

Alabama League of Municipalities **Convention EXPO**

INCREASE VISIBILITY AND PROMOTE YOUR COMPANY
AND PRODUCTS TO MORE THAN 900 OFFICIALS FROM
ACROSS THE STATE.

EXHIBIT AT ALM'S ANNUAL CONVENTION



May 20-23, 2017

AT THE

**BIRMINGHAM – JEFFERSON CONVENTION COMPLEX
2100 RICHARD ARRINGTON JR. BLVD. N
BIRMINGHAM, AL 35203**

EXHIBITOR KIT

EXHIBITOR PACKAGE

2017 ALM EXPO

EXHIBITING AT 2017 ALM EXPO OFFERS YOUR COMPANY THE OPPORTUNITY TO:

- Promote your company to more than 900 municipal officials and personnel representing 200+ municipalities
- Connect with existing clients
- Reach potential customers
- Increase your brand recognition to municipal decision makers
- Generate a positive impact and show your commitment to support local government

WHO ARE ALM ANNUAL CONVENTION ATTENDEES?

- Mayors
- Councilmembers
- Clerks
- City Attorneys
- City Managers
- City Administrators
- Finance Directors

2017 ALM EXPO DATE AND LOCATION:

SUNDAY, MAY 21 AND MONDAY, MAY 22

Birmingham-Jefferson Convention Complex
2100 Richard Arrington Jr. Blvd. N
Birmingham, Alabama 35203

Show Manager: Cindy Price, Alabama League of Municipalities
cindyp@alalm.org or 334-262-2566

2017 ALM Attendees are looking to connect with companies providing these services:

- Accounting/Auditing
- Architects/Engineers
- Banners/Lighting
- Computer Science
- Debt Collection
- Energy/Environmental
- Financial Services
- Flags/Pins
- Fire Equipment & Trucks
- Heavy Equipment
- Insurance & Claims Services
- IT/Telecommunications
- Legal Services
- Landscape/Property Management
- Meters/Meter Reading
- Office Products/Furniture
- Ordinance Codification
- Parks/Recreation
- Payment Processing
- Recycling/Waste Management
- Resource Providers
- Street Sweeping/Mowers
- Tourism/Hospitality
- Traffic Safety

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Download our free convention app! "ALM Events" in the iTunes App Store or Google Play.

STILL NOT SURE 2017 ALM EXPO IS THE RIGHT FIT FOR YOUR COMPANY?

The ALM EXPO will celebrate 40 years in 2017 and consistently has a high vendor retention rate year to year. Take a look at who exhibited at the 2016 EXPO in Huntsville, AL. It's a good bet that if you do business with municipal entities, your competition was in Huntsville and will be back again in Birmingham!

ADECA - Surplus Property Division
ALABAMA 200
Alabama 811
Alabama Assoc. of Municipal
Clerks/Administrators
AL Professional Engineers/Land Surveyors
Alabama City County
Management Association
Alabama Clean Fuels Coalition
Alabama Correctional Industries
Alabama Council American Institute
of Architects
Alabama Department of Agriculture
and Industries
Alabama Department of Archives and History
Alabama Department of Economic and
Community Affairs
Alabama Department of Environmental
Management
Alabama Department of Revenue
Alabama Emergency Management Agency
Alabama Employer Support of the
Guard and Reserve
Alabama Film Office
Alabama Forestry Commission
Alabama Industries for the Blind
Alabama Mountain Lakes Tourist Association
Alabama Municipal Insurance Corporation
Alabama Municipal Revenue
Officers Association
Alabama Power Company
Alabama Public Library Service
Alabama Office of Attorney General
Alabama Recreation and Parks Association
Alabama Restoration & Remediation
Alabama State Parks
Alabama Tourism Department
Alabama Trails Commission
Alliance Insurance Group
Ambit Solutions, LLC
American Public Works Association
- Alabama
AmeriCorps NCCC
AMIC/MWCF Loss Control Division
Aqua Marine Enterprises, Inc.
Arrow Disposal Service, Inc.
ARSEA / APEAL
AT&T Alabama
Badger Meter
C & C Graphics
Carr, Riggs & Ingram, LLC
Vortex Aquatic Structures, Intl
Warrior Tractor & Equipment Company, Inc.

CDG Engineers & Associates, Inc.
Civil Southeast, LLC
CMH Architects, Inc.
ConEdison Solutions, Inc.
Croy Engineering, LLC
CSA Software Solutions
CXT, Inc.
D & D Total Health Solutions, Inc.
Dade Paper
Data Retention Services, Inc.
Dixie Decorations, Inc.
Duro-Last Roofing
ENERGY REDUCTION COALITION
Fail Safe Testing, LLC
Goodwyn, Mills & Cawood, Inc.
GovDeals, Inc.
Government/Economic Development
Institute Auburn University
Grasshopper Company
Great Southern Recreation
Greater Birmingham Convention
& Visitors Bureau
Harris - SmartFusion
High Tide Technology, LLC
Holiday Designs, Inc.
Holophane Lighting
Hunter Trees, LLC
Huntsville/Madison Convention
& Visitors Bureau
Information Transport Solutions, Inc.
Ingram Equipment Company, LLC
INTL FCStone
J.A. Dawson & Company
Jackson Thornton
JSU Center for Economic Development
Junior Davis & Associates, Inc.
K&K Systems, Inc.
Keep Alabama Beautiful
KORKAT
Local Government Health Insurance Board
Logitrac Inc.
Main Street Alabama
Master Meter, Inc.
Mauldin & Jenkins
McKee & Associates Architects
& Interior Design
Municipal Intercept Services (MIS)
Municipal Revenue Service
Municipal Workers Compensation Fund
Municode/Municipal Code Corporation
Musco Sports Lighting
Wade Ford, Inc.
Waste Pro

NAFECO
National Water Services, LLC
nCourt
Playscapes of Alabama, LLC
Playworld Preferred
PNC Bank
Precision Concrete Cutting
PReMA Corp
Provident
Raymond James
RDS (Revenue Discovery Systems)
Republic Services
Retail Strategies
Retirement Systems of Alabama
S&ME / Littlejohn Engineering Associates
Sansom Equipment Company, Inc.
Schneider Electric
Sentell Engineering, Inc.
Siemens Industry, Inc.
Southeast Cement Promotion Association
Southern Engineering Solutions
Southern Rail Commission
Southern Software, Inc.
Spectrum Business Enterprise Solutions
Sprint
St. Vincent's Health System
State of Alabama Deferred
Compensation Plan
Sunbelt Fire, Inc.
Sweeping Corporation of America, Inc.
Synergetics
Tank Pro
Terracon Consultants, Inc.
The Kelley Group
The PFM Group
The Retail Coach
The Wright Source...
TransFirst
Tusco, Inc.
Tyler Technologies
U.S. Communities
UA Safe State
University of Alabama College of
Continuing Studies
UNA Continuing Education and Outreach
USDA Rural Development
Utility Service Company, Inc.
VC3
Volkert, Inc.

GENERAL SHOW INFORMATION

ALM 2017 Annual Convention & Expo May 20-23 Birmingham, Alabama
Birmingham-Jefferson Convention Complex, 2100 Richard Arrington Jr. Blvd
Birmingham, Alabama 35203

EXHIBIT HALL SCHEDULE: **NEW SCHEDULE for 2017!**

SATURDAY, May 20	2:00 p.m. – 4:00 p.m.	Heavy Equipment vendor move-in
SUNDAY, MAY 21	7:00 a.m. – 11:30 a.m. 12:15 p.m. – 4:00 p.m. 5:30 p.m. – 7:00 p.m.	Exhibitor move-in/setup Expo Hall open Expo Hall Re-opens for Exhibitor Extravaganza
MONDAY, MAY 22	8:00 a.m. – 11:00 a.m. 11:15 a.m.	Expo Hall open Exhibitor breakdown and move-out

EXHIBIT HALL SPECIAL EVENTS:

SUNDAY, MAY 21	12:15 p.m. – 1:15 p.m. 3:00 p.m. – 3:30 p.m. 5:30 p.m. – 7:00 p.m. 5:30 p.m. – 7:00 p.m.	Break Service Break Service Exhibitor Extravaganza Passport Program
MONDAY, MAY 22	7:30 a.m. – 9:00 a.m. 10:00 a.m. – 10:30 a.m. 11:15 a.m.	Attendee & Vendor Breakfast w/ Passport Program Break Service Exhibitor Breakdown

WHAT'S INCLUDED WITH YOUR BOOTH?

- Each 10'x10' exhibit space includes pipe and drape (hunter green/bright white), 6' topped and skirted table, two side chairs, wastebasket, company identification sign, printed registrant list and three (3) name badges. Download ALM App for convention program or a printed program is available onsite upon request. 20' x 40' has six (6) name badges.
- Additional representative name badges may be purchased for \$125 each.
- Sunday evening reception and Monday's breakfast in the expo hall.
- Company listing in the convention program*, on signage and on the ALM 2017 App.

*exhibitor registration must be received no later than March 18th to be included in the printed convention program

2017 EXHIBIT SPACE RATES:

EXHIBIT DIMENSIONS	REG FEE UNTIL May 17
STANDARD 10' X 10'	\$ 900
20' X 40'	\$2,500

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Download our free convention app! "ALM Events" in the iTunes App Store or Google Play.

HOW DO I REGISTER FOR AN EXHIBIT SPACE?

Online registration opens February 15, 2017. Visit www.alalm.org for **online exhibitor registration*** and interactive floor plan. See what space is currently available, where competition is located and view a listing of all registered vendors. Contact **Cindy Price**, at 334-262-2566 or via email at cindyp@alalm.org for further information.

**As per the signed Contract, all exhibitors must remain fully assembled until 11:15 a.m., Monday, May 21st. Early packing nor breakdown is permitted. This is a safety issue since there are still attendees in the Hall. The League takes this safety issue very seriously and removes violators from future conference invitations. Any vendor who breaks down early may be fined \$1,000 and may not be allowed to exhibit in future League Expos. All exhibitors must breakdown removing materials and equipment immediately follow the close of the show. The Alabama League of Municipalities, Birmingham-Jefferson Convention Complex and Veal Convention Services are not responsible for any items left behind by exhibitors*

MAKE PLANS NOW TO JOIN US AT FUTURE ALM ANNUAL CONVENTIONS:

MAY 19-22, 2018 – MONTGOMERY, AL

May 4-7, 2019 – MOBILE, AL

MAY 16-19, 2020 – TUSCALOOSA, AL

FOR MORE INFORMATION:

For more information on exhibiting, contact Cindy Price, show manager, at cindyp@alalm.org or call 334-262-2566.

ADDITIONAL OPPORTUNITIES FOR VISIBILITY AND CONNECTION WITH ATTENDEES

SPONSORSHIP

Providing additional support for the convention is a great way to increase your exposure to current ALM members as well as earn increased recognition for your company's commitment to local municipalities. Sponsorship opportunities are available for companies large and small, with a wide variety of pricing levels. Contact Cindy Price for more information.

PASSPORT PROGRAM

All 2017 exhibitors the opportunity to take part in a unique program designed to generate more traffic to participating vendors during convention tradeshow hours. **Registration is limited. Deadline to register is April 21st. The cost for participating in this program is \$250. How it works:** Passport Prize cards listing the names and booth numbers of participating vendors will be distributed to convention delegates during registration. **NOTE:** Only registered convention delegates – mayors, councilmembers, clerks, municipal personnel – are eligible to participate in this prize program. (Spouses and guests are not eligible). Participating vendors will receive a customized stamp for use on Passport Prize cards. Once the vendor has determined that the delegate has spent sufficient time speaking with him/her, the vendor will stamp the area on the delegate's card that correlates with the vendor's name and booth number. "Passport Participant" booth signage will be provided to participating vendors. Participating vendors will be listed in printed convention material* and there will be a designated area in the Expo Hall for delegates to submit their stamped tickets for prize drawings. ALM staff will verify the eligibility of each submission. If the information is not complete, the card will not be accepted or entered into the drawing. Prize drawings will be held several times during the convention. Delegates must be present to win.

*Passport registration must be received no later than March 17th to be included in the printed convention program

ADVERTISING

Make valuable connections by advertising in ALM's official publication, the *Alabama Municipal Journal*. Contact Cindy Price for more information.

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EXPO RULES / REQUIREMENTS

ALM 2017 Annual Convention & Expo May 20-23 Birmingham, Alabama
Birmingham-Jefferson Convention Complex, 2100 Richard Arrington Jr. Blvd
Birmingham, Alabama 35203

Vehicle Unloading

An exhibitor may unload vehicles by utilizing the Loading Dock at the Birmingham-Jefferson Convention Complex. A facility map is included. Make sure to follow the procedures as move in day is very busy. These procedures are designed to maintain safety and allow for a well-organized and smooth set up day. If clarification is needed, contact cindyp@alalm.org.

Beverages and Food Items

Alcoholic beverages, non-alcoholic beverages and/or food **may not** be brought into the Birmingham-Jefferson Convention Complex. Any food sampling **must** be a direct component of your business, and must be approved prior to show start. You may bring small treats for yourself or attendees. We do ask that if you have any food items in your booth area please make sure your space remains tidy during all EXPO hours.

Booth Exhibitor Restrictions

Height: Nothing can be displayed higher than the 8' backdrop drape, without prior approval; Overhead: No canopies or tents of any kind are permitted in booth areas; Balloons are not permitted in the Exhibit Hall.

Construction and Placement of Signs and Banners

All exhibit signs must be freestanding or floor-type signs. No signs, banners, plaques, pennants, etc. can be hung from the ceiling, walls or perimeter drapes. All signs must be professionally manufactured and have a finished surface on all edges and sides. Signs cannot block the view of other exhibitors.

Fire Regulations

Exhibitors must comply with all federal, state, and local fire codes which apply to places of public assembly, in particular, Chapter 5, 8 and 31 of the Life Safety Code. All curtains, bunting, draping, etc., of any kind must be flameproof. Special care should be taken not to block or obstruct any fire hose or fire extinguisher cabinets, fire pull boxes or entrances and exits within the Birmingham-Jefferson Convention Complex.

Licensing

All exhibitors must be licensed to do business in the State of Alabama. The Alabama League of Municipalities does not secure a retail sales license for this event therefore **direct selling from the Show Floor is not permitted**.

Liability

Proof of general liability coverage with a loss limit of at least one million dollars per occurrence is required. Proof of this coverage is required before arriving onsite for the show. It is kept on file with your exhibitor registration. Contact Cindy Price via email cindyp@alalm.org or 334-262-2566. Each exhibitor is entirely responsible for the space allotted him through his contract. Each exhibitor agrees to reimburse the Birmingham-Jefferson Convention Complex for any damage to the floors, ceilings or walls within his contracted area. Decorations, signs, banners and streamers may not be attached, taped, nailed or otherwise fastened to any ceiling, window, painted surface or wall of the Birmingham-Jefferson Convention Complex. Under **NO** circumstances are helium balloons to be given away or permitted to be used in the Birmingham-Jefferson Convention Complex. Any cost incurred for the use or removal of these items will be charged to the exhibitor. The Birmingham-Jefferson Convention Complex assumes no liability or responsibility for any loss or theft. Therefore, it is the exhibitor's responsibility to provide their own insurance coverage for vehicles, exhibits, materials and so forth.

No Smoking Policy

The Birmingham-Jefferson Convention Complex is a non-smoking facility.

Security

Security will be provided in the EXPO Hall Saturday, May 20th through the breakdown time on Monday, May 22nd. The Alabama League of Municipalities, the Birmingham-Jefferson Convention Complex, and Veal Convention Services will take reasonable caution to protect exhibitors against damages or loss during the show. However, the Alabama League of Municipalities, the Birmingham-Jefferson Convention Complex and Veal Convention Services assume no liability for damage, destruction, loss or theft or exhibitor property.

Exhibitor Services

Electrical Services

Electrical is 110/120V outlet – up to 20 amps. Any exhibitor needing to order electrical services should do so when completing the online exhibitor registration or by notifying Cindy Price, Show Manager, in writing via email at cindyp@alalm.org prior to May 5, 2016. Electrical services should be evaluated and ordered pre-show. NOTE: Advance electrical orders placed by 4 p.m. May 8th will be priced at the \$80 as reflected. PRICE INCREASE: Pricing for electrical orders will increase to \$110 after 4 p.m. May 8th. Electrical service is limited to exhibit spaces 10 x 10, 20 x 20 or 20 x 40. If additional or expanded electrical service is needed contact Cindy Price via cindyp@alalm.org or by calling 334-262-2566.

Name Badges

1. Exhibitor badges may be used for the sessions but there is to be absolutely no soliciting. These sessions are educational and are not to be used as an avenue to distribute literature or do any marketing. Exhibitors are invited to attend sessions, but may not make direct contact regarding their products and services outside the Expo Hall (this includes announcements, unsolicited conversations regarding their business and distribution of promotional materials). Exhibitors must wear name badges provided by ALM while in the Expo Hall or educational sessions. Badges provide admission to all non-ticketed events.
2. **Exhibitor Registration opens at 7 a.m. – 11:30 a.m. on Sunday, May 21 (set-up day).** Any member of your staff may take the incorrect badges to the counter and have them corrected or reissued in another name. There is no fee for this. If a staff member will not be attending for the duration of the Expo they may give their badge to another staff member. Simply take the badge to the Exhibitor Registration counter and they will reprint the badge with the replacement name. You must have the badge with you to avoid being charged.

VIEW A FULL LISTING OF FACTS, ANSWERS AND QUESTIONS.

This document is accessed by (1) pasting the link in your internet browser

Or (2) by clicking on this link:

<http://www.alalm.org/images/PDFs/Convention/2017/EXPO/2017-EXPO-FAQs.pdf>

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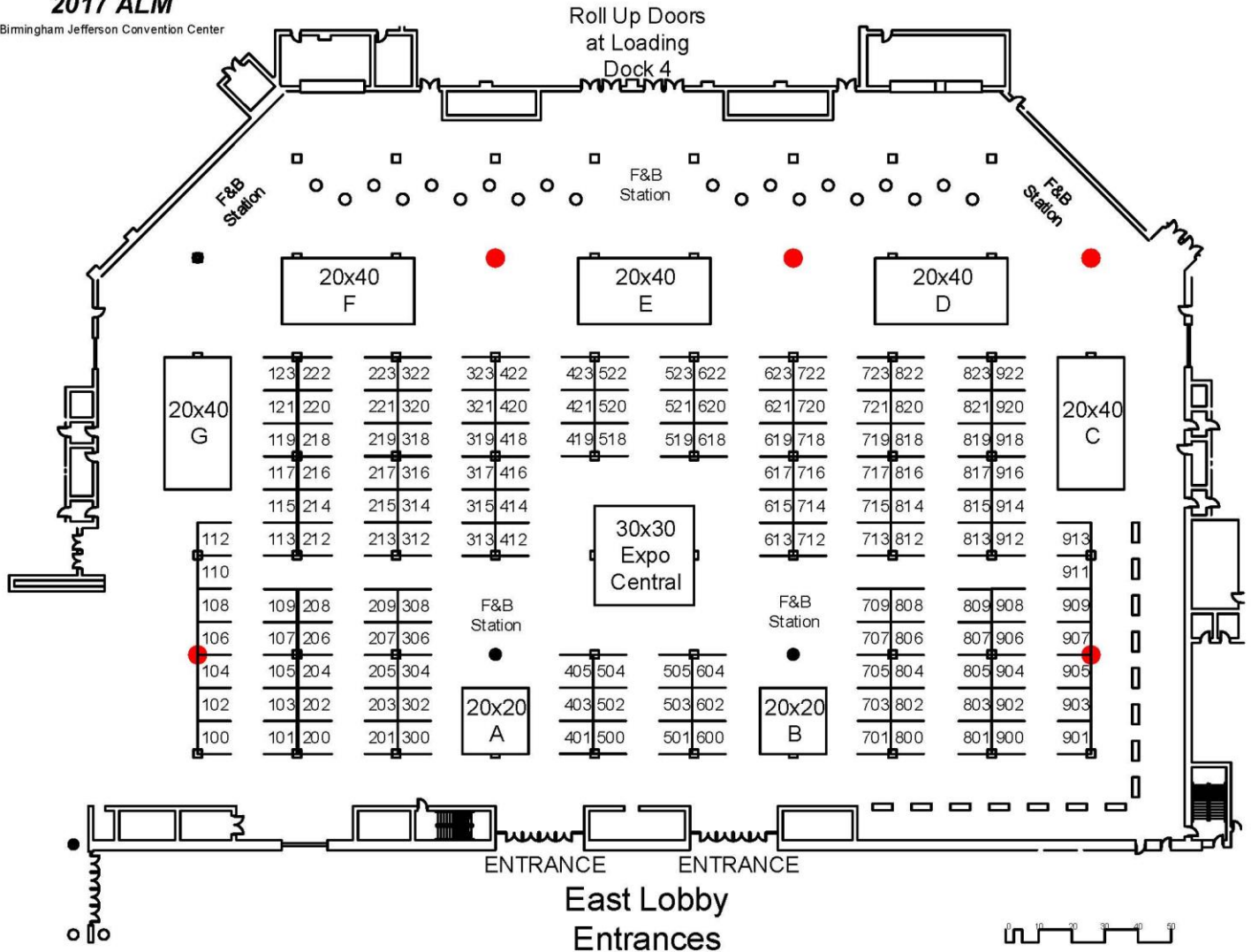


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SHOW FLOOR DIAGRAM

2017 ALM

Birmingham Jefferson Convention Center



BJCC Complex Map



LOADING DOCKS HANDICAP

Complex Facilities

- A Theatre
- B Arena & Central Ticket Office
- C Concert Hall
- D North Exhibit Hall & Meeting Rooms
- E South Exhibit Hall & Meeting Rooms
- F East Exhibit Hall & Meeting Rooms
- G Forum Building
- H The Sheraton Hotel & Birmingham Ballroom
- I The Westin Birmingham

Parking Key

- P1 9th Avenue Parking | 100 Spaces
- P2 19th Street | 48 Spaces
- P3 11th Avenue | 225 Spaces
- P4 East Parking Garage | 250 Spaces
- P5 22nd Street Parking Deck | 1500 Spaces
- P6 Boutwell Parking Deck | 1600 Spaces
- P7 East Parking | 333 Spaces
- P8 Lot 8 | 157 Spaces
- P9 Lot 9 | 288 Spaces
- P10 Lot 10 | 120 Spaces
- P11 Lot 11 | 60 Spaces
- P12 Lot 12 | 90 Spaces
- P13 Premier Parking | 230 Spaces
- P14 West Parking | 190 Spaces

Complex Map



Revised: July 22 2014