Exhibit Operations Guide

Plan Your Work, Work Your Plan!

Take advantage of these resources to pre-plan your exhibit presence in the most cost-effective manner possible. Take a moment NOW to review the following information – it can save you a great deal of time and expense at showtime!

Exhibits Schedule

General Information

Exhibitor Manual

Exhibitor Warnings

FAQs

Program Listings

Exhibitor Badges

Exhibit Rules and Regulations

Display Rules

Request for Hanging Sign

Rent an Exhibitor Conference Room

Contact Us
Exhibits Schedule

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Special events on the exhibit floor will include:

Friday, January 24, 5:30pm – 7:00pm: The Exhibits Opening Reception sponsored by ALA and ERT will be held throughout the Exhibit Hall. Attendees are invited to enjoy free hors d’œuvres as they visit the ALA exhibitors. This is a great way start your conference experience.

Saturday, January 25 – Monday, January 27:

- The PopTop Stage
- Book Buzz Theater
General Information

Admission to the Exhibit Floor

Due to insurance liabilities, no person under the age of 18 will be admitted to the exhibit floor during set-up or teardown hours.

ALA does not restrict children’s access to the exhibit floor based on age during Show hours. Parents or guardians must accompany children (under 18 years of age) and are responsible for their behavior. All persons on the exhibit floor must have proper registration credentials.

Accessibility Services

Wheelchairs, information booths, designated parking, TDD, telephone and other services are available for visitors with disabilities. The Pennsylvania Convention Center is in compliance with the Americans with Disabilities Act and continues to look for ways to accommodate all visitors.

Please be sure to read the Americans with Disabilities Act Guidelines created by the ERT on making your booth accessible. These are suggestions that can help increase traffic to your booth by persons with disabilities. Compliance optional, but encouraged.

Food Service on the Exhibit Floor

Food and beverage service (including alcoholic beverages) in your assigned booth space may be allowed if approved in advance by Show Management. All requests must be submitted in writing 60 days prior to the show opening. Requests to serve items which detract from the exhibit’s professional appearance will not be allowed or approved. Popcorn is not allowed on the show floor. After receiving Show Management approval, it is the responsibility of the exhibitor to contact the exclusive convention center caterer to place all orders. Catering menus and order form can be found in the Exhibitor Manual.

Insurance

The American Library Association strongly encourages you to insure your property from the time it leaves your facilities until it is returned after the Exhibition. In most cases, a rider can be added to your present policy for a nominal cost that will protect your property while it is out of your control.

The American Library Association, its agents, Hall-Erickson, Inc., the Pennsylvania Convention Center and/or their respective agents will not be responsible in any way for the safety of any exhibit or material against theft, fire, water, accident, or any cause, nor for the loss of damage to goods consigned to its care.

No Smoking Policy

By Council action at its 1991 Atlanta Midwinter Meeting, it was resolved that “smoking is prohibited at Annual Conferences, Midwinter Meetings, regional national conferences, continuing education programs, exhibits and other gatherings sponsored by the ALA.”
Program Distribution

Guidelines have been developed for the distribution of Conference Programs to exhibitors. ALA has developed these guidelines because each year the number of programs we must print has increased over and above increases in the number of registrants and exhibitors who attend our meeting.

Please use the following chart to determine how many programs will be distributed to your firm:

<table>
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<tr>
<th>If you have:</th>
<th>Your firm is entitled to:</th>
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<tbody>
<tr>
<td>one booth</td>
<td>two programs</td>
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<tr>
<td>two booths</td>
<td>three programs</td>
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<tr>
<td>three booths</td>
<td>four programs</td>
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<td>four or more booths</td>
<td>five programs</td>
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If you need additional programs, please check at the Exhibitor Registration Desk on the last day of the show. If there are remaining programs, you are more than welcome to them.

Security

Entry to and exit from the exhibit area will be possible only through the main Show entrance and all persons entering and leaving must wear a badge issued by ALA Show Management. During the installation and dismantling periods, no one will be permitted in the exhibit area before 8:00am.

Lost or stolen property must be reported to the Security Office as soon as possible. Please remember that any claim must be properly documented in order to receive reimbursement from your insurance company.
Housing Poachers Reminder

Some exhibitors may be contacted by outside vendors regarding housing for the 2020 Midwinter Meeting. Please be aware that these companies claim to provide housing and registration services for the ALA Midwinter Meeting, but are not affiliated with ALA in any way. DON'T BE MISLED! **Housing for ALA's Midwinter Meeting and Annual Conference is handled exclusively by onPeak.**

Please be sure to make your reservations through onPeak, ALA's only official housing partner. While other hotel resellers may contact you offering housing for your trip, they are not endorsed by or affiliated with the show and entering into financial agreements with non-endorsed companies can have costly consequences.

Housing for Midwinter is available [at this link](https://www.onpeak.com/alamidwinter).

Note on Unauthorized List Rental

Some ALA exhibitors may receive communications from companies soliciting ALA attendee lists. Please note that these companies have no affiliation with ALA, and we cannot recommend purchasing a list through them.

Please refer to this article about fake list vendors.

ALA's official list rental is provided through CompuSystems Lead Management. List rental and broadcast email service are available through the [Exhibitor Registration site](https://www.compusystems.com/). For more information, call 866/600-5323, or email CompuSystems at exhibitor-support@compusystems.com.

Fair Guide Warning

A company called Construct Data Publishers has been known to solicit paid listings in their publication, FAIR Guide or Expo-Guide, from exhibiting companies of the American Library Association Midwinter Meeting & Exhibits, and Annual Conference & Exhibition.

Please be advised that the American Library Association and Hall-Erickson, Inc. have no relationship or affiliation with this organization and does not recommend, approve or endorse any involvement or listing in the FAIR Guide on behalf of the American Library Association exhibitors.

As an exhibitor, your listing in the official ALA Midwinter Meeting Final Program / ALA Annual Conference Program & Exhibits Directory is always complimentary. Returning a signed contract to Construct Data Publishers will result in a three-year advertising obligation with fees. The International Association of Exhibitions and EventsTM (IAEE) has also [issued a warning](https://www.iaee.org/PressReleases/2016/11/21/ConstructDataPublisherWarning) to all of their members about Construct Data / FAIR Guide / Expo-Guide.

We have advised Construct Data Publishers that we consider the use of "American Library Association", in connection with their solicitation, to be an infringement of our trademark rights and have asked them to cease using this term.
**Official Services**

Be wary of any false and misleading messages sent by companies claiming to be the official provider of services for the ALA Midwinter Meeting. **Official service providers** for services will be clearly identified in the Exhibitor Manual. Show Management contracts out to a select group of companies the responsibility of performing the various tasks needed to set up, operate and dismantle the exhibits. These companies are considered the “Official Contractors” for the event. If you have any questions about service providers claiming an affiliation that cannot be substantiated, contact Hall-Erickson at 630/929-7925 or ala@heiexpo.com.

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**Exhibitor Manual**

The Exhibitor Services Manual is available [at this link](#). Within this site, you will find everything you need to successfully participate in the ALA Midwinter Exhibits. Show Management has lined up a team of industry professionals to make your exhibit experience a smooth process.

Please pay attention to order deadlines, as advance orders can save you time and money.

Please note that Show Management contracts out to a select group of companies the responsibility of performing the various tasks needed to set up, operate and dismantle the exhibits. These companies are considered the “Official Contractors” for the event, and will have the “Official Contractor” logo on their order forms. Look for this logo on all vendor communications!

If you have questions on the rules and regulations, etc., please contact us at 630/929-7925, ala@heiexpo.com.
Exhibitor FAQs

Are you a first-time exhibitor or an exhibit manager newly assigned to plan your company’s participation in the ALA Midwinter Meeting Exhibits? If your answer is “yes”, than this information is for you!

If you are an experienced exhibit manager, and an ALA Midwinter Meeting Exhibits veteran, you may still want to review the following information to ensure you are getting the most out of your exhibit experience at the ALA Midwinter Meeting.

General FAQs and a Glossary of trade show terms can be found under “Exhibitor Resources” from the ALA exhibitor home page, http://exhibitors.ala.org/. Below are some FAQs for the upcoming Midwinter Meeting Exhibits Conference.

If you have any information or need further information, please contact Hall-Erickson at 630/929-7925, ala@heiexpo.com.

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3. How can I invite guests to visit my booth?
4. When can I set up my exhibit? When must it be complete?
5. Do I need to use Union personnel to install my exhibit fixtures in the convention center?
6. Can I distribute my literature in the registration area, show entrance, or in the aisles?
7. Where should I ship my exhibit materials: in advance to the warehouse, or direct to the convention center?
8. Can I carry my exhibit materials to the convention center myself?
9. What is the show schedule?
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11. When can I begin dismantling by booth? When must I be complete?
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In Conclusion

1. What are the show colors?

General Exhibitors

Booth Size: 10’ x 10’
Backwall Drape: Blue and White
Sidewall Drape: Blue
Aisle Carpet Color: Blue Jay
**Small Press Tables**

Booth Size: 1 table  
Backwall Drape: Blue  
1 - 6’ Skirted Table: Blue  
Booth Carpet: Blue

2. **How do I get badges and make hotel reservations for my exhibit staff?**

Our registration partner, CompuSystems, is the official vendor for Exhibitor Badge Registration. All exhibitors have been sent login credentials for Exhibitor Registration directly from CompuSystems. If you have any questions or problems accessing this site, please call Customer Service at 708/486-0706.

**NOTE:** Exhibitor badges are for exhibit personnel only and cannot be ordered for customers or guests.

All those attending the ALA Midwinter Meeting are encouraged to read ALA’s Statement of Appropriate Conduct at ALA Conferences. We ask that you please distribute this information to all booth staff.

Midwinter exhibitor housing is open. If securing 20+ hotel rooms, use the group request form.

Please be sure to make your reservations through onPeak, ALA’s only official housing partner. While other hotel resellers may contact you offering housing for your trip, they are not endorsed by or affiliated with the show, and entering into financial agreements with non-endorsed companies can have costly consequences.

3. **How can I invite guests to my booth?**

Through the Exhibitor Registration site, exhibitors will be able to log into their dashboard and under “Booth Promotion”, choose the “Invite a Customer” icon. Exhibitors can send out invites through this tool. You will have the option to invite a single person or upload a file of customers and send multiple invitations at once. Invitee fills this out and will be registered as an Exhibitor Guest at $0 rate.

4. **When can I set up my exhibit? When must it be completed?**

The installation period for this year’s Show will begin at 8:00am on Wednesday, January 22. Exhibitors who ship their exhibit material to the advance receiving warehouse will find their materials already delivered to their booth space when they arrive on-site. Those shipping direct to the Convention Center should arrange to have their shipment delivered as early as possible on Wednesday, to provide them with as much installation time as possible.

Exhibitors should be reminded to send floor plans with electrical and internet/telephone drawn in if you want your ordered utility work done before you arrive or along with GES as the carpet is put down. GES will be installing carpet before the arrival of exhibitors to allow exhibitors as much time as possible for installation. Please keep this in mind when ordering your utilities and planning your installation.

The Exhibit Hall and Exhibitor Servicenter will be open for installation from each day 8:00am-4:30pm during the installation period. (Note: No exhibitor personnel will be readmitted to the exhibit floor after 4:30pm during the installation period). The installation of all exhibit fixtures and materials must be completed by 3:00pm on Friday, January 24, and all shipping crates, packing cases and cardboard boxes must be labeled for removal to storage in order to allow for the laying of aisle carpet and a final cleaning of the exhibit floor. Exhibitors are cautioned to make travel arrangements allowing sufficient time to complete their exhibit installation prior to 3:00pm. The exhibit hall will then open to exhibit personnel at 4:30pm on Friday, January 24 to allow for final booth cleaning or pre-show meetings before the 5:30pm Show opening.
5. Do I need to use Union personnel to install my exhibit fixtures at the Convention Center?

Not in all cases. Please review the Show Site Work Rules (available in October) to assist you in planning your participation. If utilizing an Exhibitor Appointed Contractor, please be sure to submit the required notification/authorization forms, found in the GES Exhibitor Manual.

Should you need labor for the installation and dismantle of your booth, the official service contractor, Global Experience Specialists (GES) will have skilled labor personnel available for hire.

6. Can I distribute my literature in the registration area, show entrance, or in the aisles?

No. All sales activities (literature/invitation distribution) must be contained within your rented booth space. Besides the obvious traffic congestion this practice would create, it violates a basic tenet of exposition management - “To design and manage an exhibit floor that ensures each exhibitor an equal opportunity to market their product or service.” Therefore, we cannot allow exhibitors to distribute material in any area of the Convention Center other than their rented booth space.

There are many advertising & promotional opportunities for exhibitors to gain additional visibility.

7. Where should I ship my exhibit materials-in advance to the warehouse, or direct to the convention center?

Making the right transportation decisions for your exhibit materials will not only save you time and money, but also a lot of aggravation. Exhibit transportation can be fairly complex. Review each transportation option in terms of cost, time frame, and type of shipment, and choose the one that best fits your situation.

When possible, ship in advance to the warehouse. Our Official Contractor will receive materials and provide up to 30 days storage before delivering them to the Convention Center. Although the advance receiving rates are approximately 25% more than the direct shipping rates due to the additional handling, shipping your materials in advance is a good investment for the following reasons:

- You can verify receipt of your materials in Philadelphia well in advance of the exposition, without worrying about lost or misdirected shipments.
- You won’t have to deal with stand-by charges from your motor freight carrier while your direct shipment waits in line to be unloaded at the convention center.
- You can be assured that your materials will be in your booth space when you, or your set-up crew, arrive to begin the installation process. Review the Material Handling information in the GES Exhibitor Manual.

8. Can I carry my exhibit materials to the convention center myself?

Yes. An exhibitor may “hand carry” material one time through the door, provided they do not use material handling equipment to assist them. When exhibitors choose to “hand carry” material, they may not be permitted access to the loading dock / freight door areas. If your materials are large enough to require a hand truck or “dolly”, you must ship them in advance to the GES warehouse.

9. What Is the show schedule?

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* Friday, January 24, 5:30pm - 7:00pm: The Exhibits Opening Reception sponsored by ALA and ERT will be held throughout the Exhibits Hall. Attendees are invited to enjoy free hors d’œuvres as they visit the ALA exhibitors. This is a great way start your conference experience in Philadelphia.

Note: Exhibitors are cautioned when making return travel arrangements to allow sufficient time following the closing of the Show at 2:00pm. All booths must be dismantled and packed by 12 noon, Tuesday, January 28. No exhibitor shall have the right prior to 2:00pm on Monday, January 27 to pack or remove any articles or exhibit. Exhibitors who dismantle early will forfeit accrued seniority toward assignment in the next two ALA exhibitions.

10. Does the show offer a lead follow-up system for exhibitors?

The American Library Association provides exhibitors with state-of-the-art registration technology for quick, easy, and reliable collection of trade show leads. CompySystems is offering exhibitors its system for the collection of vital buyer registration data. Exhibitors should log in to the [Exhibitor Registration site](#) to order lead retrieval.

Call CompuSystems at 866/600.LEAD with any questions you may have.

Collecting the data is only the first step in an effective lead follow-up system. Exhibitors are encouraged to have a post-show program in place before they leave for the Show so that leads can be acted upon immediately following (or even during) the exposition. Be sure to fill literature and sample requests within two weeks. The University of Massachusetts Center for Marketing Communications found that over 40% of prospective buyers received the requested material only after they had made a buying decision. Almost 20% never received anything. Don’t waste this sales opportunity. With the proper follow-up plan, you can generate enough leads to keep a sales team busy with qualified prospects for months.

11. When can I begin dismantling my booth? When must I be completed?

The show will officially close at 2:00pm on Monday, January, 27, 2020. Dismantling of exhibits should NOT begin prior to this time. Respect your fellow exhibitor as he or she may still be conducting business.

Important Notice: ALL EXHIBITS ARE TO BE OCCUPIED AND IN OPERATION UNTIL THE OFFICIAL CLOSING HOUR OF THE SHOW. ANY COMPANY DISMANTLING AN EXHIBIT PRIOR TO 2:00 PM ON MONDAY WILL FORFEIT ACCRUED SENIORITY TOWARD ASSIGNMENT IN THE NEXT TWO ALA EXHIBITIONS.

Booth Dismantle Schedule: All packing of booths should be completed by 12:00pm, Tuesday, January 28. Carriers must check in by 10:00am on Tuesday, January 28.

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12. Is my exhibit material safe once I turn in my outbound bill of lading?

No! Turning in your outbound bill of lading does not transfer care, custody, and control of your exhibit materials to the Official Contractor. It simply notifies them that your shipment is ready for loading out and provides any directions you may have on the use of a specific carrier. We strongly recommend that you pack all sensitive products immediately following the close of the exposition on Monday and remove them from the Convention Center, or place them in the locked storage area until they are picked up for return shipment. Simply indicate on your outbound material handling order form the
description and number of pieces you have checked into the locked storage area and attach the claim check. The Official Contractor will pick up your materials from there when your entire shipment is ready for loading out. Remember, the Official Contractor cannot assume responsibility for any material left unattended in your booth during the dismantling process. Stay with your materials until picked up.

**In Conclusion**

We hope you have found this information helpful in preparing an exhibit program for the ALA Midwinter Meeting Exhibits. If there are important areas we did not cover, or specific questions you would like to see addressed in greater detail, let us know. Your input is vital in helping us to produce an event that is efficient, productive, and profitable.

Thank you for your participation and support.

Hall-Erickson, Inc.
ALA Midwinter Meeting Exhibits Management
ala@heiexpo.com
Program Listings

Deadline to edit company listing: October 25, 2019

To submit your 500-character company description and select the product/service categories that best fit your company, please follow these instructions:


2. Sign In with the email address of record for the booth and the password. If you enter any email address other than the one on file, you will not be able to access the Profile Editor.

3. If you do not know the password, please enter the email address on file and click on the Forget your password? link. This will email instructions on how to reset your password. Please note, password emails will come from helpiebms@heiexpo.com. After resetting your password, return to Sign In with the email address of record and the new password.

4. Select Profile Editor and enter your company information as you wish it to appear online and for the printed Program Book. Company descriptions are limited to 500 characters, including spaces.

5. When you are finished, click Save & Complete to submit your listing information.

The deadline for submission in order for information to be included in the printed Program is Friday, October 25, 2019.

If you have any questions, or need assistance, please contact us at helpiebms@heiexpo.com. If you wish to have additional listings with your booth number, please contact pmcquality@heiexpo.com.

Fair Guide Warning: A company called Construct Data Publishers has been known to solicit paid listings in their publication, FAIR Guide or Expo-Guide, from exhibiting companies of the American Library Association Midwinter Meeting & Exhibits, and Annual Conference & Exhibition.

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As an exhibitor, your listing in the official ALA Midwinter Meeting Final Program / ALA Annual Conference Program & Exhibits Directory is always complimentary. Returning a signed contract to Construct Data Publishers will result in a three-year advertising obligation with fees.

The International Association of Exhibitions and Events™ (IAEE) has also issued a warning to all of their members about Construct Data / FAIR Guide / Expo-Guide.

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NOTE: Exhibitor badges are for exhibit personnel and cannot be ordered for customers or guests.

All those attending the ALA Midwinter Meeting are encouraged to read ALA’s Statement of Appropriate Conduct at ALA Conferences. Please distribute this information to all booth staff.

Registration Hours - Convention Center

Thursday, January 23:  12:00pm - 5:00pm
Friday, January 24:    7:30am – 7:00pm
Saturday, January 25: 7:30am – 5:00pm
Sunday, January 26:   7:30am – 5:00pm
Monday, January 27:   7:30am – 2:00pm
Exhibit Rules and Regulations

These rules, as developed by the Exhibits Round Table, are based on industry standards, physical limitations of the exhibit hall and the needs of the ALA exhibitions. Their intent is to ensure each exhibiting organization, regardless of size, an equal opportunity, within reason, to gain access to the attending audience while providing an opportunity to explore new and creative marketing techniques. The underlying responsibility is that each exhibitor act as a “good neighbor.”

General Guidelines

Show Management shall make all final determinations as to which rules are being violated and it shall be the responsibility of Show Management to review all exhibits and enforce the rules of the exhibition. Any exhibitor who is unsure of the interpretation of any rule or who may be in violation of rules is responsible for notifying Show Management in advance for further clarification.

Responsibility lies with the individual exhibiting organization to comply with all rules and regulations as stated by Show Management in the exhibit space contract, Exhibitor Manual, Exhibitor Update or other regulations and communications. Any request made by Show Management to bring a display into compliance will be respected and any changes to exhibit structure or display will be the financial responsibility of the exhibitor.

Exhibitors will be notified by Show Management if found in violation of any rules or regulations. If after this first warning, an exhibitor fails to comply with rules involving sound, lighting or multimedia, management will discontinue electrical service to the offending apparatus for a time period deemed appropriate. If electrical service is restored and a second warning is required, electrical service will be discontinued to the apparatus for the remainder of the conference. Should a second warning be required to correct any rules or regulation the exhibitor will lose seniority for the next two exhibitions.

Advertising

The following rules apply to all exhibits.

• Exhibitors are prohibited from showing or advertising products or services which in the opinion of ALA are primarily aimed at other exhibitors.

• Exhibitors are prohibited from distributing at the convention center advertising or promotional material for entities other than the registered exhibitor unless special permission is obtained from ALA (e.g., for combined booth space of small exhibitors.)

• Exhibitors are prohibited from any form of advertising or solicitation at the convention center outside of the exhibit booth space and from door drops or advertising signage at ALA -contracted conference hotels, without the advance written permission of ALA.

Aisles

All aisle space belongs to the Exposition. No exhibit or advertising will be allowed to extend beyond the space assigned to the exhibitor. Booth representatives including models, demonstrators and actors in costume must remain in their own exhibit space throughout the show. They are not permitted in the aisles, other exhibitors’ booths or public spaces. Any demonstration or activity which results in the obstruction of aisles or prevents ready access to neighboring exhibitors’ booths shall be suspended for any period specified by Show Management.
Americans with Disabilities Act

All exhibiting organizations are required to be in compliance with the American with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800/514-0301) and from the web site http://www.ada.gov/infoline.htm.

Universal Access and ADA Accommodations-Exhibit Design

Exhibits are public accommodations under the Americans with Disabilities Act (ADA), and each exhibitor is responsible for ensuring that show attendees who have disabilities have access to all of the demonstrations, information, contests, giveaways, or other services offered at a booth.

Please see accompanying guidelines.

Animals

Live animals are prohibited in exhibit space.

Balloons

The display and distribution of balloons will not be allowed at any time within the exhibit hall. Balloons create many housekeeping problems and are particularly detrimental to the fire detection systems installed in the exhibit hall. Their use is strictly prohibited.

Crate Storage

Empty crates, boxes, skids, etc. that exhibitors have labeled “Empty” will automatically be removed from exhibitors’ booths, stored and returned at the conclusion of the exhibition. “Empty” stickers will be available from the Official Contractor. There is no charge for this service.

Damage to Property

Exhibitors are responsible for damage to uncrated or improperly packed shipments, concealed damage, loss or theft of material after delivery to booth or before material is picked up for return movement. It is expressly understood that the exhibitor will make no claim of any kind against Show Management for any loss, damage or destruction of goods, nor for any damage of any nature to this business by reason of the failure to provide space for any exhibit or the removal of the exhibit.

Disposal or Storage of Packing Materials

Special care will be necessary in unpacking merchandise for display. Loose cardboard cartons will not be accepted for storage unless they are knocked down flat and securely tied into bundles and properly tagged.

Be sure to remove all old labels first. It is suggested that small crates be nested in larger ones to reduce the number of pieces to be stored and thereby hasten their return. No boards or skids will be accepted for storage unless securely tied into bundles and tagged. Materials not in accord with these regulations will be considered refuse and will be disposed of by the cleaners.

No Storage of Any Kind Will Be Permitted Behind Your Display

All combustible materials, which are not an integral part of the display, must be removed each night unless stored in a metal container. However, to facilitate repacking merchandise at conclusion of the
exhibit, some exhibitors have found it convenient to remove knocked down cartons to their cars and hotel rooms for ready access.

**Early Dismantling**

No exhibitor will be allowed to dismantle any portion of their exhibit prior to the end of exhibit hours on the final day of exhibits. This is a discourtesy to those attending the Show and to your neighboring exhibitors. Exhibitors who dismantle prior to the closing of the show will forfeit accrued seniority for the next two ALA Exhibitions.

**Food Service**

Food and beverage service (including alcoholic beverages) in your assigned booth space may be allowed if approved in advance by Show Management. All requests must be submitted in writing 60 days prior to the show opening. Requests to serve items which detract from the exhibit’s professional appearance will not be allowed or approved. **Popcorn is not allowed.**

**Lighting**

No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles. Lighting which is potentially harmful, such as lasers or ultraviolet lighting, will not be permitted. Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event. Exhibitors intending to use light systems should submit drawings to Show Management for approval.

**Multimedia**

Any multimedia display (video wall, video projection, animatronics, robotics, etc.) which is deemed in violation of the Sound and Lighting regulations by Show Management will not be allowed.

**Multi-story Exhibits/Single Level Covered Exhibits**

In most facilities, multi-story exhibits require prior approval by the exhibit facility and/or relevant local government agencies because it is deemed to be a “structure” for building purposes. Often structural and/or Convention Center Guidelines exist which dictate booth construction. Exhibitors utilizing this type of structure should seek guidance from Show Management prior to installation of multi-story exhibits. All requests must be submitted in writing 60 days prior to the show opening.

**Noise Levels in Displays**

Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitor and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibits open. Noise levels must be held to an 80-decibel maximum at all times. Show Management will monitor the 80-decibel regulation on-site.

If an exhibitor is in violation of the 80-decibel regulation, they will receive one warning. If the exhibitor continues to operate noisemaking exhibits in excess of 80-decibels after the first warning, Show Management reserves the right to cut the power of the offending mechanism, or otherwise ensure the
noisemaking mechanism is shut off. Any expenses incurred in this instance will be the sole responsibility of the exhibitor.

**Sound**

Exhibitors may use sound equipment in their booths as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Any sound that exceeds 80 decibels measured at the edge of an exhibitor’s booth is considered objectionable and will not be allowed.

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized organizations that collect copyright fees on behalf of composers and publishers of music.

**Vehicles**

Rules vary depending on the facility, but generally it is required that vehicles on display have no more than a 1/4 tank of gas. The gas tank cap should be sealed and the battery disconnected. Exhibitors utilizing any vehicle should contact Show Management for approval and facility specific regulations.
Display Rules

Read this section carefully to avoid unnecessary on-site challenges or costly modifications.

These display rules must be adhered to on-site, or your display may have to go through costly alterations before the Show opens. The display rules are not meant to limit your ability to showcase your product, but rather to ensure each exhibitor an equal opportunity, within reason, to present their product or service in the most effective manner to the audience. The exhibitor’s responsibility can be summed up quite simply as “Be a Good Neighbor.”

Your agreement to abide by these display rules is a part of the space contract, and they will be strictly enforced by our Floor Managers at Show time.

Booth Configurations

Small Press/Product Table Display Rules

Rules and Regulations (back of contract)

ADA Guidelines

Show Site Work Rules – available in October
Request for Hanging Sign Approval

A Hanging Sign is defined as an exhibit component suspended from the ceiling above or displayed on an exhibit cross-aisle header for the purpose of displaying graphics or identification.

Peninsula, Island and Cross-Aisle Booth Configurations are the only booths that are permitted to display a hanging sign. Hanging identification signs and graphics will be permitted to a maximum height of corresponding booth configuration regulations, provided written approval is received from exposition management.

Show Management is requiring that all companies wanting to have a Hanging Sign MUST submit a structural drawing, regardless of whether the hanging sign has been used in past shows. All drawings MUST note booth size and structure height. Show Management will review all drawings, and a copy of the drawings will be kept on file.

**Request for Hanging Sign Approval Form**

If you plan on having a hanging sign, please fax this form to 630/560-5638 by December 11, 2019. Structural drawings are due to Show Management by December 18, 2019.

Please note, this form does NOT cover structural approval. This form is only to request approval to have a hanging sign from show management to meet ALA rules. All exhibitors who obtain approval to have a hanging sign from show management MUST check with the convention center and Official Contractor to adhere to all structural integrity guidelines and obtain approvals. Please review Labor and Equipment *(available in October)* information in the Exhibitor Manual to order hanging sign labor.
Exhibitor Conference Rooms

ALA is offering a limited number of Exhibitor Conference Rooms. They are available on a rental basis for companies interested in a conveniently located private meeting space. These can be used for company meetings, press conferences, sales consultations or focus groups.

The cost of an Exhibitor Conference Room is $3,000. Exhibitors may also order a ceiling (with lighting and fan/vents) for $850 for a 10’x20’ room.

These meeting room modules will be available for use from 5:30 pm on Friday, January 24 through 2:00 pm on Monday, January 27, during open exhibit hall hours ONLY. (Note: cannot be used for storage.) The following is included in the rental price:

- 10’ x 20’ Hardwall GEM system walled room with company sign on the door (note: rooms do not have ceilings)
- Carpet
- 1 conference table and 6 chairs
- 1 6’ skirted table
- 1 wastebasket
- 1 5 amp electrical outlet

To rent an Exhibitor Conference Room, your company must be an exhibitor with at least 300 sq. ft. or more in the 2020 ALA Midwinter Exhibits. Show Management reserves the right to decline applications for meeting room modules if, in the sole discretion of Show Management, it is determined that such room assignments would create a conflict with the purpose of the 2020 Midwinter Exhibits. Exhibiting companies who secure meeting room modules must adhere to the following rules and regulations:

- All invoices for room rental must be paid in full prior to December 20, 2019.
- Interior walls may be added to divide space. This can be planned with the Official Contractor at an additional cost.
- Exhibitor must order and pay for any services needed, such as telephone, security, catering, cleaning, additional furniture, additional electrical, etc.
- All food and beverage service must be made through the official convention center caterer. (NO ALCOHOLIC BEVERAGES MAY BE SERVED IN THESE MEETING ROOMS UNLESS APPROVED BY SHOW MANAGEMENT.)
- Loud music or disruption to the event will not be permitted.
- Meeting rooms cannot be used or reserved for non-exhibiting companies or groups.
- Conference rooms are to be used for meetings. They are not intended to display product or for use as exhibit space.

Rental

Each conference room rental is $3,000 for the duration of the 2020 ALA Midwinter Exhibits. Exhibitors may also order a ceiling (with lighting and fan/vents) for $850 for a 10’x20’ room.

Complete an Exhibitor Conference Room contract, or contact ALA Exhibits Management at 800/752-6312, e-mail: ala@heiexpo.com.
Contact Us

We know that direct, early contact with Exhibition Management can be the key to your success as an Exhibit Manager. Never hesitate to ask a question or call to verify information. Each question answered in advance is one less problem to be solved on–site. We look forward to working with you on a successful show!

Exhibit Staff

Hall-Erickson, Inc.
98 East Chicago Ave.
Westmont, Illinois 60559
ala@heiexpo.com
Fax: 630/434-1216 or 630/756-5335

Advertising, Exhibit Space Assignment: Rich Widick, Zach Erickson
Rich: 630/929-7918; Zach: 630/929-7934

Exhibit Rules and Regulations, Donations and Sponsorships: Paul Graller
800/752-6312; 630/434-7779

Program Listings: Penny McQuality, pmcquality@heiexpo.com, 630/929-7932

Exhibit Space Invoicing / Payment, Other Exhibit Questions: Doris Brown, 630/929-7925

Exhibitor Badges

CompuSystems, Inc.
exhibitor-support@compusystems.com
708/486-0706; 866-600-5323

Exhibitor Housing

onPeak
ala@onpeak.com

ALA Corporate Membership

Tina Coleman
American Library Association
800/545-2433, ext. 2159; 312/280-2433
ccoleman@ala.org
Information on ALA Corporate Membership