Policy No: G-11

Subject: Complimentary Booth Space at AASL National Conference

Policy Statement:
AASL will grant complimentary, or reduced rate, booth space at the AASL National Conference, as outlined below.

Focus:
Primary: AASL Staff, AASL Exhibitors

Purpose:
To define guidelines for granting complimentary or reduced rate, booth space at the AASL National Conference.

Procedure:
1. ALA and its units will be given a 50% discount on exhibit space.
2. Any AASL affiliate within a national conference site host region may request complimentary booth space in the exhibit hall or a tabletop display near the registration area.
3. Complimentary booth space in exchange for advertising space in an industry publication will be reviewed on a case-by-case basis. These agreements will be considered as media trade-outs and can be considered for full or partial payment of booth space. The following procedure will be used:
   a. AASL staff will provide recommendations to the AASL Executive Director for any publications that would be suitable for media trade-outs. The value of exhibit space in question would be reviewed in comparison to the publication’s comparative value/price of advertising space, readership, and reach.
   b. The AASL Executive Director will approve or deny any media trade-outs for complimentary or reduced-price booth space.
   c. Upon the executive director’s approval, the AASL President will be notified of the agreement.
4. Non-profit/governmental agencies may purchase a tabletop display area at reduced rate.