



Welcome to the online Exhibitor Services Manual for the 2018 California Library Association Annual Exhibition, November 9 - 11, 2018 in Santa Clara, CA. Within this site, you will find everything you need to successfully participate in this exhibition. If we can supply any additional information or be of further assistance, please do not hesitate to contact us. We look forward to seeing you in Santa Clara.

**CLA Exposition Team**

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**Show Information & Regulations**

**Show Schedule**

Thursday, November 8	Noon – 4:30pm: Exhibits Installation
Friday, November 9	8:00am – 4:00pm: Exhibits Installation <b>4:30pm – Ribbon Cutting Ceremony</b> <b>4:30pm – 6:30pm: Exhibits Open – Reception in the Exhibit Hall</b>
Saturday, November 10	<b>10:00am – 4:45pm: Exhibits Open</b>
Sunday, November 11	<b>9:00am – 2:30pm: Exhibits Open</b> <b>9:00am – 10:00am: Goodies in the Exhibit Hall</b> <b>12:30pm – 2:00pm: Poster Sessions in the Exhibit Hall</b> 2:30pm – 6:00pm: Exhibits Dismantling

*(subject to change)*

**General Information**

**Admission to the Exhibit Floor**

Due to insurance liabilities, no person under the age of 18 will be admitted to the exhibit floor during set-up or tear-down hours. CLA does not restrict children’s access to the exhibit floor based on age during Show hours. Parents must accompany children and are responsible for their behavior. All persons on the exhibit floor must have proper registration credentials.

**Booth Equipment and Services**

Standard booth spaces are 10’ x 10’. The following booth equipment, services and facilities are included with your exhibit fee:

- Draperies suspended on aluminum uprights and stanchions. The drapery background is 8 feet high. The side rails are 33 inches high.
- Standard booth sign, black letters on white card, with company name and booth number.
- 6’ table, 2 chairs

Please note that the exhibit hall is carpeted.

Additional equipment may be rented from GES at additional charges.

Table top exhibits will receive:

- One 6' draped table, 1 chair

### **Crate Storage**

Empty crates, boxes, skids, etc. that exhibitors have labeled "Empty" will automatically be removed from exhibitors' booths, stored and returned at the conclusion of the Exhibition. "Empty" stickers will be available at the Service Desk. There is no charge for this service. **NO STORAGE OF ANY KIND WILL BE PERMITTED BEHIND YOUR DISPLAY.**

### **Damage to Property**

Exhibitors are responsible for damage to uncrated or improperly packed shipments, concealed damage, loss or theft of material after delivery to booth or before material is picked up for return movement. It is expressly understood that the exhibitor will make no claim of any kind against Show Management for any loss, damage or destruction of goods, nor for any damage of any nature to his business by reason of the failure to provide space for any exhibit or the removal of the exhibit.

### **Dismantling Dates and Hours**

The exhibit hall will be open for exhibit dismantling from:  
2:30pm – 6:00pm, Sunday, November 11

All booths must be dismantled and packed by 6:00pm, November 11. No exhibitor shall have the right prior to 2:30pm, Sunday, November 11 to pack or remove any articles or exhibit without the permission and approval, in writing, of Show Management. Exhibitors are cautioned, when making travel arrangements, to allow sufficient time following the closing of the Show at 2:30pm.

### **Installation of Exhibits**

The exhibit hall will be open for the installation of exhibits from:

Noon – 4:30pm, Thursday, November 8  
8:00am – 4:00pm, Friday, November 9

Installation of all exhibit material must be complete by 4:00pm, November 9, and all shipping crates and packing cases must be ready for removal by 2:30pm in order to allow sufficient time for a final cleaning prior to the opening of the Exhibit Hall at 4:30pm.

### **Insurance**

Show Management and the CLA strongly encourage you to insure your property from the time it leaves your facilities until it is returned after the Exposition. In most cases, a rider can be added to your present policy for a nominal cost that will protect your property while it is out of your control. CLA, their agents, the Santa Clara Convention Center, and/or their respective agents will not be responsible in any way for the safety of any exhibit or material against theft, fire, water, accident, or any cause, nor for the loss or damage to goods consigned to its care.

### **No Smoking Policy**

Smoking is not permitted in the Exhibit Halls or other conference sessions of the CLA.

## **Online & Mobile app Listing**

Exhibitor listings will be included in the CLA 2018 eventScribe Itinerary Planner and meeting app which will be accessible by all attendees.

Exhibitors will be sent email from CadmiumCD with instructions to log into their Conference Harvester® program to upload their program listing information and company logo. We encourage exhibitors to complete their listings as soon as possible, as listing information and company logos will be integrated in CLA's eventScribe Itinerary Planner and meeting app which will be accessible by all attendees.

For general questions on program listings, contact Penny McQuality at 630-929-7932 or [pmcquality@heexpo.com](mailto:pmcquality@heexpo.com). For technical questions about submitting your listing and logo, please contact CadmiumCD at [support@eventScribe.com](mailto:support@eventScribe.com) or 410-638-9239.

## **Security**

Entry to and exit from the exhibit area will be possible only through the main Show entrance and all persons entering and leaving must wear a badge issued by Show Management. During installation and dismantling periods, no one will be permitted in the exhibit area before published times. Lost or stolen property must be reported to the Security Office as soon as possible. Please remember that any claim must be properly documented in order to receive reimbursement from your insurance company. Remember - All material leaving the exhibit area must be accompanied by a Bill of Lading or a Merchandise Release Pass, even if it is the property of the exhibitor removing it.

## **Exhibit Rules and Regulations**

These rules are based on industry standards, physical limitations of the exhibit hall and the needs of the CLA exhibits. Their intent is to ensure each exhibiting organization, regardless of size, an equal opportunity, within reason, to gain access to the attending audience while providing an opportunity to explore new and creative marketing techniques. The underlying responsibility is that each exhibitor act as a "good neighbor."

## **General Guidelines**

Show Management shall make all final determinations as to which rules are being violated and it shall be the responsibility of Show Management to review all exhibits and enforce the rules of the exhibition. Any exhibitor who is unsure of the interpretation of any rule or who may be in violation of rules is responsible for notifying Show Management in advance for further clarification.

Responsibility lies with the individual exhibiting organization to comply with all rules and regulations as stated by Show Management in the exhibit space contract, online Exhibitor Manual, Exhibitor Update newsletter or other regulations and communications. Any request made by Show Management to bring a display into compliance will be respected and any changes to exhibit structure or display will be the financial responsibility of the exhibitor.

Exhibitors will be notified by Show Management if found in violation of any rules or regulations. If after this first warning, an exhibitor fails to comply with rules involving sound, lighting or multimedia or display violations, management will discontinue electrical service to the offending apparatus for a time period deemed appropriate. If electrical service is restored and a second warning is required, electrical service will be discontinued to the apparatus for the remainder of the conference.

## **Advertising**

- Exhibitors are prohibited from showing or advertising products or services which in the opinion of CLA are primarily aimed at other exhibitors.

- Exhibitors are prohibited from distributing at the meeting facility advertising or promotional material for entities other than the registered exhibitor unless special permission is obtained from CLA (e.g., for combined booth space of small exhibitors.)
- Exhibitors are prohibited from any form of advertising or solicitation at the convention center outside of the exhibit booth space and from door drops or advertising signage at the conference hotel, without the advance written permission of CLA.

### **Aisles**

All aisle space belongs to the Exposition. No exhibit or advertising will be allowed to extend beyond the space assigned to the exhibitor. Booth representatives including models, demonstrators and actors in costume must remain in their own exhibit space throughout the show. They are not permitted in the aisles, other exhibitors' booths or public spaces. Any demonstration or activity which results in the obstruction of aisles or prevents ready access to neighboring exhibitors' booths shall be suspended for any period specified by Show Management.

### **Americans with Disabilities Act**

All exhibiting organizations are required to be in compliance with the American with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301) and from the web site [www.usdoj.gov/crt/ada/infoline.htm](http://www.usdoj.gov/crt/ada/infoline.htm).

### **Universal Access and ADA Accommodations-Exhibit Design**

Exhibits are public accommodations under the Americans with Disabilities Act (ADA), and each exhibitor is responsible for ensuring that show attendees who have disabilities have access to all of the demonstrations, information, contests, giveaways, or other services offered at a booth.

### **Animals**

Live animals are prohibited in exhibit space.

### **Balloons**

The display and distribution of balloons will not be allowed at any time within the exhibit hall. Balloons create many housekeeping problems and are particularly detrimental to the fire detection systems installed in the exhibit hall. Their use is strictly prohibited.

### **Crate Storage**

Empty crates, boxes, skids, etc. that exhibitors have labeled "Empty" will automatically be removed from exhibitors' booths, stored and returned at the conclusion of the exhibition. "Empty" stickers will be available from the official drayage contractor. There is no charge for this service.

### **Damage to Property**

Exhibitors are responsible for damage to uncrated or improperly packed shipments, concealed damage, loss or theft of material after delivery to booth or before material is picked up for return movement. It is expressly understood that the exhibitor will make no claim of any kind against Show Management for any loss, damage or destruction of goods, nor for any damage of any nature to this business by reason of the failure to provide space for any exhibit or the removal of the exhibit.

### **Disposal or Storage of Packing Materials**

Special care will be necessary in unpacking merchandise for display. Loose cardboard cartons will not be accepted for storage unless they are knocked down flat and securely tied into bundles and properly tagged.

Be sure to remove all old labels first. It is suggested that small crates be nested in larger ones to reduce the number of pieces to be stored and thereby hasten their return. No boards or skids will be accepted for storage unless securely tied into bundles and tagged. Materials not in accord with these regulations will be considered refuse and will be disposed of by the cleaners.

### **No Storage of Any Kind Will Be Permitted Behind Your Display**

All combustible materials, which are not an integral part of the display, must be removed each night unless stored in an enclosed metal container. However, to facilitate repacking merchandise at conclusion of the exhibit, some exhibitors have found it convenient to move knocked down cartons to their cars and hotel rooms for ready access.

### **Early Dismantling**

No exhibitor will be allowed to dismantle any portion of their exhibit prior to the end of exhibit hours on the final day of exhibits. This is a discourtesy to those attending the Show and to your neighboring exhibitors.

### **Food Service**

Food and beverage service in your assigned booth space may be allowed if approved in advance by Show Management. All requests must be submitted in writing 60 days prior to the show opening. Requests to serve items which detract from the exhibit's professional appearance will not be allowed or approved.

### **Lighting**

No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles. Lighting which is potentially harmful, such as lasers or ultraviolet lighting will not be permitted. Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event. Exhibitors intending to use light systems should submit drawings to Show Management for approval.

### **Multimedia**

Any multimedia display (video wall, video projection, animatronics, robotics, etc.) which is deemed in violation of the Sound and Lighting regulations by Show Management will not be allowed.

### **Multi-story Exhibits/Single Level Covered Exhibits**

In most facilities, multi-story exhibits require prior approval by the exhibit facility and/or relevant local government agencies because it is deemed to be a "structure" for building purposes. Often structural and/or fire regulations exist which dictate booth construction. Exhibitors utilizing this type of structure should seek guidance from Show Management prior to installation of multi-story exhibits. All requests must be submitted in writing 60 days prior to the show opening.

### **Noise Levels in Displays**

Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitor and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibits open. Noise levels must be held to an 80-decibel maximum at all times. Show Management will monitor the 80-decibel regulation on-site.

If an exhibitor is in violation of the 80-decibel regulation, they will receive one warning. If the exhibitor continues to operate noisemaking exhibits in excess of 80-decibels after the first warning, Show Management reserves the right to cut the power of the offending mechanism, or otherwise ensure the noisemaking mechanism is shut off. Any expenses incurred in this instance will be the sole responsibility of the exhibitor.

### **Sound**

Exhibitors may use sound equipment in their booths as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Any sound that exceeds 80 decibels measured at the edge of an exhibitor's booth is considered objectionable and will not be allowed.

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized organizations that collect copyright fees on behalf of composers and publishers of music.

### **Exhibit Construction Guidelines**

Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. Please refer to the Linear Booth Construction Guidelines.

Island Booths: An Island Booth is any size booth exposed to aisles on all four sides. Please refer to the Island Booth Construction Guidelines.

Table Top Exhibits: 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 table exhibitor may change the location of the assigned table.

### **Housing**

Housing for the CLA Annual Meeting is open! Please visit <https://book.passkey.com/go/Library2018> for housing details.

### **Contact Us**

We know that direct, early contact with Exhibition Management can be the key to your success as an Exhibit Manager. Never hesitate to ask a question or call to verify information. Each question answered in advance is one less problem to be solved on-site. We look forward to working with you on a successful show!

### **Exhibit Staff**

#### **Exhibit Sales / Advertising**

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#### **Program Listings**

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#### **Exhibit Rules and Regulations**

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#### **Other Exhibit Questions**

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#### **Exhibitor Website**

<http://cla18.heiexhibitors.com/>