



ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY®

# 11TH ANNUAL MEETING AND CONFERENCE

## SEPTEMBER 23 - 27, 2026

NORFOLK, VIRGINIA | MARRIOTT NORFOLK WATERSIDE

2026 BLACK HISTORY THEME: A CENTURY OF BLACK HISTORY COMMEMORATIONS

## EXHIBITOR REGISTRATION FORM

### IN-PERSON EXHIBIT:

Spaces are filled in order of receipt of completed applications and full payment. If you did not provide this information when you registered, please provide a fifty (50) word description of your products and services.

Please submit your 50-word description by **June 15, 2026** for registration or while booths are available. Failure to comply with exhibit set-up and breakdown times may negatively prohibit your opportunity to exhibit during future conferences.



**Exhibit**

\$550 Qty. \_\_\_\_\_

### EXHIBITORS: PLEASE TYPE OR PRINT CLEARLY

Prefix \_\_\_\_\_ First \_\_\_\_\_ M.I. \_\_\_\_\_ Last \_\_\_\_\_ Suffix \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Goods/Services \_\_\_\_\_ Website \_\_\_\_\_

Facebook \_\_\_\_\_ Twitter \_\_\_\_\_ Instagram \_\_\_\_\_

### FOR EXHIBITORS ONLY:

I, (print name) \_\_\_\_\_, certify that I have read the Contracts and Liabilities Agreement and agree to adhere to the terms and conditions outlined for this conference.

Signature \_\_\_\_\_ Date \_\_\_\_\_

### PAYMENT INFORMATION

**Method of Payment:**  Check or Money Order  Visa  MasterCard  AMEX CVV Code \_\_\_\_\_  Paid Online

Card Holder's Name \_\_\_\_\_ Card number \_\_\_\_\_ Exp. Date \_\_\_\_ / \_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Thank you for joining ASALH as an exhibitor at the Annual Conference. ASALH has arranged for exhibitors to display and sell their merchandise in the convention center. Friend ASALH on Facebook and connect to us through your other social media handles so that we can promote your company.

**IN-PERSON EXHIBIT HALL HOURS:**

Thursday, 9:00 a.m. - 6:00 p.m. EST

Friday, 8:00 a.m. - 9:00 p.m. EST

Saturday, 8:00 a.m. - 5:00 p.m. EST

**EXHIBIT HALL SET-UP TIME:**

Wednesday, 2:00 p.m. - 6:00 p.m. EST

\*All times subject to change

Information pertaining to the drayage company, booth number assignments and more will follow at a later date. The contract you agreed to is below. Paid exhibitor space includes two (2) registrations for academic sessions only. Meal functions and tours may be purchased separately.

We are excited to have you. Friend ASALH on Facebook and connect to us through your other social media handles so that we can promote your company.

Thank you,  
ASALH  
partnerships@asalh.org

**CONTRACT FOR IN-PERSON EXHIBIT SPACE**

The 111th Annual Conference of the Association for the Study of African American Life and History, Inc. (ASALH) will be held September 23-27, 2026, at the Marriott Norfolk Waterside. **Times subject to change.**

**Set-Up:** Wednesday, September 23, 2026, at 2:00 p.m. - 6:00 p.m. EST

**Exhibit Hall Hours:** Thursday, September 24, 2026, at 9:00 a.m. - 6:00 p.m. EST

Friday, September 25, 2026, at 8:00 a.m. - 9:00 p.m. EST

Saturday, September 26, 2026, at 8:00 a.m. - 5:00 p.m. EST

**Dismantle:** Saturday, September 26, 2026 at 5:00 p.m. - 8 p.m. EST

**BOOTH ASSIGNMENTS**

Spaces are filled in order of receipt of completed applications and full payment. Location preference will be given to previous ASALH exhibitors.

**EXHIBIT SPACE**

Exhibits must conform to the size of assigned space and must not obstruct the view of others. All booths are 8'x8' and include a 6-foot table and two chairs. Booths are piped, and draped, and a company sign will be provided. Exhibits not conforming to these specifications, or which, in design or operation, are otherwise found objectionable in the opinion of ASALH, will be prohibited. No materials may obstruct fire exits or create a hazard. Included with all booths are (2) complimentary conference bags; each includes an Academic Program Journal, conference handouts, and flyers, and (2) complimentary registrations for academic sessions only. Additional conference bags and journals will be available for a nominal fee. Exhibitor registration does not include meals, Black history bus tours, receptions, or banquets.

**CONTRACT ACCEPTANCE**

Applicant agrees that unless and until the contract or exhibit space is accepted by ASALH, it is not binding.

**INSURANCE**

It is the responsibility of the Exhibitor to secure their own insurance and hold ASALH and Marriott Norfolk Waterside harmless from any losses, insured or uninsured.

## TERMINATION OF MEETING AND EXHIBIT

Should the premises in which the ASALH Conference is to be held becomes, in the sole judgment of ASALH, unfit to occupy, or should the Meeting and Exhibits be materially interfered with by reason of strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency, or any other act beyond the control of ASALH, the contract for exhibit space may be terminated. ASALH will not incur any liability for damages sustained by the exhibitor as a result of termination, the exhibitor expressly waives such liability and releases ASALH for all claims for damages and agrees that ASALH shall have no obligation except to refund the exhibitors a prorated share of the aggregate amount received by ASALH (as rental for exhibit space for said exhibit), after deducting all costs and expenses in connection with such exhibit including reasonable reserve for claims, such deductions being specifically agreed to by the exhibitor.

## WITHDRAWAL

Withdrawal by an exhibitor will not be accepted unless written notice of such withdrawal has been received by August 22, 2026. Exhibitors whose plans change may find a replacement exhibitor providing the exhibitor meets with the approval of ASALH. Details on the name, contact information and type of merchandise to be sold by the replacement exhibitor should be forwarded to ASALH by September 6, 2026, at [partnerships@asalh.org](mailto:partnerships@asalh.org). Exhibitor forfeits entire reservation fee at 12:01 a.m. EST August 22, 2026. Any exhibitor who withdraws by this date receives 50% of said price.

## LIMITATION OF LIABILITY

ASALH will not be responsible for any loss, injury to, damage, including fire and theft, which may occur to an exhibitor or to his/her agents, or to his/her employees or to his/her property or wares arising from any cause whatsoever, prior to, during or subsequent to the period of this exhibit unless caused by ASALH's negligence or willful misconduct. Each exhibitor, by signing an application and contract to exhibit, expressly understands that he/she releases ASALH from, and agrees to indemnify it against any and all claims for such loss, injury or damage unless caused by ASALH's negligence or willful misconduct.

## GENERAL RESTRICTIONS

Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All muslin, velvet, silken or other cloth decoration must stand a flameproof test as prescribed by the local ordinance. Volatile explosives or other flammable matters, or other substances prohibited by the law or insurance carrier, are not permitted on the premises. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the hotel agents, servants, and employees from any and all such losses, damages, and claims unless caused by ASALH's negligence or willful misconduct. Distribution of materials and samples other than professional literature and products is strictly prohibited. Canvassing or distributing advertising matter outside the exhibitors own space is not permitted. Solicitors of businesses, or conferences in the interest of business, except by exhibiting firms, are prohibited. The Exhibit Manager reserves the right to restrict any exhibit which might be considered contrary to our mission and tradition. The restriction includes articles, conduct, dress of models, printed matters or anything objectionable to the exhibit as a whole.

All points not specifically covered are subject to the decision of ASALH. All prices and times are subject to change.

Association for the Study of African American Life and History | [partnerships@asalh.org](mailto:partnerships@asalh.org) | [www.asalh.org](http://www.asalh.org)

## PLEASE NOTE:

Failure to comply with exhibit set-up and breakdown times may negatively prohibit your opportunity to exhibit during future conferences.

## CITY OF NORFOLK EXHIBITOR FEE

**New!** The City of Norfolk requires a **\$50 exhibitor fee**, which is not included in the exhibitor fee for the ASALH Annual Conference, therefore, please be prepared to submit that payment prior to arriving in Norfolk. ASALH will provide more details as information becomes available.