



## Exhibit Application & Contract

**California Library Association Annual Conference & Exhibition • October 22-24, 2020 - Pasadena, CA**

### 1. Send Confirmation To:

Company/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Web \_\_\_\_\_

Contact's Email \_\_\_\_\_

### 2. Booth/Tabletop Space Selection

Based upon the exhibit floor plan provided, please reserve the following space(s) or tabletop. Space(s) will be assigned on a first-come, first-served basis with full payment. Business Members will be given priority placement.

What type of booth are you requesting?

Dimensions \_\_\_\_\_ (10' increments) Tabletop \_\_\_\_\_

Business Member       Non-Business Member

### Booth/Tabletop Preferences

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd choice \_\_\_\_\_

Locate our exhibit NEAR (list company names)  
\_\_\_\_\_

Locate our exhibit AWAY from (list company names)  
\_\_\_\_\_

Are you interested in Sponsorships or Advertising?  Yes  No

### 3. Rate Schedule

Sign up and pay by December 6, 2019 for discounted pricing:  
(10'x10') Business members: \$1,350 Non-business members: \$1,700  
\*Booth (10'x10') contracts received (and paid in full for)

	by 5/21/2020:	On or after 5/22/2020:
CLA Business Members	\$1,600	\$1,850
Non-Business Members	\$1,950	\$2,200
Corner (additional fee)	\$50	
*(6' table and 2 chairs included)		

### Tabletop contracts received (and paid in full for)

	by 5/21/2020:	On or after 5/22/2020:
CLA Business Members	\$725	\$825
Non-Business Members	\$925	\$1,025

Item	Quantity	Rate	Total
Booth (s) or Tabletop	_____	_____	_____
Corner	_____	\$50	_____

### 4. Will You Be Selling in Your Booth?

Yes     No    **Reseller's Permit #** \_\_\_\_\_  
If "Yes" you must include your California Reseller's Permit Number. You can only sell in the exhibit hall with a California Reseller's Permit. Out-of-State permits are not valid.

### 5. Product or Type of Product You Intend to Exhibit

**Product/Service Code** \_\_\_\_\_ (choose one code only for index)

- 01 Authors - School Programs
- 02 Automation Software, Equipment, and Supplies
- 03 Book Publishers, Book Representatives
- 04 CDs, DVDs, Video, Audio Books, Software
- 05 Culturally Diverse Materials
- 06 Curricular Materials
- 07 Equipment: Audio/Visual, Computers, Printers, Copiers, Hardware
- 08 Furniture, Shelving, Storage, Display, and Library Supplies
- 09 Internet Resources and Online Products
- 10 Periodicals, Subscriptions, Publishers, and Suppliers
- 11 Security Systems
- 12 Other

### 6. Payment Selection (select one)

**Check** (payable to CLA)  
 **Credit Card** - Check here to have invoice sent with credit card payment information.

### 7. Terms of Agreement

I have read and understand the terms, conditions, 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 California Library Association constitutes a contract.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print or type name

*By signing this contract, the exhibitor agrees to receive materials by email, and U.S. Mail from CLA and its representatives and agents.*

*If full payment is not received by due dates outlined in this contract, your signature authorizes CLA to charge the payments to your credit card on file.*

### Mail or fax application and payment to:

CLA 2020 Conference & Exhibition  
c/o Hall-Erickson, Inc., 98 E. Chicago Ave., Westmont, IL 60559  
phone: 630/434.7779, fax: 630/434.1216, cla@heexpo.com

(FOR OFFICE USE ONLY)

Application Received \_\_\_\_\_

Booth(s) Assigned \_\_\_\_\_

Total Paid: \_\_\_\_\_

# CLA Annual Conference - October 22-24, 2020 - Pasadena, CA

## EXHIBITOR RULES & REGULATIONS

The California Library Association (CLA), Hall-Erickson, Inc. and their authorized representatives are hereinafter referred to as "Show Management."

### BOOTH EXHIBITS

Booth spaces are 10' x 10'. Booth rental includes a standard backwall drape 8' high and 3' high side rails, standard booth sign showing firm name and booth number, draped 6' table and two chairs. Additional furniture, electrical, etc., may be rented from GES at additional charges.

### TABLETOP EXHIBITS

All tabletop exhibits are provided with a 6' foot draped table and one chair. All display materials must be confined to the top of the table and may not exceed three feet in height from the top of the table. Exact placement of tables may vary from floor plan. No tabletop exhibitor may change the location of the assigned table.

### DISPLAY HEIGHTS

All booth arrangement shall conform in all respects to dimensional and height requirements. Booth backwall height is 8' including side with 3' dividing rails. Exhibitors will not erect nor maintain a backwall higher than 8', and all sidewalls over 42" in height and all solid opaque structures more than 12' wide shall be confined to within 3' of the back line of the applicants space. Any portion of the exhibit extending above the booth equipment or any open or unfinished sides of the exhibit must be draped, at exhibitor's expense, so as not to appear objectionable. These limitations are intended to provide a clear view of the neighboring exhibits.

### SPACE ASSIGNMENT

Space assignments will be solely at the discretion of Show Management; however, Show Management will consider the exhibitor's request on this application along with date received, CLA Business Membership and seniority. Show Management reserves the right to change location assignments at any time, as it may deem necessary.

### INSTALLATION AND DISMANTLING

All property is to be shipped to GES Exposition Services for delivery to the exhibition hall. Any space not claimed or occupied one hour before official opening may be reassigned without refund of rental paid. No exhibits will be dismantled and no packing permitted prior to the official closing time. In order to conform to union contract rules and regulations, it will be necessary that all exhibitors use qualified union personnel for the installation and dismantling of exhibits and for material handling within the show. The handling, placement or setting out of merchandise that is to be displayed does not require union labor and may be done by the exhibitor. GES Material Handling Department is responsible for maintaining in and out traffic schedules at the show site. All exhibitors should clear all movements of exhibit materials through this department. Union jurisdiction allows hand carried items only and will not permit exhibitors' use of dollies, hand trucks or pushcarts. Electrical installation must conform to Union rules and regulations and to all national state and local codes. Exhibits may not be dismantled prior to the conclusion of the exhibits at 2:30pm on Saturday, October 24, 2020. All exhibits must be dismantled and exhibitors must vacate the exhibit floor by 6:00pm on Saturday, October 24, 2020. Please note that early dismantling could jeopardize your exhibit placement for 2021.

### AGREEMENT FOR EXHIBIT SPACE

The agreement for exhibit space, the formal notice of space assignment by Show Management, and the payment of rental charges constitute a contract for the right to use the space allotted subject to the rules and regulations promulgated by Show Management. No firm or organization not assigned space in the exhibit area will be permitted to solicit business within the exhibit area, nor in any public spaces controlled by the Association during the course of this conference, unless such demonstration or solicitation is expressly approved by Show Management in writing as a part of conference program activities.

### PAYMENT FOR EXHIBIT SPACE

Any person, partnership, or corporation engaging a space who shall fail to make payment as herein provided shall thereby and thereupon forfeit all rights in and to the use of assigned space, and Show Management shall have the right to dispose of such space in such manner as it may consider to its interests without any liability on the part of Show Management.

### CANCELLATION, REDUCTION, OR UNCLAIMED SPACE

Should an exhibitor need to cancel or reduce a space reservation, written notice of the cancellation/reduction is required. Cancellations or

reductions deadlines:

- On or before June 1, 2020 – 50% refund of total booth fee
- June 2 – August 13, 2020 – 25% refund of total booth fee
- After August 13, 2020 – no refunds

Any space not claimed or occupied by 4:00pm, Thursday, October 22, 2020, may be reassigned without refund.

### EXHIBITOR REGULATIONS

The rights reserved by the California Library Association shall be exercised in good faith for reasons that include, but are not limited to: the protection of the exhibition and attendance privileges of other exhibitors and attendees; and the maintenance of peace, order and decorum at the conference.

Show Management reserves the right to refuse to sell space, to exclude, or restrict exhibits that may be objectionable or to order the removal of any portion of an exhibit which in the judgment of the Association is detrimental to or detracts from the general order of the exhibits. At any time and for any reason, the Show Management may, at its sole discretion and without prior notice, rescind and cancel any contract, arrangement or agreement with any Exhibitor, or any other person concerning exhibit space or attendance at the Conference or both, upon refund of monies received from the exhibitor or person. This applies to persons advertising or soliciting, or anything of a similar nature. All exhibitors and other persons expressly agree to waive any rights to damages or other forms of relief related to such decision and cancellation by the Association as consideration for the conditional privilege to exhibit at, and/or attend, the conference.

### SUBLETTING SPACE

No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted.

### SAFETY REGULATIONS

Fire hose cabinets and electrical switch panels must be left accessible and in full view at all times. All decorations must be of non-flammable material or treated for fire prevention by an approved method. All exit areas and established aisle spaces must be kept clear. The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health.

### SECURITY

Show Management shall provide security service to the exhibition area during the closed hours. However, Show Management shall not be liable for damage or loss to exhibitor's properties through theft, fire, accident or any destructive cause, whether the result of negligence or otherwise.

### SALES

Exhibitors will conduct their business activities in an exemplary professional manner and shall be solely responsible for possession of a valid California Seller's Permit if taxable sales will occur. Exhibitor shall collect and remit any sales or other taxes imposed on them by virtue of their use of the space hereunder.

### SOLICITATION OF BUSINESS

Distribution of materials from booth to booth or in the aisles is forbidden and exhibitors must confine their activities within the spaces for which they have contracted. All such materials must be related strictly to the products and/or services on display or directly available from the exhibitor.

### LIABILITY

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitors' displays, equipment, and other property brought upon the premises, and shall indemnify and hold harmless the California Library Association, the Convention Center, Hall-Erickson and any authorized representative, agent or employee of the foregoing of any and all losses, damages and claims. Every precaution will be taken to safeguard exhibitors' property and security guards will be posted both during exhibit hours and when the exhibit area is closed.

### AMENDMENTS

Show Management shall have full power in the interpretation and enforcement of all rules contained herein and the power to make such reasonable amendments thereto and such further rules and regulations as it shall consider necessary for the proper conduct of the conference, provided same do not materially alter or change the contractual rights of the exhibitor.