

# Welcome to 2017 Annual Convention of the Alabama League of Municipalities

May 20-21, 2017 • Birmingham – Jefferson Convention Complex • Birmingham, AL

## Exhibitor FAQ

**Who exhibits?** Exhibitors are companies that provide products and services used by Alabama's local governments. Some industries represented are: Housing, Architects, Engineers, Consultants, Telecommunications, Document Management, Heavy Equipment, Office Products, Recreation, IT, Environmental Technologies, Banking, Emergency products, Insurance, Healthcare, and Security.

**Who attends?** The Annual Convention is attended by local elected officials, municipal clerks, professional administrators, municipal attorneys and other public sector officials. This gathering presents a unique opportunity to meet numerous key officials involved in the decision making process. ALM's convention is not a public or consumer show. It is an education and business event for government officials.

**Where is the expo located?** Birmingham-Jefferson Convention Complex, 2100 Richard Arrington Jr. Blvd. N, Birmingham, Alabama 35203, Show Manager: Cindy Price, [cindyp@alalm.org](mailto:cindyp@alalm.org)

**When does exhibitor registration open?** February 15, 2017. Visit [www.alalm.org](http://www.alalm.org) for more information.

**What are the exhibit hours? NEW EXPO SCHEDULE FOR 2017!** The EXPO Hall will open Sunday afternoon 12:15 p.m. – 1:15 p.m. with an Expo Break Service and remain open until 4 p.m. Later that evening the EXPO Hall will re-open at 5:30 p.m. – 7:00 p.m. for **EXPO EXTRAVAGANZA**. Monday the Hall will open at 7:00 a.m. to 11:00 a.m. for a half day of exhibiting, continued Passport Prize Program, break service with a prize drawing and breakfast. Breakfast will be served beginning at 7:00 a.m. for all attendees and vendors.

**What events are planned for the exhibit hall? NEW EXPO SCHEDULE FOR 2017!** The EXPO Hall will open Sunday afternoon 12:15 p.m. – 1:15 p.m. with an Expo Break Service and remain open until 4 p.m. Later that evening the EXPO Hall will re-open at 5:30 p.m. – 7:00 p.m. for **EXPO EXTRAVAGANZA**. The League will kick off its 40<sup>th</sup> annual expo featuring over 150 vendors in the Exhibitor's Showcase, the very popular Passport Prize Program, a prize drawing and a casual reception with heavy finger foods and an open bar. Monday the Hall will open at 7:00 a.m. to 11:00 a.m. for a half day of exhibiting, continued Passport Prize Program, break service with a prize drawing and breakfast. Breakfast will be served beginning at 7:00 a.m. for all attendees and vendors. There will be plenty of seating available at breakfast.

### Contract/Forms

**How do I sign up for an exhibit booth?** Online Registration. Registration opens February 15<sup>th</sup>. information is available at [www.alalm.org](http://www.alalm.org). Complete the online 2017 Exhibit Contract & Registration Form and submit secure payment via credit card or choose check by mail and send payment to the Alabama League of Municipalities to the address on the registration. Exhibit registrations are not complete until payment in full is received. For more information, contact Cindy Price at [cindyp@alalm.org](mailto:cindyp@alalm.org). If a paper registration form is required please email Cindy. See also *Can I reserve a booth?*

**Can I complete an Exhibit Booth Registration onsite?** NOT recommended and NOT without prior notification. You *must* notify the League and have confirmation of available space. Rarely is there available booth space in the EXPO Hall for onsite registration. You may contact the League office through Monday, May 17, to check availability.

**What is the deadline?** We continue to process contracts until all booths are sold. If you are submitting your contract after **Thursday, May 4**, it must be accompanied by the full amount due.

**What is the print deadline for the program?** The print deadline for the official convention program is **April 7, 2017**. All registration contracts received before this date will be included in the program. However, all exhibitors will be included in the registration packets each attendee receives at the Convention Registration Desk at check in.

**Do you accept credit cards?** Yes. We accept all major credit cards.

**Can I reserve a booth?** Yes. Online Exhibitor Registration is recommended. The **Reservation Policy** on the Exhibit Registration states, "Exhibit booth space may be held on a pending basis until payment is received. If payment is not received with ten (10) business days of executing this contract, the exhibit space will be re-opened for availability. ALM will reserve exhibit booth space in first come, first served priority." The policy is in effect until **Thursday, May 4**, at which time registration contracts must be accompanied by full payment.

**Do I need to pay the full amount or the deposit amount?** The League does not accept deposits to hold exhibit space. You may reserve a booth following the Reservation Policy on the registration contract. "Exhibit booth space may be held on a pending basis until payment is received. If payment is not received with ten (10) business days of executing this contract, the exhibit space will be re-opened for availability. ALM will reserve exhibit booth space in first come, first served priority."

**After Thursday, May 4, registration contracts must be accompanied with the full amount due for the booth space.**

**Do I get a discount for buying multiple booths?** We do not offer a discounted rate for multiple booths. All spaces are at the contract prices per each; regardless of how many are purchased.

**Are all the booths the same price?** No. A basic 10' x 10' booth is \$900. Bulk exhibit space 20' x 40' is \$2,500.

**What forms do I need to submit?** In order to process your contract, we must receive a completed Exhibit Registration Form and payment by check or credit card and proof of insurance, as stated in the 2017 Exhibitor Registration Contract, within ten (10) business days of executing of contract. Online registration is the preferred registration method.

**What comes with my booth?** Each booth has the following:

- 6' skirted table
- 2 side chairs
- 1 wastebasket w/liner
- Signage with company name and booth number
- Back and side drapes
- EXPO Packet
- ✓ Three Representative Badges (10' x 10' space) / Six Representatives Badges (20' x 40')
- ✓ Prize Information Form
- ✓ Registrant List
- ✓ Free ALM Convention App – To download, search for "ALM Events" in the iTunes App Store or Google Play or you may request a Convention Program onsite.

**Can I just fax or e-mail my contract?** No. Online registration opens February 15<sup>th</sup>. Registration link and information is available at [www.alalm.org](http://www.alalm.org). We cannot act on your contract until your payment

arrives so if your contract payment will be sent under separate cover contact Cindy Price (334-386-5180).

**How do I download the official event app?** Stay up to date during ALM's Convention and Expo in Birmingham with the convention App. To download, search for "ALM Events" in the iTunes App Store or Google Play. NOTE: Be sure to enable push notifications when you download the app so you don't miss any last minute scheduling or venue changes.

## Booth Assignments

**When are booths assigned?** Booth are assigned when online registration is submitted. Booth selection for companies submitting payment by check will be held for 10 business days only. Booth space will be held on a pending basis until payment is received. If payment is not received after 10 (ten) days of reserving the booth, booths will be re-opened for availability. **NOTE: Show manager reserves the right to make adjustments, including relocation, to booth assignments as needed for the overall benefit of the show.**

**How do I request a specific booth?** Booth space selection is made at time of online registration. An interactive expo floor plan is available on our website, [www.alalm.org](http://www.alalm.org).

**How do I request an assignment near another company?** If you and another company would like to be assigned side-by-side please make all efforts to complete the online registration at the same time. In addition, contact Cindy Price via email referencing the desire to be located near each other.

## Cancellations/Refunds

**What should I do if I need to cancel my booth?** Contact Cindy Price at 334-262-2566 immediately. A booth will not be deemed cancelled until you receive written confirmation (e-mail/fax/letter) from the League. Cancellations must be received in writing by **April 17, 2017**.

**Can I receive a refund?** Contact Cindy Price at 334-262-2566 to discuss your need to cancel. The **Cancellation Policy** on the Registration Contract states, "ALM will authorize refunds only if notified in writing and received by **April 17, 2017**. A \$100 administrative fee will be charged for all cancellations. No refunds will be given after this date".

## Interactive Floor Plan

The interactive floor plan is part of the online exhibitor registration. It includes the company name, booth number, program index and description.

**I submitted my online registration but it is not showing up on the interactive floor plan. Why not?** Registration, placement on the expo floor plan and confirmation emails are immediate upon successful online registration. IMPORTANT: Check your inbox (or junk email) for a confirmation email. You should not consider your company registered if you do not receive an email confirmation or see your booth reserved in your company name. If you did not receive a confirmation email call or email Cindy Price to verify exhibit registration and email contact address on file.

**Can I have my logo included with the Interactive Floor Plan?** Yes, upload your logo via online registration in a jpeg or gif file or send to [cindyp@alalm.org](mailto:cindyp@alalm.org) with your request.

## Hotel Reservations

**Are there special conference rates for hotels?** No. However, the League has posted several options for Conference exhibitors and attendees. The rates provided are not guaranteed to be the lowest available. See listing at [www.alalm.org](http://www.alalm.org).

**How do I make a reservation?** Exhibitors are required to make their own reservations. The League has provided information on hotels for Conference exhibitors. See listing at [www.alalm.org](http://www.alalm.org)

## **Badges/Staff Registration**

**How do I register my staff?** Exhibitor staff may be registered using only the following method. By online registration. See website for registration link. Registration link is emailed to your main contact around February 15, 2017.

**How many badges do I get with my booth?** Each exhibit is allotted three (3) complimentary staff badges.

**How do I receive my badges?** Name badges, information and exhibitor packets will be available at check in on Sunday at Expo Central. Exhibitors are required to check in with ALM staff before reporting to assigned booths. You may also request name badge changes at this time.

**Is there a cost for additional badges over our allotment?** Additional badges are \$125.00 each. These badges may be ordered via online registration or onsite at the Exhibitor Registration counter. Have payment information (credit card or check) ready. The League does not invoice for additional representative badges.

**Can I use my Exhibitor badge to enter a session?** 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.

**How do I make badge changes?** Refer to your confirmation for instructions on making changes. After Friday, May 5, all changes will be made on site at the Exhibitor's Desk in the Expo Hall.

**How do I add/change a staff registration after the deadline?** After the deadline, Friday, May 5, all changes, additions, deletions, corrections, etc. *must* be done onsite. Exhibitor Registration opens at 7 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.

**Can we swap badges between our staff?** Yes. 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.

**What if I'm registered and lose my badge?** If you are already registered and misplace your badge please go to the Exhibitor Registration counter onsite and they will reprint your badge. There is no additional fee for replacing a name badge.

### **Ordering furnishings/utilities/services**

**How do I order tables, chairs, etc.?** You will receive a packet by email from Veal Convention Services for any additional requests for equipment such as carpet, additional chairs, podiums, or services. Ordering by the **advance order deadline** is recommended as services are more generally more expensive when ordered onsite.

**What comes with my booth?**

- 6' skirted table
- 2 side chairs
- 1 wastebasket w/liner
- Signage with company name and booth number
- Back and side drapes

**Can I bring my own furnishings?** Yes. You may bring what you need for booth set up. If you need assistance with unloading or setup you may contact our show decorator, Veal Convention Services prior to the EXPO or on site at their service desk. Set up *must* be complete by 11:45 a.m. on Sunday, May 21 as the Expo Hall opens at 12:15 p.m.

**What is the deadline for advance service orders?** The advance order deadlines are **noted in the information received from Veal Convention Services**. Services may be ordered after this date for a higher charge. They can also be ordered on set-up day and during the Expo.

**Who do I contact with questions?** Contact Cindy Price at 334-262-2566 prior to May 18<sup>th</sup> with any questions related to the show. Contact information for the Veal Convention Services and the main convention registration desk will be provided in your Exhibitor Confirmation Packet.

**Are exhibitors permitted to place candy or other treats in the booth for attendees?** Yes, you may bring small treats for yourself or attendees. Attendees like candy/treats but to conserve your supply it is recommended that you put out small amounts of candy at a time. 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. On Monday, breakfast will be served in the EXPO Hall.

**Is there security overnight on Sunday and during show hours?** Security will be provided in the EXPO Hall on Saturday night for pre-arranged heavy equipment move in and Sunday, May 21<sup>th</sup> through the breakdown time on Monday, May 22<sup>nd</sup>. 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.

## Set-up

**What are the set up times? Sunday, May 21, 7 a.m. to 11:45 a.m.** *Setup must be complete no later than 11:45 a.m. The Expo Hall opens at 12:15 p.m. for an Expo Hall Break Service.* Any booths unoccupied by 11:45 a.m. on Sunday will be assigned to companies on standby. In this case, no refunds will be made.

**Can I carry my own materials into the exhibit hall?** Yes. However, if you need assistance unloading, this service can be ordered from Veal Convention Services prior to the EXPO or onsite at their service desk. Please follow the unloading procedure outlined in the exhibitor confirmation information. Also, please be aware that the League does not have carts or other equipment for transporting boxes, etc.

**Can I set up my own booth?** Yes; with the following conditions regarding 10' x 10' booths: 1) The installation can be accomplished by your full time company employees; 2) Set up and handling of their own product; including but not limited to the installation, interconnection, calibration and operation of equipment.

**Where do I park to unload my materials?** Parking, unloading and loading procedures are outlined exhibitor confirmation and additional communications before the event. Make sure to follow procedures as set up day is very busy due to the 4 ½ hour move-in window. 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](mailto:cindyp@alalm.org).

**Will there be someone available to help me?** An exhibitor registration counter will be staffed beginning at 7 a.m. on Sunday, May 21<sup>st</sup>. If you have questions, please see a League staff member. If you need help with your materials please contact Veal Convention Services before the EXPO or onsite at their service desk. There is a charge for all assistance by the various service providers.

**What if I go to my booth and the furnishings I ordered are not there?** If this service was pre-ordered from Veal Convention Services check with their onsite service desk. All shipments for the show should be shipped to Veal Convention Services. If ordering this service after April 1, 2017, please make sure you have verbal confirmation from Veal Convention Services **and** follow instructions in the packet. **DO NOT ship your show contents to the Birmingham-Jefferson Convention Complex or the host hotel. There are no arrangements for exhibitor storage and shipment safety cannot be guaranteed.**

**How do I find a missing crate?** If this service was pre-ordered with Veal Convention Services, check at their onsite service desk if you find something missing from your shipment. If show contents were shipped by mistake to an unauthorized location please see Cindy Price at the Exhibitor's Desk immediately. *DO NOT ship your show contents to the Birmingham-Jefferson Convention Complex or host hotel. There are no arrangements for exhibitor storage and shipment safety cannot be guaranteed.*

**If I forget to order furnishings can I order it during set-up?** Yes. Veal Convention services will be available onsite for last minute orders.

**If I forget to order electrical for my exhibit booth can I order it during set-up?** **Yes**, however, we strongly recommend your electrical order be submitted with your registration. If it was determined electrical services are needed after online registration has been submitted contact Cindy Price at 334-262-2566 to order electrical services. Electrical services ordered less than 10 days from show date will increase to \$110. Onsite orders must be paid directly to the BJCC.

**Can I leave earlier than the specified break-down time?** **NO!** As per the signed Contract, all exhibitors must remain fully assembled until 11:00 a.m., May 21<sup>th</sup>. Early packing or breakdown is not permitted. This is also 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 will be fined \$1,000 and may not be allowed to exhibit in future League Expos.

**What do I do if I have an emergency and have to leave?** Leave your booth as is and contact Cindy Price at the Exhibitor's Registration Desk and then contact Veal Convention Services at their service desk to disassemble and pack your booth for shipment back to your home office at the close of the show. Under no circumstances should an exhibitor pack their booth before leaving for an emergency.

**Is there anyone available to help me disassemble my booth?** Yes. Please contact Veal Convention Services [here](#) for these services. You may arrange this prior to the convention or during the convention week.

**How do I arrange for shipment back to my office/warehouse?** Veal Convention Services can assist you with the forms and scheduling for the shipments. Please contact them [here](#) prior to the convention or make arrangements onsite at their service desk.

#### **Giveaways/Prizes**

**Can I do drawings for giveaway prizes?** Yes, you can conduct drawings. *See also - How will prizes be distributed.* Traditionally, each convention will see prizes with values from \$25 up to \$500 given

away. Because the convention attendees are government officials caution should be taken if your give-a-way exceeds \$500. Your give-a-way must meet the legal limitations and the procedures and schedule limitations imposed by the Annual League Convention. Contact Cindy Price at 334-262-2566 if you have questions.

**How will prizes be distributed?** Exhibitors are encouraged to offer prize drawings to increase overall excitement and good traffic flow. Time will be allotted at the end of the Monday breakfast on May 22<sup>nd</sup> for drawings if you wish to participate. Give-a-way signs will be available from ALM upon Sunday check-in for vendors to display their prize(s) and winner names(s). Attendees will circulate the Hall during breakfast on Monday to check exhibitor give-a-way signs and pick up claim their prizes. Exhibitors are responsible for delivery of any prizes not claimed by 11:00 a.m. on Monday, 22<sup>nd</sup>. Unclaimed prizes cannot be left with League employees for delivery.

**How do I participate in the Passport Prize Program?** The League has developed a fun opportunity for our members and exhibitors during the 2017 Expo. Our Passport Prize Program is uniquely designed to give convention delegates the opportunity speak more directly with participating exhibitors (**LIMITED NUMBER**) during convention EXPO hours (May 21-22) **as well as** the chance to win a prize during the Tuesday morning closing general session. Exhibitors are encouraged to participate in the program to increase good traffic flow in your booth. Contact Cindy Price at 334-262-2566 or [cindyp@alalm.org](mailto:cindyp@alalm.org) to learn more.

#### **Parking/Public Transportation/Directions/Maps**

**Where can find a facility map and directions?** Contact Cindy Price via email at [cindyp@alalm.org](mailto:cindyp@alalm.org) for this map.

**Where can I park after I unload my items for set up on Sunday and on Monday during the Expo?**

This information will be included in the vendor confirmation packet.

**What are the loading and unloading procedures?** Parking, unloading and loading procedures are outlined exhibitor confirmation and additional communications before the event. Please make sure and follow procedures as set up day is very busy due to the 5-hour move-in window. 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](mailto:cindyp@alalm.org).

#### **Sponsorships**

**How do I find out about sponsorships?** The League offers a variety of **Sponsorship Packages**.

[http://www.alalm.org/images/PDFs/Advertising\\_and\\_Sponsorship/2017-Sponsorship-Package-for-Web.pdf](http://www.alalm.org/images/PDFs/Advertising_and_Sponsorship/2017-Sponsorship-Package-for-Web.pdf) each year. For more information about sponsorships contact [cindyp@alalm.org](mailto:cindyp@alalm.org) or call at 334-262-2566.

**Does the League have other avenues to let municipal officials know about our company?** Yes. In addition to being an exhibitor, you may want to advertise in our magazine, *The Alabama Municipal Journal*, or purchase a Sponsorship Package. As an exhibitor, you may want to consider advertising in pre-show issues to let attendees know you are coming. Remember, pre-show issues will have time-sensitive deadlines. Click [here](#) to visit our website for more information. Please contact Cindy Price at [cindyp@alalm.org](mailto:cindyp@alalm.org) or at 334-262-2566 for detailed information.

## **Reasons Your Company Should Exhibit in 2017**

1. Because 2016 is an election year for most of Alabama's municipalities, 25 to 25 percent of the delegates attending this year's convention will be newly elected.
2. Attendance has been strong and steady (around 1,200) for the past few years.

3. Demonstrate that your company is surviving and stable in this economy.
4. Gain market share when others are cutting back.
5. Even with new technologies, in-person events are still rated the best for generating leads and maintaining client relationships.
6. Gain exposure to the decision makers in Alabama local government.
7. Government must still make purchases in a recession; other business clients might have to curtail their spending.
8. Grow your business now and experience a faster rebound than other companies that remained stagnant during this period.
9. The clients of companies that have closed will be looking for new partners – be at the Expo so they know you are still growing.
10. Your competition and municipal clients will be there!
11. Assure your current clients that you are still able to serve them and simultaneously expand your business.
12. Give potential clients the information they need now so they can contact you when your services are needed.
13. The convention is relevant every year. Elected officials face new and old issues and require fresh ideas, products and services to solve them.
14. Be in Birmingham to **Answer** questions; **Share** solutions; and **Expand** your client base!