# ALABAMA LEAGUE OF MUNICIPALITIES

**Exhibiting Kit**

**2027 ANNUAL CONVENTION & EXPO**

**April 27–30, 2027**

Arthur R. Outlaw Mobile Convention Center
1 South Water Street
Mobile, AL 36602

ONLINE EXHIBITOR REGISTRATION

## IMPORTANT CONTACT INFORMATION

Show Manager – Kirstyn Blanton

- Email: kblanton@almonline.org
- Phone: 334-386-8110

Official Show Decorator – Veal Convention Services

- Phone: 205-328-1010
- Address: 3016 Reverend Abraham Woods, Jr. Boulevard, Birmingham, AL 35203
- Additional furnishings, carpet, labor, shipping, electrical coordination and booth services

## 1. EXHIBITOR REGISTRATION

### HOW DO I REGISTER FOR EXHIBIT SPACE?

All exhibitor registrations must be completed online.

Visit ALM Exhibitor Registration to:

- Complete your Exhibit Contract & Registration.
- View the interactive exhibit floor plan.
- Select your preferred booth location.
- See available booth spaces.
- View competitor locations.
- Review the list of registered vendors.
- Upload your company logo and exhibitor profile.

*Username and password required. Email kblanton@almonline.org for assistance in obtaining login info.*

### BOOTH PRICING

| Exhibit Space | Price |
|---|---|
| Standard 10' x 10' Booth | $1,750 |
| Equipment or Expanded Space | $3,750 |
| Additional Electrical | Additional fee |
| Additional Representative Badge | $175 each |

- Multiple booths are charged at the contracted rate per space. No multiple-booth discounts are offered.
- All major credit cards are accepted.
- Checks may be mailed to the Alabama League of Municipalities using the address on the registration.
- The League does not accept deposits to hold exhibit space.

### PAYMENT AND BOOTH RESERVATION POLICY

- Booth spaces are reserved on a first-come, first-served basis.
- Booth selections are held on a pending basis until payment is received.

- Payment must be received within 10 business days of executing the contract or the booth may be released.
- Registrations submitted less than 14 days before the event must include full payment.
  **Important:** Your registration is not complete until payment has been received.

### BOOTH ASSIGNMENTS

- Booth assignments are made through online registration.
- Select your preferred booth using the interactive floor plan.
- Companies wishing to exhibit beside one another should register at the same time and email Kirstyn Blanton with their placement request.
- Sharing a booth is strictly prohibited. Only representatives of the registered company/vendor are allowed to be a part of the booth and obtain a name badge.
- Booth selections paid by check are held for 10 business days only.
- ALM reserves the right to adjust booth assignments or the floor plan as necessary for the overall benefit of the show.

### WHAT COMES WITH MY BOOTH?

STANDARD BOOTH PACKAGE

Each booth includes:

- One 6-foot skirted table
- Two side chairs
- One wastebasket with liner
- Company name and booth number signage
- Back and side drapes
- Exhibitor packet
- Three representative badges
- Registrant list

Equipment or expanded exhibit spaces include six representative badges.

## 2. REQUIRED INSURANCE & DOCUMENTATION

Required for all exhibitors to provide proof of General Liability Insurance.

Minimum coverage: $1,000,000 per occurrence

Your Certificate of Insurance (COI) must:

- Be issued in the exhibiting company's name.
- Name the Alabama League of Municipalities (ALM) as certificate holder.
- Name ALM as an additional insured.
- Cover the dates of the event.
- Provide a combined single limit of at least $1,000,000 for bodily injury and property damage.

Submission deadline: Within 10 business days of executing your exhibitor contract.

*Your COI must be received before arriving onsite and will be kept on file with your exhibitor's registration.*

### INSTRUCTIONS FOR YOUR INSURANCE AGENT

Please provide the following information to the person responsible for your company's general liability insurance.

#### 1. INSURED BOX

The insured name must match the exhibitor's company name.

If the names do not match, provide documentation showing that the two entities are the same or an endorsement identifying the exhibitor as a named insured.

#### 2. DESCRIPTION OF OPERATIONS BOX

Include the following language: Copy wording below:

***Certificate holder (Alabama League of Municipalities) is an additional insured on General Liability in reference to the Alabama League of Municipalities, Annual Convention & Expo April 27-30, 2027, at the Arthur R. Outlaw Mobile Convention Center, 1 South Water Street, Mobile, AL 36602.***

### 3. CERTIFICATE HOLDER BOX

*Alabama League of Municipalities*
*P.O. Box 1270*
*Montgomery, AL 36104*

### 4. ADDITIONAL INSURED

The Alabama League of Municipalities must be listed as an additional insured on the General Liability policy.
Questions about insurance?
Contact Kirstyn Blanton at 334-262-2566 or kblanton@almonline.org.

## 3. EXHIBITOR SCHEDULE & SET-UP

### SHARING OF BOOTHS

Only employees or authorized representatives of the company/vendor registered for the booth are eligible to receive exhibitor name badges and participate in booth activities. Badges are limited to individuals representing the registered company and may not be issued to representatives of another company, regardless of business partnerships, product collaborations, or shared services.
Companies wishing to have representatives from another business participate in the expo must purchase a separate booth under that company's name. No exceptions will be made.
In the instance that this issue occurs, the registered company will forfeit their booth with no refund.

### MOVE-IN AND VEHICLE UNLOADING

Specific unloading instructions will be emailed to the administrative contact listed on your exhibitor registration before the show.

Please follow all unloading and parking instructions.

- Access the unloading area using the instructions provided.
- Be prepared for possible delays and allow additional time.
- **After unloading and before setting up**, exhibitors must move their vehicles to designated parking areas.
- Parking fees may apply.
- Loading dock doors close at 3:00 p.m. on move-in day.
  **Important:** Check your exhibitor confirmation email for specific unloading instructions.

### EXHIBITOR SET-UP & BREAKDOWN

Exhibitors may set up their own booths provided:

- Installation is completed by company employees.
- Employees handle their own products, including installation, interconnection, calibration and operation of equipment.
- You can bring your own furnishings and booth materials.

Exhibitors Breakdown is according to the Exhibitor schedule. Please do not begin to pack early or dismantle early as this is permitted due to safety concerns of our registrants.

If you need assistance with unloading, installation or booth set-up, contact Veal Convention Services at 205-328-1010. Additional charges apply.
*The League does not provide carts or other equipment to transport boxes and materials.*

### EARLY BREAKDOWN

Strictly enforced policy. All exhibitors must remain fully assembled throughout the entire scheduled Expo.

*As per the signed Contract,* ***all exhibitors*** *must remain* ***fully assembled*** *in accordance with the exhibitor schedule indicating the set up and break down time.* ***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 shows. All exhibitors must breakdown removing materials and equipment immediately following the closing of the show.*

### EMERGENCY DEPARTURE

If an emergency requires you to leave early:

- Leave your booth fully assembled.
- Notify ALM staff at the Exhibitor Registration Counter.
- Contact Veal Convention Services to arrange for booth disassembly and packing.
  Exhibitors may not pack their own booths early, even in an emergency.
  Refer to the official exhibitor schedule for all specific move-in, show and move-out times.

## 4. BOOTH RULES & REGULATIONS

Please review the following requirements before designing your exhibit.

### BOOTH HEIGHT & RESTRICTIONS

- Displays may not exceed the 8-foot backdrop drape without prior approval.
- Canopies and tents are not permitted.
- Balloons are not permitted anywhere in the Municipal Marketplace.
- Helium balloons are strictly prohibited throughout the venue.

### SIGNS & BANNERS

- All signs must be freestanding or floor-type signs.
- Signs, banners, plaques, pennants and other materials may not be hung from ceilings, walls or perimeter drapes.
- Signs must be professionally manufactured with finished edges and surfaces.
- Signage may not block the view of neighboring exhibitors.
- Nothing may be taped, nailed or attached to venue walls, ceilings, windows or painted surfaces.

### FOOD & BEVERAGES

Alcoholic beverages, non-alcoholic beverages and food may not be brought into the Expo Hall.
Exceptions and requirements:

- Food sampling must be a direct component of your business.
- All food sampling must be approved before the show begins.
- Small treats for yourself or attendees are permitted.
- Booth areas must remain clean and tidy throughout all Municipal Marketplace hours.

### EQUIPMENT & VEHICLE DISPLAYS

Indoor vehicle and equipment displays are available at this event.
Contact Kirstyn Blanton for additional information and space requirements.

### FIRE REGULATIONS

All exhibitors must comply with federal, state and local fire codes, including the International Fire Code 2012.

- All curtains, bunting, draping and similar materials must be flameproof.
- Do not block fire hoses or fire extinguisher cabinets.
- Fire pull boxes must remain accessible.
- All entrances and exits must remain unobstructed.

### LICENSING & SALES

- All exhibitors must be licensed to do business in the State of Alabama.

- ALM does not secure retail sales licenses for this event.
- Direct selling from the show floor is prohibited.

### CARE OF EXHIBIT SPACE

Each exhibitor is responsible for their contracted exhibit space.

- Exhibitors are responsible for damage to floors, ceilings or walls within their contracted space.
- Decorations and signs may not be attached to venue surfaces.
- Any costs associated with the use or removal of prohibited materials will be charged to the exhibitor.
- Exhibitors are responsible for insuring their own vehicles, displays, equipment and materials.

### SMOKING POLICY

The facility is a non-smoking facility.

## 5. ELECTRICAL, FURNISHINGS & ADDITIONAL SERVICES

### ELECTRICAL SERVICES

Electrical service is available for all booths.

- 120V outlet
- Up to 20 amps
- Additional fees apply.

Order electrical before the show!

Electrical should be ordered during online registration or by notifying Kirstyn Blanton in writing at kblanton@almonline.org.

Requests must be submitted at least 10 business days before the event.

Onsite electrical orders will be charged at a higher rate.

### ADDITIONAL FURNISHINGS & SERVICES

Veal Convention Services provides additional booth furnishings and services, including:

- Tables and chairs
- Carpet
- Podiums
- Additional equipment
- Booth labor and installation
- Shipping and material handling
- Booth dismantling and return shipping

An exhibitor service packet will be emailed with ordering information and advance order deadlines.

Order early! Services generally cost more when ordered onsite.

*Veal Convention Services*

*205-328-1010*

*3016 Reverend Abraham Woods, Jr. Boulevard*

*Birmingham, AL 35203*

### SHIPPING & DELIVERIES

All show shipments should be arranged through Veal Convention Services.

DO NOT ship exhibit materials directly to the convention center.

There are no arrangements for exhibitor storage, and the safety of shipments cannot be guaranteed.

If a shipment is missing or delivered to an unauthorized location, contact Kirstyn Blanton at the Exhibitor Service Counter immediately.

Veal Convention Services can also assist with:

- Return shipping.
- Shipment scheduling.
- Booth dismantling.
- Packing and transportation arrangements.

## 6. EXHIBITOR BADGES & STAFF REGISTRATION

### REPRESENTATIVE BADGE ALLOTMENT

| Exhibit Space | Included Badges |
|---|---|
| 10' x 10' Booth | 3 |
| Equipment/Expanded Space | 6 |
| Additional Badges | $175 each |

Additional badges can be ordered through online registration or onsite at the Exhibitor Registration Counter. Payment by credit card or check is required. ALM does not invoice for additional representative badges.

### REGISTERING YOUR STAFF

- Exhibitor staff registration is completed online.
- A registration link will be emailed to your company's primary contact.
- Contact Kirstyn Blanton if you are unsure who your company's primary contact is.

### BADGE PICK-UP & CHANGES

Exhibitor name badges are non-transferable and may only be used by the individuals to whom they are issued. Badges may not be shared, exchanged, or transferred to representatives of another company under any circumstances. All badge requests must be made by the administrative or public contact listed on the exhibitor registration.

- Badges are available at the main registration desk during the times listed on the exhibitor schedule.
- All exhibitors must check in with ALM staff before reporting to their assigned booths.
- Name badges must be worn in the Municipal Marketplace and educational sessions.
- If your badge has incorrect information, ALM staff can correct or reissue it at no charge.
- Lost badges can be reprinted at the ALM Registration Desk at no additional charge.
- To request a name change on a badge, you can do this by emailing kblanton@almonline.org to let her know who is being replaced, as changes may only be requested by the administrative or public contact that is listed on registration.
- Deadline for all badge changes is March 19, 2027. Email kblanton@almonline.org if a change is needed after this deadline.

### ATTENDING EDUCATIONAL SESSIONS

Exhibitor badges provide access to educational sessions and all non-ticketed events.
However, exhibitors must observe the following rules:

- No soliciting outside the Municipal Marketplace.
- No distributing promotional materials during sessions.
- No marketing or business announcements during educational sessions.
- No unsolicited conversations regarding products or services outside the exhibit hall.

Educational sessions are intended for learning and professional development, not sales or marketing.

## 7. SECURITY & EXHIBITOR RESPONSIBILITIES

### OVERNIGHT SECURITY

Security is provided in the Expo Hall overnight until the show opens the following day.
ALM, the venue and Veal Convention Services will take reasonable precautions to protect exhibitors against damage or loss.
However, these parties assume no liability for damage, destruction, loss or theft of exhibitor property.

Exhibitors are responsible for obtaining their own insurance coverage for all vehicles, displays, equipment and materials.

## 8. CANCELLATIONS & REFUNDS

If you need to cancel your exhibit space, contact Kirstyn Blanton immediately.
Phone: 334-386-8110
Email: kblanton@almonline.org
A booth is not considered cancelled until you receive written confirmation from the League by email, fax or letter.

### CANCELLATION POLICY

March 19, 2027, is the deadline to cancel your booth.
According to the Exhibitor Registration Contract:

- Written cancellation requests must be received by March 19, 2027, to qualify for a refund.
- A $100 administrative fee applies to all cancellations.
- No refunds will be issued after March 19, 2027.

Contact Kirstyn Blanton to discuss cancellation requests and refund eligibility.

## 9. GIVEAWAYS & PRIZE DRAWINGS

Exhibitors are **encouraged** to offer drawings and prizes to increase excitement and traffic throughout the Municipal Marketplace.

### GIVEAWAY GUIDELINES

- Prize drawings are permitted.
- Traditionally, prizes range in value from $25 to $500.
- Exhibitors should use caution when offering prizes valued over $500.
- Winners should be selected and notified before the Expo closes.
- Exhibitors are encouraged to collect a cell phone number to notify winners by phone or text.
- Exhibitors are responsible for delivering all prizes.

**Important:** Unclaimed prizes may not be left with League employees for delivery.

## 10. SPONSORSHIPS & ADDITIONAL ADVERTISING

Want to increase your company's visibility beyond the Municipal Marketplace?
The Alabama League of Municipalities offers additional opportunities to reach municipal officials.

Consider:

- Event **sponsorship** packages.
- **Advertising** in The Alabama Municipal Journal.
- Advertising in pre-show magazine issues.
- Additional event promotional opportunities.

*Pre-show advertising deadlines are time sensitive.*

For sponsorship and advertising information, contact: Kirstyn Blanton, 334-262-2566, kblanton@almonline.org

**WE LOOK FORWARD TO SEEING YOU IN MOBILE!**

***Be on the lookout for the final email containing all the necessary information on load-in and dates and times, as well as the list of attendees. This will go out about the week before the event.***

***If you need to know anything before then, do not hesitate to reach out!***

**Thank You for Exhibiting!**