2021 ALA Midwinter Meeting & Exhibits
Exhibit Space Application

January 22–25, 2021 • Indiana Convention Center • Indianapolis, IN
Deadline for first round of assignments is March 5, 2020

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

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 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 7, 2020.

□ 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 □ 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 exhibition 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.
5. FIRE, SAFETY AND HEALTH: The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. No flammable materials such as cardboard, corrugated paper, cardboard or corrugated paper shall be used at any time. All packaging containers, excelsior and wrapping paper must be flame proof and are to be disposed of at the Exhibitor's expense. Such materials are NOT to be stored under tables or behind displays. All muslin, velvet, silk or other cloth decorations must stand a flame test as prescribed by the fabricator and those which are flammable are to be kept in safety containers.

6. ARRANGEMENT OF EXHIBITS: ALA will provide each booth exhibitor with an 8’ high booth. All booth furnishings must be approved by the ALA. Booth space and limitations are contained in the Exhibitor Manual. If, in the sole opinion of Exposition Management, any exhibit fails to conform to the Exhibitor Manual, or if the exhibitor is not properly set up in the manner herein, such exhibit will be prohibited from functioning at any time during the exposition.

Exhibitor Plan Review: First time exhibitors must have appropriate plans submitted for all arrangements for peninsula or island booths, 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 equally fair to all exhibitors, and the safety of all company employees, patrons and attendees. Any exhibit arrangement which require variance from these guidelines must submit a written request to the Exposition Management Office for approval at least 60 days prior to the opening of the exposition. If permission is granted, the rules for the exhibition must be complied with.

The exhibitor shall not and does hereby agree to: exhibit or offer for sale any food or beverage for consumption on the premises, renting or leasing space to any third party unless the exhibitor shall have provided written notice of such transaction to the ALA in advance.

7. DISPLAY RULES AND REGULATIONS: Each Exhibitor will be provided an Official Exhibit Manual. The Exhibitor Manual describes the type and arrangement of exhibit space and the standard equipment provided by the ALA. All booth space must be arranged and constructed in accordance with the Exhibitor Manual and limitations contained in the Exhibitor Manual. If, in the sole opinion of Exposition Management, any exhibit fails to conform to the Exhibitor Manual, or if the exhibitor is not properly set up in the manner herein, such exhibit will be prohibited from functioning at any time during the exposition.

The exhibitor shall not, under any circumstances, exhibit, sell, offer for sale, rent, lease, sublease or assign any part of such exhibit, nor in any public spaces controlled by the Association during this conference. The exhibitor agrees to follow all rules and regulations as to location, requested by the exhibitor.

Booths not in compliance after one warning will be subject to the right of the exhibitor to remove any exhibit items with effective time restrictions. The exhibitor agrees to follow all rules and regulations as to location, requested by the exhibitor.