



# EXHIBIT SPACE APPLICATION

Association of College & Research Libraries  
a division of the American Library Association  
13th National Conference and Exhibition  
March 29–31, 2007 • Baltimore Convention Center • Baltimore, MD

**INSTRUCTIONS:** Type or print this application. Complete all sections. Sign and return this original, two-sided application with a **\$500 deposit per 100 square feet** made payable to ACRL/ALA, 38563 Eagle Way, Chicago, IL 60678-1385.

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 for booth space is \$19.75 per square foot. There is a \$125 charge for each exposed corner. **A nonrefundable \$500 deposit per 100 square feet of booth space** (payable in U.S. funds and drawn on a U.S. bank) must be enclosed with this application.

**The balance due is January 12, 2007.** Applications received after this date must include full payment.

**Table Top Display:** The display space rental charge is **\$650**. Full payment must be enclosed with this application. *Table top displays are limited to one per company.*

**Cancellation Policy:** All requests for cancellation of booth space must be received in writing. Cancellations received prior to January 12, 2007 will be refunded, **less the deposit of \$500 per 100 sq. ft. of exhibit space. No refunds after 1/12/2007.**

**2**

**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
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TOTAL SQUARE FEET	X	RATE <b>\$19.75</b>	=	AMOUNT
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NUMBER OF CORNERS	X	CORNER CHARGE <b>\$125.00</b>	=	AMOUNT
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DEPOSIT \$500 PER 100 SQ. FT.		<b>On or after 1/12/2007 submit application with Total Amount.</b>	=	TOTAL AMOUNT
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**TABLE TOP DISPLAY**  
*Limit one per company*

Table Top Display Amount Due  
with Application  
**\$650.00**

**3**

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

**4**

**PRODUCT/SERVICE CATEGORY:** Please select the categories that describe the products/services to be exhibited:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Academic institutions                         | <input type="checkbox"/> Library equipment/<br>furniture                | <input type="checkbox"/> Rare books/special<br>collections        |
| <input type="checkbox"/> Audiocassette<br>publishers/distributors      | <input type="checkbox"/> Online databases,<br>networks, services        | <input type="checkbox"/> Software publishers/<br>distributors     |
| <input type="checkbox"/> Automation                                    | <input type="checkbox"/> Organizations/<br>government agencies          | <input type="checkbox"/> Subscription agencies                    |
| <input type="checkbox"/> Book publishers/<br>academic presses          | <input type="checkbox"/> Preservation/<br>conservation/<br>digitization | <input type="checkbox"/> Videocassette<br>publishers/distributors |
| <input type="checkbox"/> CD Rom publishers                             |   | <input type="checkbox"/> Web developers                           |
| <input type="checkbox"/> Electronic journals/<br>electronic publishing |   |   |

**PRODUCT INFORMATION:** Please provide a description of your company's product(s) or service(s) in 50 words or less.

**5**

**METHOD OF PAYMENT:**

ACRL Federal Tax ID # 36-2166947

- Check made payable to ACRL/ALA, 38563 Eagle Way, Chicago, IL 60678-1385  
 MasterCard  Visa  American Express

DOLLAR AMOUNT

CARD NUMBER

EXPIRATION DATE

NAME ON CARD

CARDHOLDER'S SIGNATURE

**6**

**WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXPOSITION 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 must be signed for acceptance of contract.*

TITLE

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

**FOR OFFICE USE ONLY**

# Association of College & Research Libraries • 13th National Conference and Exhibition

## March 29–31, 2007 • Baltimore Convention Center • Baltimore, MD

### General Rules and Regulations

The Association of College & Research Libraries (ACRL), 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. ACRL 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 January 12, 2007 must be accompanied by a nonrefundable deposit in the amount of \$500 per 100 square feet of booth space (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 January 12, 2007.

**Table Top Display:** The display space rental charge is \$650. Full payment must be enclosed with this application. Table top displays are limited to one per company.

Applications submitted after January 12, 2007 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 cancellations of booth space must be received in writing by Show Management. If space is reduced, the net reduction of space will be treated as a cancellation of that space. Cancellations received prior to January 12, 2007 will be refunded, **less the deposit of \$500 per 100 sq. ft. of exhibit space. No refunds after 1/12/2007.**

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 pro rata 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. 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.

**6. 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.

**7. 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.

**8. 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 IF&PA guidelines and must be signatory to a current local collective bargaining agreement.

**9. 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.

**10. OPERATION OF EXHIBITS.** Exhibitors are prohibited from showing or advertising products or services, which in the opinion of ACRL are primarily 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 ACRL name and/or logo may not be part of any exhibitor materials without written permission of ACRL. 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/ACRL.** Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

**Direct Sales.** Retail sales are permitted only within the booth area. Exhibitors are responsible for collection any and all taxes required by the state, county and city governments.

**Music Licensing.** Any exhibitor using copyrighted music during the ACRL 13th 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.

**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.

**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.

**11. SOCIAL ACTIVITIES.** Any social function or special event planned by an exhibiting company, to take place during the ACRL 13th 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, ACRL meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space.

**12. SECURITY, LIABILITY AND INSURANCE.** ACRL Exhibit Management will provide overall security guard service for the meeting period but neither ACRL 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 its 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 ACRL, 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 ACRL 13th 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 AGREE 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