



EXHIBIT SPACE APPLICATION

American Association of School Librarians
a division of the American Library Association

14th National Conference and Exhibition

November 5-8, 2009 • Charlotte Convention Center • Charlotte, NC

INSTRUCTIONS: Type or print this application. Complete all sections. **Sign and return both pages of this application including a payment check made payable to AASL/ALA**, 36790 Eagle Way, Chicago, IL 60678-1367 or fax to 312-541-0573. Upon assignment of space by Show Management, a booth space confirmation will be sent to you.

KEY CONTACT PERSON/TITLE

This person will serve as your primary exhibitor contact and will receive the Exhibitor Service Kit. If the mailing address for the Key Contact Person is different from the address listed below, please attach a separate sheet with key contact's address.

KEY CONTACT PHONE NUMBER

KEY CONTACT FAX NUMBER

KEY CONTACT E-MAIL ADDRESS

The information listed below will be printed in the Exhibit Guide distributed at the show. Please indicate under which letter of the alphabet you wish your company name to appear _____.

COMPANY NAME

COMPANY NAME CONTINUED

STREET ADDRESS

CITY/STATE/ZIP

PHONE NO.

TOLL FREE NO.

FAX NO.

COMPANY E-MAIL ADDRESS

WEBSITE ADDRESS

1

EXHIBIT SPACE RENTAL: The exhibit space rental charge is \$20.00 per square foot. There is a \$100 charge for each exposed corner. The table top exhibit space rental charge is \$700. **A 50% deposit of total space rental charges** (payable in U.S. funds and drawn on a U.S. bank) must be enclosed with the application. **Table Top exhibit space must be paid in full.**

The balance is due July 10, 2009. Applications received after this date must include full payment.

CANCELLATION POLICY: All requests for cancellation of booth space must be received in writing. Cancellations made in writing before April 3, 2009 are eligible for a full refund minus a \$100 administrative fee. Cancellations made in writing between April 3, 2009 and July 10, 2009 will be refunded less the 50% deposit. Cancellations received after July 10, 2009 are not eligible for a refund.

2

We do **NOT** want to be next to or across the aisle from:

3

LOCATION PREFERENCES: Please indicate the location and configuration of the booth space requested. Applications received without payment will not be processed.

1st Choice: _____ 2nd Choice: _____

3rd Choice: _____ 4th Choice: _____

FEET DEEP	X	FEET WIDE (FRONTAGE)	=	TOTAL SQUARE FEET
-----------	---	----------------------	---	-------------------

TOTAL SQUARE FEET	X \$20.00	=	AMOUNT	\$
-------------------	-----------	---	--------	----

NUMBER OF CORNERS	X \$100	=	AMOUNT	\$
-------------------	---------	---	--------	----

On or after 7/10/09
submit application
with Total Amount.

TOTAL AMOUNT	\$
--------------	----

Deposit
50% of TOTAL SPACE CHARGES
\$

TABLE TOP DISPLAY (one per company) **\$700**, full payment due with application.

4

METHOD OF PAYMENT:

AASL Federal Tax ID # 36-2166947

Check **American Express** **MasterCard** **Visa**

Please use the third page of this document to submit your credit card information.

5

WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXHIBITION AS PRINTED ON THE REVERSE SIDE HEREOF AND WHICH ARE A PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.

DATE

AUTHORIZED SIGNATURE—*This line must be signed for acceptance of contract.*

TITLE

QUESTIONS? AASL Exhibit Office
Corcoran Expositions, Inc.
Phone: 312-541-0567, Fax: 312-541-0573 or
E-Mail: info@corcexpo.com

FOR OFFICE USE ONLY

American Association of School Librarians • 14th National Conference and Exhibition

General Rules and Regulations

The American Association of School Librarians (AASL), a division of the American Library Association (ALA), Corcoran Expositions, Inc., and its authorized representatives are hereinafter referred to as "Show Management." Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well being of the Show. Each exhibitor, for himself, his employees, and his contractors agrees to abide by these regulations and by any amendments or additions hereafter made by Show Management. Show Management reserves the right to decline, prohibit, deny access or remove any exhibit which in its sole judgement is contrary to the character, objectives, and best interests of the Show or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy or these rules and regulations and extends to persons, things, printed matter, products, and conduct. AASL reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting.

Show Management's decision and interpretation shall be accepted as final in all cases.

1. PAYMENT OF SPACE. Applications submitted prior to July 10, 2009 must be accompanied by a deposit in the amount of 50% of the total space rental charges or a full payment for table top exhibits (payable in U.S. funds and drawn on a U.S. bank). Applications received without such payment will not be processed nor will space assignment be made. The balance of the space rental charge will become due and payable on July 10, 2009. Applications submitted after July 10, 2009 must be accompanied by payment **IN FULL** of the space rental charge. Applications received without such payment will not be processed nor will space assignment be made.

2. CANCELLATION AND REFUNDS. All requests for cancellation of booth space must be received in writing. Cancellations made in writing before April 3, 2009 are eligible for a full refund minus a \$100 administrative fee. Cancellations made in writing between April 3, 2009 and July 10, 2009 will be refunded less the 50% deposit. Cancellations received after July 10, 2009 are not eligible for a refund.

It is expressly agreed by the exhibitor that in the event he fails to pay the space rental charge at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the contract 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 deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by him for his space reservation, regardless of whether or not Show Management enters into a further lease for the space involved.

In case the exhibition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In such case the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the prorata amount already paid for space for this specific event.

3. SPACE RENTAL AND ASSIGNMENT OF LOCATION. Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. **SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXHIBITION.**

4. USE OF SPACE, SUBLETTING OF SPACE. No exhibitor shall assign, sublet or share the space allotted with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted.

Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business.

No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

5. OPERATION OF EXHIBITS. Exhibitors are prohibited from distributing products or services which are created through the solicitation of other exhibitors or are aimed at other exhibitors. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exhibition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exhibition as a whole. Use of so called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

Alcoholic Beverages. Exhibitors may not serve alcoholic beverages in the exhibit hall except with the written permission of Show Management.

Contests, Drawings and Lotteries. All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exhibition.

Literature Distribution. The AASL name and/or logo may not be part of any exhibitor materials without written permission of AASL. Exhibitors are prohibited from distributing advertising circulars, catalogs, folders, promotional materials or devices outside of their booth space. Prohibited areas include but are not limited to: aisles, meeting rooms, and registration areas or lounges, in any convention hotel, convention center or host facility. **Exhibitors are prohibited from any form of advertising or solicitation outside the exhibit booth space at conference facilities, including hotels, without the advance written permissions of ALA/AASL.** Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

Music Licensing. Any exhibitor using copyrighted music during the AASL National Conference and Exhibition, shall obtain permission for such use. This requirement applies to live and recorded music, including that accompanying video or other presentations. Any exhibitor using copyrighted music as set forth above assumes the entire responsibility for its use and for obtaining the appropriate permission and payment of any fees associated with its use. Exhibitor further agrees to protect, indemnify, defend and save Show Management, the management of the exhibit hall, and the service contractors and their respective employees and agents harmless against all claims, losses or damages, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's use of said copyrighted music.

Direct Sales. No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery. A guideline of exceptions can be requested from Show Management.

Sound. Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels. Exhibitors are responsible for individual ASCAP/BMI music licensing fees if applicable.

Live Animals. Live animals are prohibited.

Booth Representatives. Booth representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited.

Irregular Activities. All giveaway items with the exception of plastic bags, pens, pencils, luggage tags, pocket calendars, and the exhibitor's product must be submitted for approval to Show Management three (3) weeks prior to the opening of the exhibition. Noisemakers of any kind will not be permitted. All exhibitors distributing approved "stick-ons" may not place the "stick-ons" on the attendees' badges.

6. EXHIBITORS AUTHORIZED REPRESENTATIVE. Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exhibition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times.

For their own safety and protection, persons under the age of sixteen (16) will not be admitted to the exhibit halls at any time.

7. INSTALLATION AND REMOVAL. Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Any space not claimed and occupied by three (3) hours prior to the published Show opening time may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exhibition.

Exhibits must be staffed during all Show hours and may not, to any extent, be dismantled before the Show closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

8. ARRANGEMENT OF EXHIBITS. Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management.

Exhibitor Plan Review. Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exhibition.

9. EXHIBITS & PUBLIC POLICY. Each exhibitor is charged with knowledge of all State, County, and City laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exhibition.

Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls or other parts of the building. Any and all damages, losses, expenses, and/or costs resulting from failure to observe this notice shall be payable by the exhibitor.

The exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted.

Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them.

Exhibitors must comply with City and State fire regulations. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited. Electrical equipment and wiring must conform with National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor's expense.

If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations.

Independent contractors must conform to IAEM, ESCA and ED&PA guidelines and must be signatory to a current local collective bargaining agreement.

10. STORAGE OF PACKING CRATES AND BOXES. Unattended freight in any display space as of one hour prior to Show opening will be removed and stored at the exhibitor's sole risk and expense. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates and boxes. Crates and boxes not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty."

Because of the lack of storage facilities, it may be necessary to store empty crates, boxes and exhibit material outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them.

The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates.

Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by the service contractor for removal time and materials at prevailing rates. Neither Show Management, the service contractor, nor the exhibit facility shall assume any liability whatsoever for loss or damage.

Material Handling. All shipments must be prepaid and consigned per the shipping instructions as specified in the Exhibitor Service Kit. Exhibits and related materials will not be accepted in advance as freight by the Exhibit Facility and will be redirected to the official show decorator at the exhibitor's expense.

11. SOCIAL ACTIVITIES. Any social function or special event planned by an exhibiting company, to take place during the AASL National Conference and Exhibition, must be pre-approved by Show Management. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and exhibition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management. Distribution of exhibitor materials is not permitted to attendee sleeping room doors, AASL meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space.

12. SECURITY, LIABILITY AND INSURANCE. AASL Exhibit Management will provide overall security guard service for the meeting period but neither AASL nor the convention facility will guarantee exhibitors against loss and will not be responsible for loss of any material by or for any cause. All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor.

Each exhibitor must make provisions for safeguarding of their goods, materials, equipment and display at all times and exhibitors are urged to carry their own insurance through their own sources at their own expense.

13. INDEMNIFICATION. Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management on account of 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 or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

Property Damage. Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion, or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exhibition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

Use of Certain Property. Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless AASL, Show Management, the City and their officers, directors, members, agents, and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees, and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

14. WAIVER. Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

15. ATTORNEYS' FEES. Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement, or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

16. AMERICANS WITH DISABILITIES ACT. Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless AASL, National Conference, Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

17. OTHER REGULATIONS. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. **THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.**

DATE

AUTHORIZED SIGNATURE—This line must be signed for acceptance of contract.

TITLE



**AASL 14th National Conference
November 5-8, 2009
Charlotte, NC**

CREDIT CARD AUTHORIZATION FORM

Please fill out all of the information below and fax it back to us at: 312-541-0573

COMPANY: _____

Charge my VISA _____ MASTERCARD _____ or AMEX _____

ACCOUNT # _____

Visa or MasterCard

American Express



V-CODE _____ Where to find: 3 Digit Card Verification Number _____ 4 Digit Card Verification Number _____

EXPIRATION DATE _____

NAME AS SHOWN ON CARD: _____

SIGNATURE AS SHOWN ON CARD: _____

BILLING ADDRESS OF CREDIT CARD: _____

PAYMENT FOR/INVOICE#: _____

AMOUNT: \$ _____