

Exhibitor Field Guide



As a condition of exhibiting at the Association of Legal Administrators' Annual Educational Conference and Exposition, each exhibiting company and representative agree to abide by the following policies. I will inform all individuals staffing this booth of these policies.

Company Name _____ Booth Number _____

Signature _____ Printed Name _____

BOOTH CONSTRUCTION

1. The height of the backwall of a standard 10x10 booth cannot exceed 8 feet.
2. The height of the side wall of a standard 10x10 booth cannot exceed 4 feet in the front half of your booth area (5 feet).
3. Hanging signs over island booths cannot exceed 20 feet from the floor.
4. Island booths must have see-through visibility and accessibility from all four aisles.
5. Peninsula booths must have their backwall on the non-aisle side. The backwall must not exceed 8 feet, must be centered on and not exceed in width one half the dimension of one side of the sidewall. The remainder of the backwall shall not exceed 4 feet in height.
6. No boxes or crates are allowed behind exhibit booths after the opening of the Exhibit Hall. They must be removed.
7. All exhibitors are required to have carpeting in their booth.

BOOTH ACTIVITIES

1. No helium-filled balloons or devices are allowed in exhibit booths.
2. Demonstrations or live interviews and all graphics, products and signs must be confined to the limits of the space contracted.
3. Canvassing in any part of the facility used by ALA is strictly forbidden and anyone doing so will be requested to leave the building. Distribution of advertising and printed material by an exhibitor outside of one's contracted booth space is not permitted.
4. Sales and order taking are permitted by confirmed exhibitors; however, the transaction or exchange of currencies is not permitted on the exhibit hall floor.
5. Each exhibit booth must be staffed during all exhibit hours until the scheduled closing of the Exposition at 2:15 p.m. on Wednesday, May 20, 2009.
6. All arrangements for the provision of food and beverage must be approved in writing by the convention center caterer (this includes giveaway items). No alcohol is allowed in Exhibit Hall or booths, except as approved by ALA.
7. For each 10x10 booth, each exhibiting company is entitled to five complimentary badges per 10x10 booth space. Additional badges are available at \$50 each. Exhibitors are required to wear official ALA badges throughout the Exposition. The badges are not transferable, and ALA reserves the right to withdraw the use of the badge used to gain admission to the Exposition by any person other than the one to whom it was issued.
8. Any Exhibitor-hosted hospitality, function or social event must be pre-approved, in writing, by ALA. Social functions are allowed only during program-free hours and must not conflict with any of ALA's special programs, social and theme events. Failure to comply may result in denial of participation in all future ALA conferences, meetings and events.
9. Lead information may be used for **one** follow-up communication after the 2009 ALA Annual Conference. This data may not, in whole or in part, be reproduced, copied, disseminated, entered into a computer database, used as part of or in connection with a mailing list, or otherwise utilized, in any form or manner or by any means, without ALA's prior written consent. Only when the member becomes a client or develops a business relationship with your organization can more than one communication be sent using the data provided through the Lead Retrieval System.
10. Dismantling or packing up your exhibit can begin only after the close of the exposition at 2:15 p.m. on Wednesday, May 20, 2009. *Any infraction of the dismantling and packing regulations will result in the automatic loss of priority points and will affect future conference booth placement and/or eligibility to exhibit.*

This is only a summary. The contract between ALA and your organization controls and provides complete details.

2/5/09