



# 2021 Municipal Leadership Institute and Expo

## Alabama League of Municipalities

November 2-3, 2021 • Renaissance Montgomery Hotel and Convention Center • Montgomery, AL

### Exhibitor Frequently Asked Questions

#### **General Information**

**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?** ALM conferences are 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.

**What are the exhibit hours?** The MUNICIPAL MARKETPLACE will open Tuesday, November 2, 2021, 5:00 p.m. until 7:00 p.m. for the *Municipal Marketplace Showcase and Reception*. Friday the Marketplace will open at 7:30 a.m. to 10:30 a.m. for breakfast, exhibiting, and break service.

#### **Contract/Forms**

**Do I need a Username and Password?** Yes. All vendor registrations will require a unique login. Vendor registration emails from ALM will have your email address for reference. For vendors logging in for the first time use your email address and then select Forgot Password to create a unique password. This will complete your login credentials. Then login with your username and password. Record this password for future reference.

**How do I sign up for an exhibit booth?** Online Registration. Information is available at [www.almonline.org](http://www.almonline.org). Complete the online 2021 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 [cprice@almonline.org](mailto:cprice@almonline.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 a booth space available in the Municipal Marketplace for onsite registration. You may contact the League office through Wednesday, October 27, 2021, 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, October 15, 2021**, it must be accompanied by the full amount due.

**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, October 15, 2021** 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, October 15, 2021, 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 \$1,000. Electrical is an added service for additional fee. A bulk space is 20’ x 40’ is \$3,000.00.

***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 Commercial General Liability insurance with ALM named an additional insured, as stated in the 2021 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.

***Can I just fax or e-mail my contract?*** No. Online registration is the only registration method.

## **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 adjust the floor plan, including relocation, adjustments to the design of the floorplan and to booth assignments as needed for the overall benefit of the show or to be in compliance with state and local social distancing mandates related to COVID-19.**

***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.almonline.org](http://www.almonline.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 **Friday, October 15, 2021.**

***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 **Friday, October 15, 2021.** 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. If the logo is not received, your company name may be listed without your logo. Upload your logo here for use in your exhibitor profile included on the online floor plan and event app. If unable to upload currently, it is the responsibility of the vendor to email the request file to [cprice@almonline.org](mailto:cprice@almonline.org) no later than October 22, 2021. We also asked that the vendor provide a high-resolution company logo requested.

## **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. Contact Cindy Price, [cprice@almonline.org](mailto:cprice@almonline.org), if you are unsure of your company's primary contact.

***How many badges do I get with my booth?*** A 10' x 10' 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 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 \$150.00 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, [cprice@almonline.org](mailto:cprice@almonline.org). After Friday, October 29, 2021, 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, October 29, 2021, *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 an additional representative name badge fee.

***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 4:00 p.m. on Tuesday, November 2, 2021 as the Municipal Marketplace opens at 5:00 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 Friday, October 29, 2021, 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.

**Is there security overnight on Sunday and during show hours?** Security will be provided in the Municipal Marketplace on Tuesday, November 2, 2021, at 7:00 p.m. through Friday, November 3, 2021, on May 14, at 7:30 a.m. The Alabama League of Municipalities, the Renaissance Montgomery Hotel and Convention Center 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 Renaissance Montgomery Hotel and Convention Center 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 space set up is Tuesday, November 2, 2021, 1:30 p.m. to 4:00 p.m. Setup must be complete no later than 4:00 p.m. The Municipal Marketplace opens at 5:00 p.m. for the first event. Any booths unoccupied by 4:00 p.m. on Tuesday will be assigned to companies on standby. In this case, no refunds will be made.

**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 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 [cprice@almonline.org](mailto:cprice@almonline.org).

***Will there be someone available to help me?*** An exhibitor registration counter will be staffed beginning at 1:30 p.m. on Tuesday, November 2, 2021. 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. Make sure you have verbal confirmation from Veal Convention Services **and** follow instructions in the packet. **DO NOT ship your show contents to the Renaissance Montgomery Hotel and Convention Center. 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 renaissance Montgomery Hotel and Converter Center. 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. The recommendation is to pre-order electrical at the time the exhibitor registration is submitted. Waiting until on-site to order electrical will be at an increased rate.

***Can I leave earlier than the specified break-down time?*** NO! As per the signed Contract, all exhibitors must remain **fully assembled** until 10:30 a.m., Wednesday, November 3, 2021. 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.

**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 Tuesday evening or Wednesday morning before the 10:30 a.m. 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 check-in for vendors to display their prize(s) and winner name(s). Exhibitors are responsible for delivery of any prizes not claimed by 10:30 a.m. on Wednesday, November 3, 2021. 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. Contact Cindy Price via email at [cprice@almonline.org](mailto:cprice@almonline.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?** 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 [cprice@almonline.org](mailto:cprice@almonline.org).

**What is the loading and unloading procedures?** Specific instructions will be provided to the public and administrative contact for registered vendors before the show date. 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.

## Sponsorships

**How do I find out about event sponsorships?** Contact [cprice@almonline.org](mailto:cprice@almonline.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 [cprice@almonline.org](mailto:cprice@almonline.org) or at 334-262-2566 for detailed information.

End of 2021 Exhibitor F.A.Q.s