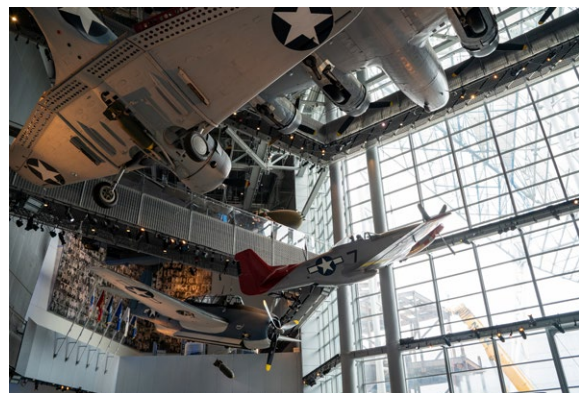




2024 Convention Marketing Opportunities  
Exhibitor and Sponsorship Information









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## ABOUT THE AMERICAN LEGION

The American Legion was chartered and incorporated by Congress in 1919 as a patriotic veterans organization devoted to mutual helpfulness. It is the nation’s largest and most respected veterans service organization, advocating patriotism and honor, promoting strong national security and continued devotion to our fellow servicemembers and veterans, and committed to mentoring and sponsorship of youth programs in our communities.

The American Legion currently has nearly 2 million members in more than 12,000 posts worldwide. These posts are organized into 55 departments: one each for the 50 states, the District of Columbia, Puerto Rico, France, Mexico and the Philippines.

The American Legion is a nonpartisan, nonprofit organization with great political influence perpetuated by its grassroots involvement in the legislative process. Legionnaires’ sense of obligation to their community, state and nation drives an honest advocacy for veterans in Washington. The American Legion does not stand with a political party or politicians. Instead it strongly supports veterans and their chief concerns.

The organization’s success depends entirely on active membership, participation and volunteerism. The organization belongs to the people it serves and the communities in which it thrives.

The American Legion’s national headquarters is in Indianapolis with two offices, as well as one in Washington, D.C. The national organization has a full-time staff of approximately 250 employees. The American Legion has 10 standing national commissions and one committee that work with department (state), district and post leadership to develop programs, increase membership and recruit volunteers. Affiliated organizations and programs are the American Legion Auxiliary, the Sons of The American Legion and the American Legion Riders.

## ABOUT THE NATIONAL CONVENTION

The American Legion will hold its 105th National Convention in New Orleans, La., Aug. 23-29, 2024. Our members gather at the national convention to help further their cause of patriotism and support for our servicemembers past and present.

The national convention of The American Legion includes the following separate events: the American Legion Auxiliary’s national convention, the Sons of The American Legion’s national convention and the American Legion Riders Legacy Run. The combined membership of these organizations is over 2 million worldwide.

Along with the above-mentioned and the annual business meeting, other significant elements of the national convention include a Legion Family event, patriotic memorial service, exhibits, general sessions with nationally acclaimed keynote speakers, color guard and band contests, receptions and banquets.

## EXHIBITOR INFORMATION

The exhibit hall is always the center of activities during the national convention. The exhibit hall will be located in the New Orleans Ernest N. Morial Convention Center. Each booth is available for move-in on Thursday, Aug. 22, 2024, between 8 a.m. and 4:30 p.m. Show dates are Friday, Aug. 23, through Tuesday, Aug. 27. Exhibitors who need to depart prior to the conclusion of the show, or who desire to move in after it has begun, will be handled on a case-by-case basis with the General Service Contractor. Below are the exhibit show hours:

### EXHIBIT SHOW HOURS

Friday, Aug. 23, 2024	8 a.m. – 3:30 p.m.
Saturday, Aug. 24, 2024	8 a.m. – 3:30 p.m.
Sunday, Aug. 25, 2024	8 a.m. – 2 p.m.
Monday, Aug. 26, 2024	8 a.m. – 3:30 p.m.
Tuesday, Aug. 27, 2024	8 a.m. – 2 p.m.

### ONE 10X10 EXHIBIT BOOTH INCLUDES:

- One booth ID sign
- One skirted table
- Two chairs
- One wastebasket
- Four exhibitor badges (Badges allow entrance to all non-ticketed venues of the American Legion national convention. Badges are standard in nature with “Exhibitor,” not name-specific. Badges may be picked up at the General Service Contractor desk inside the exhibit hall.)

### ADDITIONAL ITEMS FOR BOOTH SPACE

Exhibitors may rent additional furniture, carpeting, electricity, etc., from **the General Service Contractor**. An exhibitor service kit containing all necessary order forms and price for additional services will be emailed to you by mid-July from the General Service Contractor. Please contact them if you have any questions.

Exhibitors may also rent audio/visual equipment from **the Audio Visual Provider**. Please contact them for any rental needs.

### INBOUND AND OUTBOUND SHIPMENTS

The General Service Contractor will handle all shipping needs. This information will be provided in the exhibitor kit.



### EXHIBIT HALL SECURITY

Security will be provided 24 hours a day inside the exhibit hall. The American Legion is not responsible for any lost, damaged or stolen items.

### CONTRACT PROCESSING PROCEDURE

Enclosed is a contract for exhibit space at the 105th National Convention of The American Legion. Space is generally assigned on a first-come, first-served basis by The American Legion’s National Convention & Meetings Office. Please complete and return all of the below information:

- Pages 5-12 (completed in full and signed)
- Certificate of liability insurance
- Payment in full for each booth purchased
- Housing form
- Exhibitor code of conduct & ethics

**Send the above to the following:**  
**The American Legion National Headquarters**  
**ATTN: National Convention & Meetings Office**  
**700 N. Pennsylvania St.**  
**Indianapolis, IN 46204**  
**Email: [conventiondivision@legion.org](mailto:conventiondivision@legion.org)**

## CONVENTION SPONSORSHIP INFORMATION

This is your chance to reach convention attendees beyond your exhibit booth by sponsoring one of the below packages or an *a la carte* item(s). This will provide your company with great opportunities to stand out and maximize your exposure. These sponsorships also allow your company to demonstrate appreciation to all veterans in attendance.

There are opportunities for everyone. If you do not see something that meets your company's needs, please contact the National Convention & Meetings Office via email at [conventiondivision@legion.org](mailto:conventiondivision@legion.org) to ask about other opportunities.

### CONVENTION BAG STUFFER - \$2,000 Sponsorship

1. Copies of your advertisement (no larger than 8.5-inch-by-11-inch) placed in all delegates' packets to provide an incentive for attendees to visit your booth, website or establishment
2. Your company/corporation name on the "Thank You" page of the 2024 convention program

### BRONZE - \$5,000 Sponsorship

1. Convention bag stuffers (as mentioned above)
2. Your company name on the "Thank You" page of the 2024 convention program
3. Your company logo on the convention webpage
4. Four personalized exhibitor name badges
5. One 10-foot-by-10-foot complimentary booth in the exhibit hall

### SILVER - \$15,000 Sponsorship

1. Convention bag stuffers (as mentioned above)
2. Your company name on the "Thank You" page of the 2024 convention program
3. Your company logo on the convention webpage with a link to your company/corporation's website
4. Four personalized exhibitor name badges
5. One 10-foot-by-10-foot complimentary booth in the exhibit hall
6. Two posts on the American Legion Facebook page
7. Your company logo on the exhibit hall entrance unit

### EMERALD - \$25,000 Sponsorship

1. Convention bag stuffers (as mentioned above)
2. Your company name on the "Thank You" page of the 2024 convention program
3. Your company logo on the convention webpage with a link to your company/corporation's website
4. Three posts on the American Legion Facebook page
5. Eight personalized exhibitor name badges
6. One 10-foot-by-20-foot complimentary booth in the exhibit hall
7. Your company logo on the exhibit hall entrance unit
8. A banner with your company logo within the exhibit hall listing you as an "Emerald Sponsor"
9. 1/2 page, 4-color advertisement in the convention program
10. Minimum of four (4) charging stations located throughout the convention center

### GOLD - \$50,000 Sponsorship

(Only one company/corporation will be the "Gold Sponsor")

1. Convention bag stuffers (as mentioned above)
2. Your company name **and** logo on the "Thank You" page of the 2024 convention program
3. Your company logo on the convention webpage with a link to your company/corporation's website
4. Three posts on the American Legion Facebook page
5. Ten personalized exhibitor name badges
6. One 10-foot-by-20-foot complimentary booth in the exhibit hall
7. Your company logo on the exhibit hall entrance unit
8. A banner with your company logo within the exhibit hall listing you as our "Gold Sponsor"
9. 2/3 page, 4-color advertisement in the convention program
10. Hotel key cards with envelopes distributed to all hotels in the room block

**PLATINUM - \$60,000**

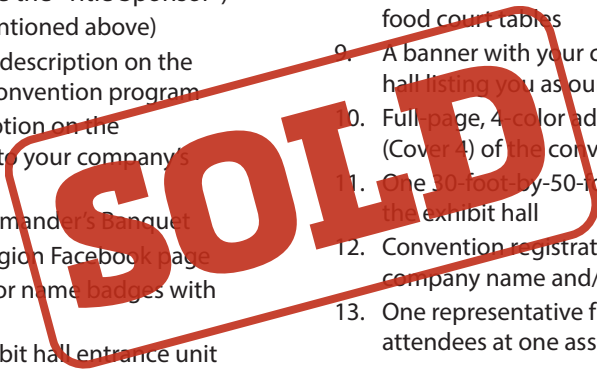
(Only one company/corporation will be the "Platinum Sponsor")

- |   |  |
|---|--|
| <ol style="list-style-type: none"> <li>1. Convention bag stuffers (as mentioned above)</li> <li>2. Your company name, logo <b>and</b> description on the "Thank You" page of the 2024 convention program</li> <li>3. Your company logo and description on the convention webpage with a link to your company/corporation's website</li> <li>4. Six posts on the American Legion Facebook page</li> <li>5. Unlimited personalized exhibitor name badges</li> </ol> | <ol style="list-style-type: none"> <li>6. Your company logo on the exhibit hall entrance unit</li> <li>7. A banner with your company logo within the exhibit hall listing you as our "Platinum Sponsor"</li> <li>8. Full-page, 4-color advertisement in the convention program</li> <li>9. One 20-foot-by-40-foot complimentary booth in the exhibit hall</li> <li>10. Name badge holders for all attendees with company/corporation's logo printed on one side</li> </ol> |
|---|--|

**TITLE - \$80,000 Sponsorship by USAA**

(Only one company/corporation will be the "Title Sponsor")

- |  |  |
|--|--|
| <ol style="list-style-type: none"> <li>1. Convention bag stuffers (as mentioned above)</li> <li>2. Your company name, logo <b>and</b> description on the "Thank You" page of the 2024 convention program</li> <li>3. Your company logo and description on the convention website with a link to your company's website</li> <li>4. Ten tickets to the National Commander's Banquet</li> <li>5. Eight posts on the American Legion Facebook page</li> <li>6. Unlimited personalized exhibitor name badges with sponsor ribbon attached</li> <li>7. Your company logo on the exhibit hall entrance unit</li> </ol> | <ol style="list-style-type: none"> <li>8. Exhibit hall table tents with company logo placed on food court tables</li> <li>9. A banner with your company logo within the exhibit hall listing you as our "Title Sponsor"</li> <li>10. Full-page, 4-color advertisement on the back cover (Cover 4) of the convention program</li> <li>11. One 30-foot-by-50-foot complimentary booth in the exhibit hall</li> <li>12. Convention registration bags for all attendees with company name and/or logo printed on one side</li> <li>13. One representative from your company to address the attendees at one assembly of the general session</li> </ol> |
|--|--|



**A LA CARTE SPONSORSHIP OPPORTUNITIES**

Please contact the National Convention & Meetings Office for more information on the following:

- |   |  |
|---|--|
| <ol style="list-style-type: none"> <li>1. National Commander's Banquet entertainment</li> <li>2. National Commander's Headtable Reception</li> <li>3. Color Guard/Band contests</li> <li>4. Department Adjutant's Retreat for state administrators</li> <li>5. Coffee breaks</li> <li>6. Shuttle headrests</li> </ol> | <ol style="list-style-type: none"> <li>7. Escalator/window clings</li> <li>8. Logo in convention program</li> <li>9. Gobos</li> <li>10. Internet café in exhibit hall</li> <li>11. Ye Steivos Reception, attended by each department adjutant (state administrator)</li> </ol> |
|---|--|

*\* Sponsorships are subject to change \**





## 2024 EXHIBITOR CONTRACT

### CONTRACT AND REQUIREMENTS FOR EXHIBITORS BY AND BETWEEN THE AMERICAN LEGION FOR THE AMERICAN LEGION'S 105TH NATIONAL CONVENTION NEW ORLEANS, LA.

Booth size is 10 feet by 10 feet, for a cost of \$2,000. Payment is due with return of an original signed copy of all pages of this contract. Please attach your money order or cashier's check payable to The American Legion and send to the National Convention & Meetings Office. If paying by credit card, please provide your number and expiration date in the space provided on the signature page. We will not accept personal checks or purchase orders for booth rentals.

Booths have an 8-foot-high back drape with 3-foot-high side rails, wastebasket, I.D. sign, one skirted table and two chairs. All other items such as electrical, additional tables and freight handling will be at the expense of the exhibitor. The additional items are to be ordered directly through the General Service Contractor.

Each booth is available for move-in on Thursday, Aug. 22, 2024, between 8 a.m. and 4:30 p.m. Show dates are Aug. 23 through Aug. 27, 2024. Exhibitors who need to depart prior to the conclusion of the show, or who desire to move in after the show has begun, will be handled on a case-by-case basis with the General Service Contractor.

The hours for exhibit booth operation are:

<b>Friday, Aug. 23</b>	<b>8 a.m. – 3:30 p.m.</b>
<b>Saturday, Aug. 24</b>	<b>8 a.m. – 3:30 p.m.</b>
<b>Sunday, Aug. 25</b>	<b>8 a.m. – 2 p.m.</b>
<b>Monday, Aug. 26</b>	<b>8 a.m. – 3:30 p.m.</b>
<b>Tuesday, Aug. 27</b>	<b>8 a.m. – 2 p.m.</b>

The exhibit hall will be in the New Orleans Ernest N. Morial Convention Center.

Subsequent to the receipt of your signed contract, an exhibitor kit from the General Service Contractor will be emailed to you. Prior to your arrival, but no later than Aug. 2, 2024, you will receive your booth assignment. **Please report to the General Service Contractor desk inside the exhibit hall upon arrival to check in and obtain name badges.** After receipt of your exhibitor kit, please contact the General Service Contractor for all shipping requirements and any additional needs. **The convention center will not receive material directly from or for exhibitors.**

Exhibitors should be aware that letters patent, trademark, service mark and name filings cover the names and emblems of The American Legion and the American Legion Auxiliary. Moreover, Title 18, United States Code, Section 705, makes it a federal crime to misuse the emblems or names of The American Legion and the American Legion Auxiliary. Any merchandise bearing the names or emblems of The American Legion or the American Legion Auxiliary without the express written consent of The American Legion or the American Legion Auxiliary is a violation of the foregoing and will cause The American Legion and the American Legion Auxiliary to exercise all their legal options, including contacting the U.S. Attorney's Office for enforcement of the criminal law and/or suits for injunctions and/or damages. This permission from The American Legion covers the Sons of The American Legion, the American Legion Riders and any of its other programs.

## 2024 EXHIBITOR CONTRACT

Exhibitor agrees and understands The American Legion, the American Legion Auxiliary, the Sons of The American Legion, the American Legion Riders, American Legion First District Convention Corporation and the host facility are not responsible for any loss or damage to exhibitor’s merchandise or harm to exhibitor and/or exhibitor’s agents, officers, directors, employees or volunteers.

\_\_\_\_\_ (insert company/organization name) hereby expressly and as additional consideration for the privilege of being granted and allowed to maintain an exhibition booth at the American Legion National Convention for itself, its heirs, successors, assigns, representatives, officers, directors and employees, hereby conclusively releases The American Legion, the American Legion Auxiliary, the Sons of The American Legion, the American Legion Riders, the host facility and the American Legion First District Convention Corporation from any and all liability in any way arising or pertaining to exhibiting – which includes set-up and take-down – at the American Legion National Convention, the convention itself, the use of the booth, the use of the host facility, or anything else in any way related to this agreement. As further additional consideration, exhibitor hereby warrants and agrees to completely and fully indemnify and hold harmless The American Legion, the American Legion Auxiliary, the Sons of The American Legion, the American Legion Riders, their executive committeemen and women, directors, officers, employees, agents, assigns, the host facility and the American Legion First District Convention Corporation. The American Legion reserves the right to determine suitability of all exhibits and products therein. The exhibitor specifically agrees that the decision of The American Legion shall be final and based upon its sole and unfettered discretion. Therefore, a detailed description of activities, materials distributed and/or items that will be sold during the course of the American Legion National Convention is required and includes:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Failure to abide with what you are going to provide is grounds for immediate removal.** \_\_\_\_\_ (initials)

Exhibitor shall abide by and observe all laws, rules, regulations and ordinances of any applicable government authority and any rules pertaining to the host facility.

Subject to the terms of this contract, if the exhibitor should cancel its booth, the exhibitor agrees to pay a charge based upon the percentages set forth below as liquidated damages and not as a penalty to compensate The American Legion for its efforts and expenses related to this contract and its cancellation, as follows:

**Cancellation within opening of exhibits**

Date of signed contract – 90 days  
 89 days – 60 days  
 59 days – opening of exhibits

**Payment**

50 percent of the total contracted cost  
 75 percent of the total contracted cost  
 100 percent of the total contracted cost

The appropriate percentage of total contracted cost shall be withheld from the rental charge per booth as set forth in paragraph one of this contract.

**To save \$1,000 on your exhibit booth rental, and to be good partners with the local city and hotels, housing is required to be reserved through the National Convention & Meetings Office. Please refer to pages 10 and 11 for housing information.**

Questions pertaining to this contract should be directed to [conventiondivision@legion.org](mailto:conventiondivision@legion.org).

Questions concerning additional services such as furniture rental, booth carpeting, electricity, additional tables and shipment of materials should be directed to the General Services Contractor. Questions concerning audio/visual needs and rentals should be directed to the Audio Visual Provider.



## 2024 EXHIBITOR CONTRACT



### EXHIBITOR INSURANCE

Each exhibitor carries the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property, and inability to meet the obligations outlined in this document. Each exhibitor shall provide to The American Legion a certificate of insurance indicating:

- The American Legion, the American Legion First District Convention Corporation and the New Orleans Ernest N. Morial Convention Center must be named as Additional Insureds for all liability coverage, and the Certificate of Insurance must state that fact in the Description/Special provisions section of the Certificate of Insurance.

The American Legion  
700 N. Pennsylvania St.  
Indianapolis, IN 46204

American Legion First District Convention Corporation  
3419 N. Turnbull Drive  
Metairie, LA 70002

New Orleans Ernest N. Morial Convention Center  
900 Convention Center Blvd  
New Orleans, LA 70130

- Commercial General Liability Insurance including Personal Liability and Contractual Liability with limits of liability for bodily injury and property damage of not less than \$1 million combined single limit.
- Workers' Compensation and Employee Liability Insurance, including All Other States Endorsement. The limit of liability under the Employee Liability section of the Workers' Compensation Insurance policy shall not be less than what is required by the state(s) in which the exhibitor is licensed to do business.
- Business Automobile Liability Insurance should include limits of not less than \$1 million for bodily injury and property damage resulting from any one occurrence.

Exhibitors will be solely responsible for any loss or damage to their tools, equipment, property or materials. It is therefore recommended that your company maintain its own insurance for these items and take appropriate action for your protection.

Certificates of Insurance must cover Aug. 22-27, 2024, and accompany the signed exhibitor contract.

# 2024 EXHIBITOR CONTRACT

## EXHIBITOR AND SPONSOR CODE OF CONDUCT & ETHICS

The American Legion is a service organization focused on its participants. The National Convention is designed to increase interaction, engagement, collaboration, connectivity, and community, in a fun and safe learning environment. The American Legion is dedicated to providing a harassment-free convention experience for everyone, regardless of gender, sexual orientation, disability, physical appearance, body size, race or religion. We do not tolerate harassment of convention participants in any form. All communication should be appropriate for a professional audience including people of diverse backgrounds and cultures. Sexual language and imagery are not appropriate for the conference. Be kind to others. Do not insult or defame participants. Harassment in any form, sexist, racist, or exclusionary jokes are not condoned at The American Legion. We value the participation of each member of the community and endeavor to deliver an enjoyable and fulfilling experience. Convention participants are expected to conduct themselves with integrity, courtesy and respect for others and maintain the highest level of professionalism at all conference programs and events, whether officially sponsored by The American Legion or not. All attendees, speakers, organizers, volunteers, partners, vendors, and staff at any American Legion event are required to observe the Code of Conduct & Ethics.

1. Exhibit at the highest ethical standards and personal integrity.
2. Show respect for your fellow exhibitors and their right to a safe and successful exhibit.
3. Booth sharing is not permitted. Whoever pays for the booth space is the sole responsible party for the booth; no other company/organization may occupy or share the booth space.
4. Always act in a PROFESSIONAL and business-like manner. Interact respectfully and thoughtfully with all registrants and show management.
5. Be considerate. Remember the noise you make affects your fellow exhibitors.
6. Ask permission before taking videos or photos of anything other than your own booth.
7. Be flexible, kind and patient when making last-minute requests to show management/show decorator as well as while any issues are being resolved.
8. Exhibitors and/or sponsors shall not discriminate against or harass any attendee, staff, member or other exhibitor and/or sponsor because of race, religion, sex, national origin, age, disability or sexual orientation.
9. Exhibitors and/or sponsors shall be considerate of other exhibiting/sponsoring companies. Under no circumstance should you enter any other exhibitors display area uninvited or when unattended. Exhibitors must confine their activities to their exhibit space. Interference with, or disruption of, another exhibitor personnel or legitimate activities is prohibited.
10. Each paid exhibitor and/or sponsor will receive the applicable amount of name badges upon check-in. Exhibitor and/or sponsor name badges must be worn at all times during exhibit hall/Convention hours. Under no circumstances will unpaid representatives or companies be admitted into the tradeshow or share a booth with a paid exhibitor.
11. An exhibitor shall at all times consider the health, safety and welfare of the attendees and the general public as it relates to the products and services it provides.
12. An exhibitor shall not engage in any form of false or misleading advertising or promotional activities.
13. An exhibitor must conduct themselves in a professional manner, free from all forms of physical, psychological, sexual and emotional intimidation, harassment and abuse, and avoid taking unfair advantage of any attendee for their own benefit.
14. An exhibitor must share concerns about suspicious or inappropriate behavior with show management.
15. When in doubt, seek assistance from show management.
16. Liability Waiver: As a condition of my participation in this event, I hereby waive any claim I may have against The American Legion and its officers, directors, employees or agents, or against the presenters or speakers, for reliance on any information presented and release The American Legion from and against any and all liability for damage or injury that may arise from my participation or attendance at the program. I further understand and agree that all property rights in the material presented, including common law copyright, are expressly reserved to the presenter or speaker or to The American Legion. I acknowledge that participation in American Legion events and activities brings some risk and I do hereby assume responsibility for my own well-being.



17. Media Waiver: The American Legion intends to take photographs and video of this event for use in American Legion news and promotional material, in print, electronic and other media, including The American Legion’s website. By participating in this event, I grant The American Legion the right to use any image, photograph, voice or likeness, without limitation, in its promotional materials and publicity efforts without compensation. All media become the property of The American Legion. Media may be displayed, distributed or used by The American Legion for any purpose.
18. Be Well Agreement: Any public space where other people are present holds an inherent risk of exposure to communicable diseases. By attending this event, I agree to voluntarily assume all risk related to exposure and agree to not hold The American Legion or any of their affiliates, including partners and sponsors, directors, officers, employees, agents, contractors, volunteers or sponsored venues, liable for illness. I will take necessary precautions while at the event, including but not limited to engaging in appropriate social distancing, wearing a mask in public areas when not consuming food or beverage if required, minimizing face touching, frequently washing hands and avoiding risky environments such as overcrowded bars or restaurants. I agree to not attend any American Legion event if I feel ill or had recent exposure to a communicable disease.
19. Act quickly if you feel something warrants the attention of show management. Don’t wait until after the show.
20. Exhibitors and/or sponsors and/or individuals exhibiting at events are participating at the exclusive discretion of The American Legion and must abide by all local codes, rules, regulations and ordinances, including fire regulations, and must abide by the directions and instructions presented by The American Legion. It is the responsibility of the exhibitor and/or sponsor representative to see that persons staffing the booth are representing their company and also aware of and adhere to this exhibitor code of conduct and must conduct themselves in a professional manner throughout the tradeshow/convention.

**ENFORCEMENT**

Should The American Legion’s show management determine an exhibitor and/or sponsor to be in violation of the above Code of Conduct & Ethics, this may result in immediate removal from the convention and the building without refund of monies and may also result in being barred from any future American Legion events, conventions, meetings and/or programs. Thank you for helping to make this a welcoming event for all.

I have read, understood, and accept to abide by all items herein and all questions have been answered regarding Exhibitor and Sponsor Code of Conduct & Ethics.

Please sign, date, and return all pages with your completed 2024 Exhibitor Contract.

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Company Name/Organization

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date





## HOUSING INFORMATION

The National Convention & Meetings Office handles all hotel accommodations for the national convention. Should you need housing, please complete the housing form on page 11 and return with the exhibitor contract.

**To save \$1,000 on your exhibit booth rental, and to be good partners with the local city and hotels, housing is required to be reserved through The American Legion's National Convention & Meetings Office via the form on page 11.**

Send one housing form per required room. Roommates do not need to submit an additional form. Include arrival and departure dates and credit card information. To avoid penalties, rooms must be canceled at least 72 hours in advance of your scheduled arrival. If you do not show up on your scheduled arrival date and have not notified the National Convention & Meetings Office, the first night's room and tax will be forfeited and the reservation will be canceled.

Upon receipt of your exhibitor contract, payment and certificate of liability insurance, available hotel accommodations and details will be communicated.

**PLEASE RETURN HOUSING FORM ON PAGE 11 WITH YOUR EXHIBITOR CONTRACT,  
VIA MAIL OR EMAIL, TO THE FOLLOWING:**

**The American Legion National Headquarters  
Attn: National Convention & Meetings Office  
700 N. Pennsylvania St.  
Indianapolis, IN 46204  
Email: [conventiondivision@legion.org](mailto:conventiondivision@legion.org)**

**HOTEL CONFIRMATION NUMBERS WILL BE EMAILED BY/AROUND  
AUG. 12, 2024.**



# 2024 EXHIBITOR CONTRACT NATIONAL CONVENTION HOUSING FORM

**PLEASE COMPLETE THIS FORM AND RETURN WITH YOUR SIGNED EXHIBITOR CONTRACT.**

**SHOULD A HOUSING REQUEST BE SENT IN AFTER JULY 15, 2024, WE WILL DO OUR BEST TO ACCOMMODATE AT ANOTHER HOTEL IN THE HOUSING BLOCK IF THE CURRENT EXHIBITOR HOTEL IS SOLD OUT.**

**ONE FORM PER ROOM SHOULD BE COMPLETED.**

PLEASE TYPE OR PRINT LEGIBLY		
Name		
Company		
Mailing Address		
City	State	ZIP
Cell Phone Number	Email Address	

ACCOMMODATION REQUIREMENTS	
Arrival Date	Departure Date
King (1 bed - 1 or 2 occupants)	Double (2 beds – 1 or 2 occupants)
Roommate's Name	Cell Phone #
Arrival Date	Departure Date
Special Requests (ADA, higher floor, etc.)	
Emergency Contact Name	Emergency Contact Cell Phone

THIS RESERVATION IS GUARANTEED VIA THE FOLLOWING	
Credit Card Type	<span style="margin-right: 20px;">MasterCard</span> <span style="margin-right: 20px;">Visa</span> <span style="margin-right: 20px;">American Express</span> <span>Discover</span>
Card #	Exp. Date
Signature	Date

*One night's deposit may be charged to your credit card.*

**\*HOTEL CONFIRMATION NUMBERS WILL BE EMAILED BY/AROUND AUG. 12, 2024.**

## 2024 EXHIBITOR CONTRACT

PLEASE TYPE OR PRINT LEGIBLY	
Company Name	
Content for Exhibit Booth Signage (if different from above and no more than 70 character spaces included)	
Contact Name	
List on-site booth representatives	
Company Address	
Cell Phone Number	Fax Number
Email Address	
Emergency Contact Name	Emergency Contact Cell Phone

BOOTH RENTAL FEES	
On or before Aug. 2, 2024.....	\$2,000 (per 10x10)
After Aug. 4, 2024 .....	\$2,200 (per 10x10)
Number of Booths.....	_____
Exhibit Booth Amount .....	\$ _____
Sponsorship Level (if applicable) .....	_____
(Sponsorship information located on pages 2 & 3)	
Sponsorship Amount (if applicable) .....	\$ _____
Housing discount (\$1,000 per 10x10).....	\$ _____
TOTAL AMOUNT DUE .....	\$ _____

METHOD OF PAYMENT (no personal checks or cash will be accepted)	
Check Number (make checks payable to The American Legion)	
Visa, MasterCard, Discover or AmEx	Exp. Date

EXHIBITOR	THE AMERICAN LEGION
Signature	Signature
Date	Date

**Please sign and return pages 5-12 with certificate of liability insurance, payment and all form(s) to the following\*:**

The American Legion National Headquarters  
 ATTN: National Convention & Meetings Office, 700 N. Pennsylvania St., Indianapolis, IN 46204  
 Email: [conventiondivison@legion.org](mailto:conventiondivison@legion.org)

**\* Exhibitor contracts will not be processed until all pages are completed and returned with payment, certificate of liability insurance, housing form(s) and exhibitor code of conduct & ethics.**

**Exhibitor contract is not valid until signed, processed and returned by The American Legion. Acceptance or denial of exhibitor is determined at the discretion of The American Legion.**



## FUTURE CONVENTION CITIES

**TAMPA BAY, FLA., AUG. 22 – 28, 2025**



**LOUISVILLE, KY., AUG. 28 – SEPT. 3, 2026**



**KANSAS CITY, MO., AUG. 27 – SEPT. 2, 2027**



**COLUMBUS, OHIO, AUG. 25-31, 2028**





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