

2010 New York Library Association Conference Trade Show – Terms & Conditions

The 2010 NYLA Annual Conference will be held in Saratoga Springs, NY, from November 3 - 6. The Trade Show will be on November 4 and 5 with set up on November 3.

NYLA will support the exhibitors' efforts through a continuing program of publicity, advertising and attendance promotion. In the Spring of 2010, approximately 10,000 preliminary conference programs will be mailed to NYLA members and others interested in libraries and library services. This provides an immeasurable opportunity for advertising due to its extensive distribution. Exhibit "fast passes" will be available for those not registering for the conference but wishing to view the exhibits.

Approximately 1,300 people are expected to attend the conference. Exhibitors will be welcoming professional librarians, library clerks, trustees, booksellers, students, library business staff and friends.

LOCATION OF EXHIBITS

All NYLA exhibits will be located under one roof in the Saratoga Springs City Center.

EXHIBIT BOOTHS AND TABLES

Booths are 8' x 10' and vary in location. Table spaces are 6'. Please see the enclosed floor plan for details. Booths will be provided with an 8' high blue/white drapery background and 3' high blue or white side dividers. NYLA will provide a 6' x 2' draped table, 7" x 44" sign, chair(s), and a wastepaper basket, if requested. Additional furnishings and equipment may be ordered directly from our decorator, who will provide order forms. Hours and dates for installing, showing and dismantling exhibits shall be those specified by management in setup instructions to be issued to each exhibitor.

Exhibitors must follow the terms of their contract which state that no exhibit will obstruct the view of or hide the exhibits of adjacent booths. Exhibits may have an 8' high projection from the back of the booth but only for a distance of 4' from the rear of the booth. Individual units may be displayed anywhere in the booth providing they do not exceed eye level (5 feet). The height restrictions for booth construction, identification and company name will be strictly enforced.

Each exhibit must have the number of the booth (or one number for a contiguous series of booths) prominently displayed on each aisle the booth faces. **Only one company name per booth.**

APPLICATION FOR EXHIBIT SPACE

All applications for exhibit space must be made on the official application form and mailed or faxed to the New York Library Association, 6021 State Farm Road, Guilderland, NY 12084, fax - 518-427-1697. The application must include full payment in order to be processed. **We will cancel any unpaid exhibit spaces on September 1, 2010.**

All booths are priced according to location. Cancellations must be received, in writing, on or before August 1, 2010, for a refund (minus a \$200 administrative fee). No refunds will be given on booth rentals if cancelled after August 1, 2010. Refunds will be mailed only upon written request, after the conclusion of the conference.

ASSIGNMENT OF EXHIBIT SPACE

All booth applications received prior to April 1, 2010, will take precedence over those received after that date. All assignments of space will be made as nearly as possible in accordance with the wishes and requirements of the exhibitor, although NYLA reserves the right to determine all assignments and change location assignments at any time, as it may in its sole discretion deem necessary.

Whenever possible, booth assignments will be made on the basis of the time and date of receipt of application, although this criteria is only a guideline in the assignment of space. NYLA reserves the right to provide space to any exhibitor(s) who will add interest to the conference exhibits and to limit or deny space to exhibitors whose service or product is of doubtful interest to attendees.

EXHIBIT RULES

The rights and privileges of an exhibitor must not be infringed upon by any other exhibitor. The Association reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of the exhibit which in the judgment of the Association is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising or soliciting, or anything of a similar nature. No exhibitor shall have the right prior to the closing of the show to pack or remove articles on exhibit without the permission and approval in writing of the New York Library Association.

LIABILITY AND INSURANCE

The New York Library Association will not be financially obligated or otherwise committed in the event that the show is canceled or deferred on account of strikes, fires, casualties, Acts of God or causes beyond its control. The exhibitor will assume 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 of the exhibition facility, and will indemnify and hold harmless the New York Library Association, Saratoga Springs City 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 exhibitor's property and security guards will be posted both during exhibit hours and when the exhibit area is closed.

SECURITY AND SAFETY

To achieve maximum security for the items on display, NYLA has adopted a policy of closing the exhibit area completely each night. Exhibitors will not be permitted to return to the exhibit area after the official closing time. The exhibit area will open one-half hour prior to the official opening time for registered exhibitors who display an exhibitor's badge.

A locked storage room will be available for exhibitors who want to use extra precautions for their materials. It will be the exhibitor's responsibility to bring the items to the room each night within a half hour of the closing of the exhibits and to pick up the items within a half hour after the exhibits open. This room is not to be used for storage of excess exhibit material. Exhibitors who ship valuable materials should be on hand in their booths to receive them and keep personal watch on them. The cartage contractor will not assume any responsibility for theft or disappearance of materials after they have been picked up for loading out.

All materials used in the exhibit hall must be fire-proofed and conform to all fire department regulations. No decorative paper of any kind will be permitted.

Our contract strictly prohibits early break-down. It is a safety hazard for our attendees. Please, no early breakdown!

HANDLING AND STORAGE

NYLA and the owners or managers of the facility where the Exposition is to be held shall not accept or store display materials or empty crates, and Exhibitors shall make his or her own arrangements for shipment, delivery, receipt and storage of such materials and empty crates. Such arrangements must be made through the Official Drayer, and Exhibitor shall provide the Official Drayer with copies of all bills of lading. All shipments and deliveries to the Exposition shall be prepaid.

ADDITIONAL CONDITIONS OF EXHIBITING

All demonstrations must be confined to the limits of the exhibitor's booth. Distribution of promotional materials may be passed out only from within the booth. Models or individuals dressed in costume are not permitted to roam the aisles or other areas controlled by the Association.

IRS regulations make it possible to allow exhibitors at the NYLA conference to sell products and/or solicit orders. Exhibitors must conduct their business activities in an exemplary professional manner and will be solely responsible for the collection and remittance of any sales or other taxes imposed on them by virtue of their use of the space hereunder. If you sell merchandise, you must give the buyer a copy of a receipt.

No "stick-on" decals, badges and/or other such adhesive items are permitted on the premises. Helium filled balloons are not permitted in the building.

Exceptions to these conditions are made for demonstrations and distribution of materials in registered Spotlight Sessions, to be confined to the exhibitor's designated session location. For additional Spotlight Sessions Terms & Conditions, contact NYLA at 800-252-6952 or by e-mail at marketing@nyla.org.

AUTHOR GARDEN & AUTOGRAPHING SESSIONS

Personal appearances of authors, editors, illustrators or other celebrities are a good means of promotion. The conference program will list their names and the times they will be appearing. The deadline for listing these appearances is August 15, 2010.

While very effective as promotion, these autographing sessions present a challenge to exhibit management. Long lines of persons waiting for an autograph may obstruct the view of and traffic to adjacent booths. It is impossible for exhibitors to ask those waiting to move without jeopardizing their public image. It is the responsibility of the exhibitor holding personal appearances to ensure that their interested patrons do not block another exhibitor's booth frontage.

NYLA provides an Author Garden autographing area. Should you wish to participate, further details will be mailed upon your request. NYLA reserves the right to relocate any personal appearance to the Author Garden area if the NYLA Executive Director determines such a move is necessary.

MONITORING OF EXHIBITS

All persons entering the exhibit hall must register. Persons attending the conference will be given registration badges to permit their admission to the exhibit area. Registration to the exhibits only (not for admission to meetings) will be available to anyone who obtains an exhibits FAST PASS.

VISITOR'S BADGE - EXHIBIT "FAST PASS"

Visitor's badges (fast passes) that allow guests to visit the exhibits (not valid for meetings) will be available at the conference registration desk for a nominal fee. Exhibitors and their representatives should inform their customers (librarians, educators, booksellers, architects, etc.) that they may obtain the exhibit pass at the conference registration desk. NYLA welcomes all interested persons to the exhibits.

MUSIC IN EXHIBIT HALL

If any exhibitor plans to broadcast music of any type as part of the exhibit, he or she must notify NYLA at least six weeks prior to the conference. NYLA will determine the requirements for music licensing and will bill the exhibitor a portion thereof.

BOOK DONATIONS

If you would like to donate your remaining books and/or materials to NYLA for distribution to needy libraries, please bring them to the NYLA conference registration desk at the close of the trade show. Only boxed books and/or materials will be accepted. All donations will be greatly appreciated. Call the NYLA office before the conference if you will need help.

CONFERENCE PROGRAMS

All companies that send their booth or table application to NYLA by March 1, 2010, will be listed in the Preliminary Conference Program. All companies that send their applications to NYLA by September 1, 2010 will be listed in the Final Conference Program along with their booth or table numbers. A description of products and services received by the deadline will be included in the Final Conference Program as well. Exhibitors are urged to prepare their program listing with care as participants rely on this information at the conference. Please complete the program listing on the application form. Program listings are in our regular typeface format. No requests for special typefaces or spacing can be honored.

Exhibitors are always encouraged to advertise in both the Preliminary and Final conference programs. Librarians read these programs thoroughly and make their conference plans from them.

EXHIBITOR'S SERVICE KIT

NYLA's official decorator is: Great Lakes Events, 100 Bickford Street, Rochester, New York 14606. Their telephone number is: 585-458-2200. Prior to the conference, Great Lakes Events will send all exhibitors an Exhibitor's Service Kit containing order forms for labor, electrical services and equipment, furniture, shipping instructions, cleaning services, booth identification signs, and floral decorations.

Further information regarding the installation and dismantling of exhibits, union jurisdiction rules and shipping will be sent to each exhibitor by Great Lakes Events.

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 ANY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITORS. EACH EXHIBITOR, FOR HIMSELF AND HIS EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE.