

Policy No: G-11

Subject: Complimentary Booth Space at AASL National Conference

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Effective Date: 6/23/17

Revision Date(s):

Review Date(s):

Review Responsibility: AASL Board of Directors

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.