Exhibitor Frequently Asked Questions

General Information


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 MUNICIPAL MARKETPLACE located? The annual convention rotates between five cities: Montgomery, Mobile, Tuscaloosa, Huntsville and Birmingham. The 2020 location is in Tuscaloosa, AL at the Bryant Conference Center/University of Alabama Facilities. Show Manager: Cindy Price, cindyp@alalm.org


What are the exhibit hours? The MUNICIPAL MARKETPLACE will open Sunday 5:30 p.m. until 7:00 p.m. for the Municipal Marketplace Showcase, Reception. Monday the Marketplace will open at 8:00 a.m. to 2:00 p.m. for exhibiting, lunch and dessert function and break services.

What events are planned for the Municipal Marketplace? The MUNICIPAL MARKETPLACE will open Sunday 5:30 p.m. until 7:00 p.m. for the Municipal Marketplace Showcase and Reception. The League will kick off its 43rd annual marketplace featuring 150+ vendors in the Marketplace Showcase with a casual reception with heavy finger foods and open bar. Monday, the Marketplace will open at 8:00 a.m. to 2:00 p.m. for exhibiting, break service and lunch with dessert function.

Contract/Forms

How do I sign up for an exhibit booth? Online Registration. Registration opens February 3, 2020. Information is available at www.alalm.org. Complete the online 2020 Exhibit Contract & Registration Form and submit secure payment via credit card or 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. See also Can I reserve a booth?

Can I complete an Exhibit Booth Registration onsite? NOT without prior notification. You must notify the League and have confirmation of available space. Rarely is there available booth space in the Municipal Marketplace for onsite registration. You may contact the League office through Monday, May 11, 2020, to check availability.
**What is the deadline?** We continue to process contracts until all booths are sold. If you are submitting your contract after **Friday, April 17, 2020**, 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 **Mid-March 2020**. The deadline will be included in information once the exhibitor registration opens. 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, via online exhibitor registration. 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 within 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 **Friday, April 17, 2020**, 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 within 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 **Friday, April 17, 2020**, 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?** Yes. A basic 8’ x 8’ booth is $900. Electrical is an added service for additional fee.

**What forms do I need to submit?** To process your contract, we must receive a completed Exhibit Registration Form and payment by check or credit card and proof of Commercial General Liability insurance, as stated in the 2020 Exhibitor Registration Contract, within ten (10) business days of executing of contract. Online registration is the 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; Exhibitor Packet; Three Representative Badges and Registrant List.

**ALM Convention App** - in the iTunes App Store or Google Play search “ALM Events 2020”.

**Can I just fax or e-mail my contract?** No. Online registration is the only registration method. **Registration opens February 3, 2020.** Registration link and information is available no later than February 3, 2020 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 separately contact Cindy Price (334-262-2566).
How do I download the official event app? Stay up to date during ALM’s Convention and Expo with the convention app. To download, search for “ALM Events 2020” 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? Booths 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 a booth, the booth 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 show floor plan is available on our website, 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, 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, 2019.

Can I receive a refund? Contact Cindy Price at 334-262-2566 to discuss your need to cancel.

Cancellation Policy on the Registration Contract states, “ALM will authorize refunds only if notified in writing and received by April 17, 2020. 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 show floor and confirmation emails are immediate upon successful online registration. IMPORTANT: Check your inbox (or junk, spam or clutter 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 with your request.
**Hotel Reservations**

**Are there special conference rates for hotels?** No. Check the League website, [www.alalm.org](http://www.alalm.org) to view 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 the online registration. Registration link is emailed to your main contact around February 3, 2020. Contact Cindy Price, cindyp@alalm.org, if you are unsure of your company’s primary contact.

**How many badges do I get with my booth?** An 8’ x 8’ exhibit space includes three representative name badges.

**How do I receive my badges?** Name badges, information and exhibitor packets will be available at check in on Sunday at the Exhibitor Registration counter in the Municipal Marketplace. 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 Municipal Marketplace (this includes announcements, unsolicited conversations regarding their business and distribution of promotional materials). Exhibitors must wear name badges provided by ALM while in the Municipal Marketplace or educational sessions. Badges provide admission to all non-ticketed events.

**How do I make badge changes?** Contact Cindy Price, cindyp@alalm.org. After Friday, May 8, 2020, all changes will be made on site at the Exhibitor Service counter in the Municipal Marketplace.

**How do I add/change a staff registration after the deadline?** After Friday, May 8, 2020, all changes, additions, deletions, corrections, etc. must be done onsite. Visit the Exhibitor registration desk to make changes. 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 show, 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 name 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 Municipal Marketplace or on site at their service desk. Set up must be complete by 4:30 p.m. on Sunday, May 17, 2020, as the Municipal Marketplace opens at 5:30 p.m. Veal Convention Services, 3016 Reverend Abraham Woods, Jr. Boulevard, Birmingham, AL 35203, 205-328-1010.

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 Municipal Marketplace. Veal Convention Services, 3016 Reverend Abraham Woods, Jr. Boulevard, Birmingham, AL 35203, 205-328-1010.

Who do I contact with questions not covered in this FAQ? Contact Cindy Price at 334-262-2566 prior to May 13, 2020, with any questions related to the show. Regarding ordering additional services for your exhibit space contact Veal Convention Services, 3016 Reverend Abraham Woods, Jr. Boulevard, Birmingham, AL 35203, 205-328-1010.

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 really 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 Municipal Marketplace hours.

Is there security overnight on Sunday and during show hours? Security will be provided in the Municipal Marketplace on Sunday, May 17, 2020 at 7:00 p.m. through Monday, May 18, 2020 at 7:30 a.m. The Alabama League of Municipalities, the Bryant Conference Center/University of Alabama Facilities 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 Bryant Conference Center/University of Alabama Facilities and Veal Convention Services assume no liability for damage, destruction, loss or theft or exhibitor property.

Exhibitor Set-up

What are the set-up times? Exhibit spaces on the CONCOURSE set up Sunday, May 17, 1:00 p.m. to 4:30 p.m. Setup must be complete no later than 4:30 p.m. The Municipal Marketplace opens at 5:30 p.m. for the first event. Any booths unoccupied by 4:30 p.m. on Sunday will be assigned to companies on standby. In this case, no refunds will
be made. **Complimentary Display Tables** (State/Federal agencies only) on the FLOOR of Coleman Coliseum set up Monday, May 18, 7:15 a.m. to 8:00 a.m.

**Can I carry my own materials into the Municipal Marketplace?** Yes. However, if you need assistance unloading, this service can be ordered from Veal Convention Services prior to the Municipal Marketplace 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. Veal Convention Services, 3016 Reverend Abraham Woods, Jr. Boulevard, Birmingham, AL 35203, 205-328-1010.

**Can I set up my own booth?** Yes, with the following conditions: 1) The installation can be accomplished by your full-time company employees and 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?** Specific instructions will be provided to the public and administrative contacts for registered vendors before the show date. Parking fees may apply. 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.

**Will there be someone available to help me?** An exhibitor registration counter will be staffed beginning at noon on Sunday, May 17, 2020. If you have questions, please see a League staff member. If you need help with your materials, please contact Veal Convention Services before the show or onsite at their service desk. There is a charge for all assistance by the various service providers. Veal Convention Services, 3016 Reverend Abraham Woods, Jr. Boulevard, Birmingham, AL 35203, 205-328-1010.

**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 20, 2020, make sure you have verbal confirmation from Veal Convention Services and follow instructions in the packet. **DO NOT ship your show contents to the Bryant Conference Center/University of Alabama Facilities.** 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 Service counter immediately. **DO NOT ship your show contents to the Bryant Conference Center/University of Alabama Facilities.** 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?** No. Onsite electrical orders are not permitted. If it is determined electrical services are needed after online registration has been submitted contact Cindy Price at 334-262-2566 to order electrical services. Electrical services must be ordered no later than May 1, 2020.
Can I leave earlier than the specified break-down time? NO! As per the signed Contract, all exhibitors must remain fully assembled until 2:00 p.m., Monday, May 18, 2020. Early packing or breakdown is not permitted. This is also a safety issue since there are still attendees in the Marketplace. 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 shows.

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 counter 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 for these services. You may arrange this prior to the convention or during the convention week. Veal Convention Services, 3016 Reverend Abraham Woods, Jr. Boulevard, Birmingham, AL 35203, 205-328-1010.

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. This can be arranged with Veal pre or post show. Veal Convention Services, 3016 Reverend Abraham Woods, Jr. Boulevard, Birmingham, AL 35203, 205-328-1010.

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 have vendor prizes with values from $25 up to $500 given away. Because the convention attendees are government officials caution should be taken if your giveaway exceeds $500. 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. Prizes should be awarded, and winners notified by the end of Monday lunch. We highly recommend getting a cell number so you can notify your winner(s) by phone call or text message. Give-a-way signs will be available from ALM upon Sunday check-in for vendors to display their prize(s) and winner name(s). Exhibitors are responsible for delivery of any prizes not claimed by 2:00 p.m. on Monday, May 18, 2020. Unclaimed prizes cannot be left with League employees for delivery.

Parking/Public Transportation/Directions/Maps

Where can find a facility map and directions? Several maps will be available close to show date under the Links and Documents tab in the exhibitor registration. Exhibitor registration opens February 3, 2020. Contact Cindy Price via email at cindyp@alalm.org if you need more detailed information.

Where can I park after I unload my items for set up on Sunday and on Monday during the show? Exhibitors have access to the Coleman Coliseum parking lot. Specific instructions will be provided to the public and administrative contact for registered vendors before the show date. Parking fees may apply. 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.

What is the loading and unloading procedures? Vendors enter the load in area using Hackberry Lane and proceed to the back entrance of the Coleman Coliseum. To reduce congestion, we recommend unloading in designated parking
spaces near the entrance. To expedite the load in procedure, The City of Tuscaloosa is providing some assistance with helping vendors unload and transport their items to the load in area. This area may experience some back up, so we ask for your patience. Please keep this in mind when you arrive. **The loading dock doors will close at 4:30 p.m. on Sunday afternoon.** Vendor parking is available in the large parking lot of the Coleman Coliseum. Specific instructions will be provided to the public and administrative contact for registered vendors before the show date. Parking fees may apply. 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.

**Sponsorships**

**How do I find out about sponsorships?** The League offers a variety of sponsorship packages. Contact 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 becoming 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. Pre-show issues will have time-sensitive deadlines. Please contact Cindy Price at cindyp@alalm.org or at 334-262-2566 for detailed information.

**Reasons to Exhibit in 2020**

1. Attendance has been strong and steady (around 1,000+) for the past few years.
2. Grow your business! Demonstrate that your company is surviving and stable in this economy.
3. Gain market share when others are cutting back.
4. Even with new technologies, in-person events are still rated the best for generating leads and maintaining client relationships.
5. Gain exposure to the decision makers in Alabama local government.
6. Government must still make purchases in slower economies; other business clients might have to curtail their spending.
7. The clients of companies that have closed will be looking for new partners – be at the show so they know you are still growing.
8. Your competition and municipal clients will be there!
9. Assure your current clients that you are still able to serve them and simultaneously expand your business.
10. Give potential clients the information they need now so they can contact you when your services are needed.
11. The convention is relevant every year. Elected officials face new and old issues and require fresh ideas, products and services to solve them.
12. Be in Tuscaloosa to **Answer** questions; **Share** solutions; and **Expand** your client base!

End of 2020 Exhibitor F.A.Q.s