitor's booth or any part thereof. The exhibitor shall be responsible for any damage to the exhibits, the halls, or the local, city and state ordinances and regulations, including the operation of musical instruments, and are subject to the approval of Exposition Management. The exhibitor agrees that in the event he fails to pay the space rental charge 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 desire, or upon failure to make such payment in full prior to move-in of the exposition. In the event of a default by the exhibitor, as set forth in the preceding sentence, the exhibitor shall forfeit as liquidated damages, the deposit paid by him for his space reservation, regardless of whether or not the Exposition Management enters into a further lease for the space involved. In case the exposition shall be held at any place other than the place hereunder, and then the rental and lease of space to the exhibitor shall be terminated. In such case the lessee of the space is entitled to a refund of the payment in full for the space for this specific event.

2. SPACE RENTAL AND ASSIGNMENT OF LOCATION: The ALA reserves the right 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. The ALA reserves the right to refuse rental of display space to any company whose display of goods or services is not, in the opinion of the ALA, likely to be compatible with the nature and purposes of the exposition. Exhibitors shall be entitled to receive an Official Exhibitor Guide, Inclusion in the Exhibitor List and on the ALA Web page.

7. DISPLAY RULES AND REGULATIONS: Each exhibitor is hereby made aware of the reas-

sibility of each exhibitor to install his/her exhibit before the opening of the exposition and to dismantle his/her exhibit immediately after the close of the exposition. No exhibitor shall be permitted to dismantle or unpack any part of his/her exhibit until after the closing of the exposition. Exhibitors who dismantle early will forfeit all displays and materials that are not removed from the exhibit floor prior to the dismantlement cutoff as announced by Exposition Management will be discarded.

10. LIABILITY AND INSURANCE: All property of the exhibitor remains his or her property, and the exhibitor is liable to the owner of the property so damaged. If, in the opinion of the ALA, the exhibitor has agreed to indemnify and hold it harmless and has not done so, the exhibitor shall be liable for any damage caused by or resulting from the exhibitor's booth or any part thereof. The exhibitor shall be responsible for any damage to the exhibits, the halls, or the local, city and state ordinances and regulations, including the operation of musical instruments, and are subject to the approval of Exposition Management. The exhibitor agrees that in the event he fails to pay the space rental charge 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 desire, or upon failure to make such payment in full prior to move-in of the exposition. In the event of a default by the exhibitor, as set forth in the preceding sentence, the exhibitor shall forfeit as liquidated damages, the deposit paid by him for his space reservation, regardless of whether or not the Exposition Management enters into a further lease for the space involved. In case the exposition shall be held at any place other than the place hereunder, and then the rental and lease of space to the exhibitor shall be terminated. In such case the lessee of the space is entitled to a refund of the payment in full for the space for this specific event.

3. USE OF SPACE, SUBLETTING OR SPACE: No exhibitor may sublet or assign to another the space allotted, or distribute materials on behalf of, another business or firm unless approved has been obtained in writing from the ALA. Exhibitors are strictly forbidden to use the name or symbols of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted. Exhibitors are hereby advised that cooperative exhibitors or contractors are contracted with that exhibiting firm and not ALA. Therefore, they must coordinate all activity with the firm with which they have contracted. They may be receiving space assignment, submitting program listings, and receiving the Exhibitor Manual. Firms are advised to contact their cooperative exhibit organizers directly for all information. Exhibitors must show only goods manufactured or deal in them in the regular course of business. Should an article of a non-exhibiting firm be required for operation in an exhibitor's display, identification of such article shall be limited to the usual and regular name, trade name, or symbol incorporated in the general course of business. No firm or organization not assigned space may solicit business within the Exposition. EXHIBITORS AUTHORIZED REPRESENTA-

TIVE: Each exhibitor must name one person to be his representative in connection with installa-
tion of his exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. Such representative shall be responsible for any injury or damage to persons or property occasioned by or in any way handicaps nearby exhibitors. The distribution of promotional materials in the form of balloons, canes, games or other advertising techniques and devices which are likely to be offensive to the professional and educational purposes of the exposition is prohibited. In addition, no promotional adhesive backed devices or any other similar devices may be distributed from the sole negligence, gross negligence or willful misconduct of Exposition Management. Exhibitors covenants and agrees that in case Exposition Management shall be compelled to take any legal or equitable action, whether it be for the exhibition commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, Exhibitor shall and will pay all costs and expenses, including reasonable attorneys’ fees and costs incurred by or imposed upon Exposition Management by virtue of any litigation.

11. CONTRACT FOR SPACE/CONFIRMATION: The contract for space/confirmation will be for the exclusive use of space assignment. In the event of fire, strike, or other uncontrollable circumstances such as, but not limited to, fire and strikes, rendering the exhibit area uninhabitable, used, or causing the exhibit to be canceled, this contract will not be binding and payment for exhibit space will be refunded. In case any part of the exhibit hall becomes damaged or destroyed during the exposition period, the occupying an assigned space during a part or all of the exposition period, the Exhibitor will be charged for the space only for the period the space was or could have been occupied and Exhibitor waives any claim against Exposition Management for losses or damage which may arise from such inability to oc-
cupy 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 any waiver or alteration of the right to make such additional conditions, rules and regulations as it deems necessary to insure the exposition’s success.

12. SALES TAX ATTACHMENT: 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.

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. The provisions of this Exposition Manual shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendment hereto shall be Brought to the Notice of Exhibitors. Each Ex-
hibitor, 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.