

American Jail Association

MARKETING OPPORTUNITIES 2023



The American Jail Association gets your message in front of key decision-makers in every locally run correctional facility in the United States.

For over 40 years, jail professionals have relied on AJA and its partners for innovative answers to common jail issues, training and certification, useful and relatable media content, and support. AJA has adapted to your changing advertising needs. This year we are offering a few new and exciting products, such as new digital ad options; more timeslots on our most popular products; Banners on iConnect, and our community forum.

AJA partners with companies who understand the challenges of operating a jail and the responsibilities of caring for inmates. Jail administrators who oversee the operations of their facility are seeking companies like yours to aid in their task of providing activities and programs for inmates, safe and secure housing, healthcare and nutrition, and a way to connect inmates with their families. On the flip side, they must also manage the needs of the correctional staff, from training programs, ways to improve staff health and wellness, and proper gear and equipment.

Our focus is on American jails. Speak with me to put together your advertising package to reach every jail in the nation.

Scott Langbauer
Sales & Marketing Manager
scottl@aja.org, 301-857-2282

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2023 CUSTOMIZED ADVERTISING PACKAGES

2023 Customized Packages

Optimize your advertising with a Customized Advertising Package. We offer several packages or we can help you to create one that can best meet your organization's needs and maximize your advertising benefits. Packages are available at special pricing.

Contact Scott Langbauer at 301-854-2282 or Scottl@aja.org to create your customized Advertising Package.

Enter (Recommended for First-Time Advertisers)

- 2 full-page, four-color ads in *American Jails* magazine (in the issues of your choice)
- 1 AJA website ad (in the month of your choice)
- 1 AJAlert banner ad (in the quarter of your choice)

Expand (Recommended for Exhibitors and Advertisers)

- 1 booth at AJA's Conference & Jail Expo
- 1 full-page, four-color ad in *American Jails* magazine (in the issue of your choice)
- 1 AJA website ad (in the month of your choice)
- 1 AJAlert banner ad or Product Spotlight (in the quarter/month of your choice; quantities limited)

Maximize (Recommended for Exhibitors and Advertisers)

- 1 booth at AJA's Conference & Jail Expo
- 2 full-page, four-color ads in *American Jails* magazine (in the issues of your choice)
- 1 AJA website ad (in the month of your choice)
- 1 AJAlert banner ad (in the quarter of your choice; quantities limited)
- 1 Product Spotlight (in the month of your choice; quantities limited)

Dominate (Recommended for Exhibitors, Advertisers, and Conference Promotion)

- 1 booth at AJA's Conference & Jail Expo
- 6 full-page, four-color ads in *American Jails* magazine (1 full year of advertising)
- 1 AJAlert banner ad (in the quarter of your choice; quantities limited)
- 1 Mobile App ad for AJA's Conference & Jail Expo (quantities limited)

**CHECK OUT
THE NEW
ADVERTISING
OPTIONS ON
PAGE 4!**

***American Jails* is more than print. Our magazine is available both in print and digitally.**

American Jails Goes ONLINE!

Did You Know?

- Distributed to **every jail** in the nation.
- Emailed every week in the AJAlert e-newsletter.
- Accessed on the AJA website.
- Received the APEX Award several years in a row.

Don't forget to include web links in your ad!

Our Readers Value American Jails

American Jails is read by jail administrators, wardens, managers, trainers, sheriffs, and other decision-makers who work in local corrections. Our bimonthly magazine provides our members and those who work in the correctional profession with cutting-edge information and articles on shared challenges and concerns within the jail industry—information that benefits both the facility and its personnel.

Our readership goes far beyond an administrator's desk; the magazine is circulated among all levels of staff and is read cover to cover. Unsurprisingly, readers contact us for articles in issues from previous years. Our shelf life goes far beyond the cover date!



2023 Editorial Calendar*

ISSUE	EDITORIAL THEME	CONTRACT DUE	AD ARTWORK DUE
January/February	Hot Topics	November 1, 2022	November 2, 2022
March/April	Issue in Today's Jails	January 1, 2023	January 6, 2023
May/June	Innovations & Technology	March 1, 2023	March 6, 2023
July/August	Conference Highlights	May 1, 2023	May 4, 2023
September/October	Honoring Correctional Officers & Employees	July 1, 2023	July 7, 2023
November/December	Veterans and Corrections	September 1, 2023	September 1, 2023

*Subject to change

AMERICAN JAILS ADVERTISING CONTRACT

2023 American Jails Rates*

SELECT AD SIZE*		NUMBER OF ISSUES			QTY	TOTAL
		1-2	3-4	5-6		
PREMIUM	<input type="checkbox"/> Inside Front Cover (Cover II)	\$3,870	\$3,585	\$3,335		
	<input type="checkbox"/> Inside Back Cover (Cover III)	\$3,585	\$3,335	\$3,080		
	<input type="checkbox"/> Back Cover (Cover IV)	\$3,870	\$3,585	\$3,335		
	<input type="checkbox"/> Page 1	\$3,870	\$3,585	\$3,335		
STANDARD	<input type="checkbox"/> 2-Page Spread	\$5,455	\$5,200	\$4,915		
	<input type="checkbox"/> Full-Page Ad	\$3,190	\$3,050	\$2,940		
	<input type="checkbox"/> Two-Thirds Page Ad (vertical)	\$2,940	\$2,825	\$2,715		
	<input type="checkbox"/> Half-Page Ad	\$2,715	\$2,600	\$2,545		
	<input type="checkbox"/> Third-Page Ad (vertical)	\$2,600	\$2,485	\$2,375		
	<input type="checkbox"/> Quarter-Page Ad	\$2,345	\$2,290	\$2,200		
UNIQUE	<input type="checkbox"/> Insert	\$2,940	\$2,825	\$2,715		
	<input type="checkbox"/> Attached Product Sample**	\$2,940	\$2,825	\$2,715		
These rates include online magazine advertising.		Date		Total		

*Prices subject to change with corporate pricing. **Cannot weigh more than 4 oz.

Frequency	Select Issue	Specify Ad Artwork	
<input type="checkbox"/> 1 issue	<input type="checkbox"/> January/February	<input type="checkbox"/> New	<input type="checkbox"/> Pick Up
<input type="checkbox"/> 2 issues	<input type="checkbox"/> March/April	<input type="checkbox"/> New	<input type="checkbox"/> Pick Up
<input type="checkbox"/> 3 issues	<input type="checkbox"/> May/June	<input type="checkbox"/> New	<input type="checkbox"/> Pick Up
<input type="checkbox"/> 4 issues	<input type="checkbox"/> July/August	<input type="checkbox"/> New	<input type="checkbox"/> Pick Up
<input type="checkbox"/> 5 issues	<input type="checkbox"/> September/October	<input type="checkbox"/> New	<input type="checkbox"/> Pick Up
<input type="checkbox"/> 6 issues	<input type="checkbox"/> November/December	<input type="checkbox"/> New	<input type="checkbox"/> Pick Up

Ad Dimensions

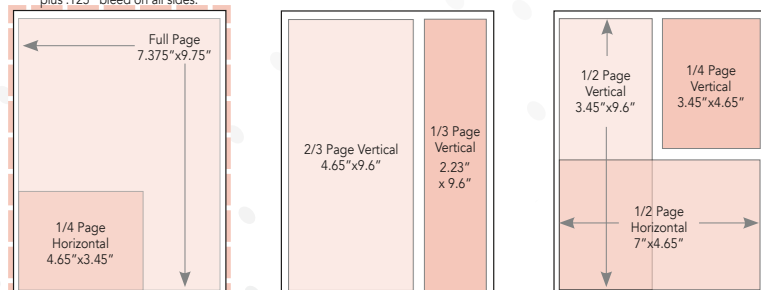
SPECIFICATIONS:

Mechanical Requirements: AJA accepts native files in Windows® or Macintosh® formats or high-resolution, press-ready PDF files with all fonts embedded. Color ads must be converted to CMYK including PMS spot colors. Graphics or logos provided with the native files must be high-resolution (photos 300 dpi and line art [bitmap] 600 dpi+ and saved either as EPS or TIFF files). Include all fonts, graphics, and logos along with the native files. A 100% laser or color proof of the final advertisement must be provided.

Two-Page Spread: Sizing is 15.75" width x 9.75" height. There should be a minimum of 1" (1.5" is preferred) in the center where text does not cross or it will be hidden in the gutter/fold.

Two-Page Spread with Bleed: Sizing is 16.75" width x 10.75" height, with 1/8" added to each side for bleed (17"x11"). Type should not be any closer than 1/2" (or 5/8" if you are including the bleed) from each edge. There should be a minimum of 1" (1.5" is preferred) in the center where text does not cross or it will be hidden in the gutter/fold. Send ad artwork to matt@aja.org.

Full Page Bleed 8.375"x10.75" plus .125" bleed on all sides.



Contact Information

Agency/Company Name

Street Address

City/State/ZIP Code

Contact Person

Email

Phone

Contact Signature Date

Payment Information

Select one: ☐ Invoice ☐ Charge

Credit Card: ☐ VISA ☐ MasterCard

☐ Discover ☐ American Express

Card Number

Expiration Date Card ID#

Cardholder Name (as it appears on card)

Billing Street Address

Billing City, State, ZIP Code

Signature for Payment Date

AJA Representative Signature Date

Print Ads Agreement: The advertiser or authorized agency enters into legal agreement with AJA for the insertion and publication of advertising in *American Jails* magazine. Advertiser agrees to abide by the terms of this agreement and the Contract Regulations of AJA, and to send all materials to AJA by designated deadlines. An acceptance copy is emailed back to you. All advertisements must be approved by AJA prior to placement for appropriate content and assurance that the ad is consistent with AJA's mission and philosophy. Advertisers are invoiced immediately upon publication. All information must be filled out completely.

SIGN & RETURN TO:

Scott Langbauer
Sales & Marketing Manager scottl@aja.org,
301-857-2282 Fax: 301-790-2941

2023 DIGITAL ADVERTISING



AJAlert Banner Ad

Description: Banner ad in AJAlert, our weekly e-newsletter. Choose from one top banner ad or a standard banner ad in 12 issues of AJAlert (3 months). Quantities limited.

Reach: Jail administrators and decision-makers in more than 3,000 local detention facilities who receive the alert by email.

Timeframe: Quarterly (Ad appears in 12 AJAlerts.)

Specs: Advertiser Web Link

Top Banner Ad, 1280x140 pixels (quantities limited)

Standard Banner Ad, 1280x140 pixels

Artwork and link due at least two weeks ahead of selected timeframe.



iConnect Banner Ad

Description: Choose between a side ad that is viewed when the page opens or an ad that appears across the bottom of the iConnect main page. iConnect is AJA's member-only community forum where participants can network, ask for advice and information, or provide answers and information.

Reach: AJA membership, which includes Agency and Professional Memberships

Timeframe: Quarterly (Ad appears for 12 weeks on the iConnect landing page.)

Specs: Advertiser Web Link

Side Banner Ad, 300x600 pixels

Bottom Banner Ad, 1200x167 pixels

Artwork and link due at least two weeks ahead of selected timeframe.



Product Spotlight

Description: One email showcasing the company or product. The company has creative control of this Spotlight, which can include several web links.

Reach: Jail administrators and key decision-makers in more than 3,000

local detention facilities. The email may be shared and forwarded by those who receive it.

Timeframe: Two sold per month. The ad is sent via email either the first or third Thursday of the month selected. Only 24 available per year.

Specs: Ad design is to be sent in html format.

An html template and samples are provided to the advertiser. Artwork is due at least 3 weeks ahead of the selected month.



AJA Website Ad

Description: Ad that appears at the side of several pages on www.aja.org. Our website is a source of support, solutions, certification, training, and information to many in the correctional field.

Reach: AJA website visitors with a vested interest in jails.

Timeframe: One a month (Ad appears for 4 weeks and rotates on the side of the screen on multiple pages of the website.)

Specs: Advertiser Web Link

Side Banner Ad, 250x250 pixels

Artwork and link due at least two weeks ahead of selected timeframe.

Vendor Connect Webinar

Work with our training department to create a webinar hosted by AJA. We invite attendees. You receive the contact information for those who attended. The webinar will remain

accessible to members on aja.org. Web links can be included. We also include a disclaimer stating the webinar is sponsored content.

Reach varies, from 20–60 attendees.

Duration: 20-minute demonstration, 20 minute Q & A

Contact Scott at scottl@aja.org for availability.

2023 DIGITAL ADVERTISING RATES, OPTIONS, AND CONTRACT

DIGITAL AD SELECTIONS		Select Timeframe				Regular Rate	Corporate Member	Total
		First Quarter	Second Quarter	Third Quarter	Fourth Quarter			
		Jan/ Feb/Mar	April/ May/June	July/ Aug/Sept	Oct/ Nov/Dec			
AJALERT	Top Banner Ad					\$2,600	\$2,340	
	Standard Banner Ad					\$1,575	\$1,415	
iCONNECT	Side Ad					\$2,600	\$2,340	
	Bottom Ad					\$1,575	\$1,415	
VENDOR CONNECT WEBINAR						\$700	\$630	
PRODUCT SPOTLIGHT						\$2,282	\$2,051	
WEBSITE AD						\$525	\$470	
		Date					Total	

Digital Ads Agreement: Digital ad artwork, graphics, and logos need to be submitted as high resolution and in CMYK. The advertiser or authorized agency enters into legal agreement with AJA for the publication of advertising via email or www.aja.org. The advertiser agrees to abide by the terms of this agreement and the Contract Regulations of AJA, and to send all material to AJA by designated deadlines. All ads must be submitted in a web-ready format. Understand that ads may be altered or distorted when viewed on different computer systems and different internet browsers. AJA assumes no liability, financial or otherwise, for any cause, for advertising that fails to appear as scheduled. All advertising copy must be approved by AJA prior to placement for appropriate content and assurance that the ad is consistent with AJA's mission and philosophy. An acceptance copy is emailed back to you. Advertisers are invoiced immediately upon publication. All information must be filled out completely.

Corporate Membership Information

In 2023, AJA Corporate Members receive special pricing for *American Jails* (25%) and digital (10%) advertising as well as access to member-only benefits. To join or renew, please complete the membership application on page 9 or visit our Membership page at www.americanjail.org/membership.

Contact Information

Agency/Company Name

Street Address

City/State/ZIP Code

Contact Person

Email

Phone

Contact Signature

Date

Payment Information

Select one: ☐ Invoice ☐ Charge

Credit Card:

☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

Card Number

Expiration Date

Card ID#

Cardholder Name (as it appears on card)

Billing Street Address

Billing City, State, ZIP Code

Signature for Payment

Date

**SIGN &
RETURN TO:**

Scott Langbauer
Sales & Marketing Manager
scottl@aja.org, 301-857-2282
Fax: 301-790-2941

AJA Representative Signature

Date

AJA 42ND CONFERENCE & JAIL EXPO

AJA 42ND CONFERENCE & JAIL EXPO



2023 Exhibitor Schedule of Events

Saturday, May 20, 2023

Exhibitor Setup & Registration: 1 p.m.–5 p.m.

Sunday, May 21, 2023

Exhibitor Setup: 8 a.m.–3 p.m.

Exhibitor Registration: 7 a.m.–7 p.m.

No exhibitors in Jail Expo from 3 p.m.–5 p.m.

Jail Expo Ribbon Cutting

& Grand Opening Reception: 5:15 p.m.–7 p.m.

Monday, May 22, 2023

Exhibitor Registration: 8 a.m.–2 p.m.

Jail Expo Open: 10 a.m.–2 p.m.

Tuesday, May 23, 2023

Exhibitor Registration: 8 a.m.–11 a.m.

Jail Expo Open: 9:30 a.m.–12:30 p.m.

Teardown: 12:30 p.m.–5 p.m.

**Subject to change*

Conference Venue

CHI Health Center

445 North 10th Street

Why Exhibit with AJA?

- The only annual national conference tailored to jail professionals.
- An opportunity to thank your customers and sell to your prospects.
- Access to the key decision-makers within the jail industry.
- Dedicated Jail Expo hours offering the best access to attendees.
- Meet other leading suppliers to the corrections industry, some of whom may be your competitors.
- Up to 15% discount for NEW exhibitors (limited quantity—new exhibitor showcase section only).

As an AJA Exhibiting Partner, you receive:

- Advance and post-show attendee listings.
- Two exhibitor badges for each 10×10 booth space. These badges also provide access to all workshops.
- Company name listed in the Conference Program App.
- Pipe railing, 8-foot-high curtain back wall, and 3-foot-high curtain side dividers.
- Identification sign listing company name and booth number.
- 24-hour exhibit hall security.
- Daily aisle maintenance.
- Networking opportunities with attendees.
- Electronic Exhibitor Services Kit

Booth rental does not include storage, placement, shipment or re-shipment of exhibit materials, booth furnishings, carpet, tables/chairs, electrical supplies, booth cleaning, or any other special service ordered by the exhibitor. Carpet is required in the booth.



AJA Jail Expo Booth, Sponsorships, and Advertising Opportunities

AJA offers several booth sizes and configurations, advertising opportunities, and sponsorship levels to suit every exhibiting partner's needs. Contracts are completed online when a booth is purchased.

To Select and Purchase Your Booth



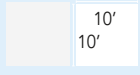

- Visit www.americanjail.org/exhibitors-2023 to view the interactive floor plan to see current available booth spaces.
- Log in or create an account to register for a booth.

For assistance, call Scott Langbauer at 301-857-2282, or email scottl@aja.org.

Payment & Cancellation Policy

Booth reservations: Require both a completed contract and a nonrefundable 50% deposit per booth space. No booth can be reserved without a completed contract and deposit. Balances are invoiced in November 2022 and due by December 31, 2022, to avoid release of booth space. After January 1, 2023, full payment is required. Booth cost and any past-due debts owed to AJA must be paid prior to booth setup.

Cancellations: All cancellations must be submitted in writing to the American Jail Association. Refunds due on cancellations do not include nonrefundable deposits. On or before December 31, 2022: up to 50% refund. After January 1, 2023: No refund.

10'x10' Standard Inline \$1,950 	20'x20' \$11,550 
10'x10' Standard Corner \$2,625 	New Exhibitor Showcase Inline: \$1,690 Corner: \$2,000  Limited Space

Premium space is available in the entry and around the AJA Pavilion.

• 10'x10' Premium Inline: \$2,525	• 10'x20' Premium: \$5,929
• 10'x10' Premium Corner: \$2,625	• 20'x20' Premium: \$13,860

AJA Sponsorship Opportunities

Sponsorships give your company exposure at conference and leave a lasting impression. Give these professionals the opportunity to remember you and to know that your company supports them and the industry through one of AJA's unique sponsorship items. A sponsorship can provide your company with exposure at conference and throughout the year.

To find out more about all available sponsorships, call Scott Langbauer at 301-857-2282, or email scottl@aja.org.

Advertise in AJA's 2023 Conference Program App

Promote your company's products and invite attendees to stop by your booth! Conference attendees download this app and use it as a reference beyond the duration of the conference. In addition, conference program app advertisers and sponsors are also mentioned in all articles and advertisements promoting the app prior to the conference. Our conference program app is viewed by more than 1,000 conference attendees.

For prime spots still available or information on standard ads, call Scott Langbauer at 301-857-2282, or email scottl@aja.org.

AJA 43RD CONFERENCE & JAIL EXPO

AJA 43RD CONFERENCE & JAIL EXPO

**Broward County
Convention Center**
1950 Eisenhower Boulevard
Ft. Lauderdale, Florida
May 18–22, 2024



Budget Now for Conference Opportunities in 2024!

AJA offers advertising opportunities with the:

- Conference Preview Guide that reaches correctional professionals throughout the nation and is available online beginning in November through conference.
- Conference Program App that reaches every attendee and exhibitor prior to, during, and after the nation's largest event tailored to jail professionals.

Advertise with one or both of these options and save!

Exhibit hall space will be available online starting in May 2023. Those exhibiting partners with priority will have access to reserve a booth prior to the start of the 2023 Annual Conference & Jail Expo.

Watch for booth and sponsorship options to open online in 2023!

2024 Conference Housing & Registration opens November 2023.



Conference Program Book

Contract Due: December 15, 2023

Artwork Due: January 15, 2024

For assistance, call Scott Langbauer at 301-857-2282 or send an email to scottl@aja.org.



www.aja.org

AJA CORPORATE MEMBERSHIP APPLICATION

AJA Corporate Membership Application



The American Jail Association is a national, nonprofit organization dedicated to serving those who work in and operate our nation's jails. We provide training and professional development to increase professionalism in the field and to help jails and detention facilities be safe for both staff and inmates.

Our Corporate membership is available to companies that provide products and services to jails. By becoming a member, you will be linked to more than 3,200 jails and detention centers through advertising, exhibiting, and sponsorship opportunities.

Fax to 301-790-2941 or email membership@aja.org. For additional information, visit www.aja.org.

Corporate members receive:

- Up to five copies of *American Jails*
- Weekly AJAlert e-newsletter
- Access to iConnect, AJA's online community/forum
- Membership card and lapel pin
- Affinity Program Discounts from Apple, AFLAC, and more
- Discount for digital advertising
- Discount for advertising in *American Jails*
- Special member pricing on advertising packages
- Free electronic job postings

Corporate Membership—\$500 (Companies providing products/services to jails)

Company: _____
Address: _____ Suite #: _____
City: _____ State: _____ ZIP: _____
Phone: _____ Website: _____
Company description (up to 50 words): _____

Primary Contact (to receive all billing and mailing information):

Name: _____ **Suffix:** _____ **Title:** _____
Phone: _____ **Email:** _____

Up to four additional members can be added to the account. They will also receive *American Jails* and weekly AJAlert e-newsletter.

Name: _____ Title: _____
Phone: _____ Email: _____

Address (If different from above): _____

Name: _____ Title: _____
Phone: _____ Email: _____

Address (If different from above): _____

Name: _____ Title: _____
Phone: _____ Email: _____

Address (If different from above): _____

Name: _____ Title: _____
Phone: _____ Email: _____

Address (If different from above): _____

☐ Check here if you do not want to receive pertinent information related to issues covered by AJA from third-party vendors.

Products/Services

Choose only three:

- ☐ Building/Facilities
- ☐ Business/Financial Services
- ☐ Chemicals/Cleaning Supplies/Laundry
- ☐ Clothing/Textiles
- ☐ Communications
- ☐ Computers/Software/Technology
- ☐ Education/Training
- ☐ Food Service
- ☐ Food Service Management/Equipment
- ☐ Furnishings/Equipment
- ☐ Healthcare/Medical
- ☐ Identification/Detection
- ☐ Restraints
- ☐ Security/Surveillance
- ☐ Transportation
- ☐ Other _____
- ☐ Other _____
- ☐ Other _____

Payment Type: ☐ Check ☐ Purchase Order ☐ Credit Card (Circle one) ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

(Payable to the American Jail Association in U.S. funds drawn on a U.S. bank)

Card Number: _____ Expiration Date: _____ Verification on Back: _____

Billing Address: _____

Cardholder Name: _____ Signature: _____

For an electronic fillable form, visit americanjail.org/membership.

Please remit payment to: American Jail Association, PO Box 65048, Baltimore, MD 21264-5048

2023 Magazine and Digital Advertising Terms & Conditions

The following are certain general terms and conditions governing advertising in the U.S. print editions of magazines published by the American Jail Association (collectively, referred to herein as the "Publisher").

- 1.** Announcement of any change in rates and/or circulation rate base will be made in advance of a magazine's advertising sales close date of the first issue or publication to which such rates and/or circulation rate base will be applicable.
- 2.** Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the magazines or electronic advertising.
- 3.** The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
- 4.** The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating a magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
- 5.** All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the magazines subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the magazines and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats, and derivations of the magazines, including, without limitation, those arising from third-party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively "Claims").
- 6.** In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in

any of the magazines, the agency and advertiser agree not to make promotional or merchandising reference to any of the magazines in any way without the prior written permission of the Publisher in each instance.

- 7.** No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of each magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.
- 8.** The Publisher has the right to insert the advertising anywhere in the magazine or electronic medium at its discretion, and any condition on contracts, orders, or copy instructions involving the placement of advertising within an issue of any magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
- 9.** The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the magazines because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstances not within the control of the Publisher.
- 10.** Invoices are rendered at the time the completed and signed contract is received. Payments are due at the date the ad is disseminated. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. The Publisher further reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the magazines.
- 11.** All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.
- 12.** Publisher reserves the right to modify these terms and conditions. These Advertising Terms and Conditions were issued August 1, 2022.

2023 Conference Terms and Conditions for Exhibiting Partners

1. Purpose of Exhibit. AJA's 42nd Annual Conference & Jail Expo is an educational event, and the expo staged in conjunction with the professional conference is a vital element of this educational process. No selling, price posting, or order taking will be permitted on the exhibit floor or other areas controlled by Exhibit Management during the event.

2. Assignment of Exhibit Space. Exhibit space is assigned in the order reservations are received. Exhibit Management shall use its best efforts to locate the booth in one of the locations designated by Exhibitor elsewhere in this agreement. Notwithstanding the above, Exhibit Management reserves the right to change location assignments when such action is deemed to be in the best interest of the Exhibition. Instances involving relocation of a booth due to unforeseen circumstances, force majeure, or acts of God or war, shall be governed by the provision "Cancellation, Postponement, or Relocation of Exhibition" below. Exhibitor agrees that its exhibit shall be admitted into the Exhibition and shall remain from day to day solely on strict compliance with all the rules herein described. Exhibit Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or any Exhibitor with cause if exhibit is unsuitable to or not consistent with the character of the Exhibition. Exhibit Management's liability for rejection with cause shall be limited to a refund to the Exhibitor of the amount of rental unearned at the time of ejection. However, if an exhibit or Exhibitor is ejected for violation of these rules or for any other stated reason, no return of rental shall be made.

3. Rental of Space and Its Use. Rental includes the following exhibit equipment: 8-foot high back wall, 3-foot-high side rails, plus a 7-inch x 44-inch sign featuring the Exhibitor's company name. Hanging Signs: All hanging signs require written approval from Exhibit Management. Twenty-four-hour general security and general aisle cleaning are provided. Standard Exhibits: Regular and specially built back walls including signs may not exceed an overall height of 8 feet. Low side dividers between exhibits should not exceed 3 feet in height. If a high divider is desired, it cannot exceed 8 feet in height nor extend from the back wall more than one-half of the depth of the space. End-Cap Booths: An end-cap booth is exposed to the aisles on three sides and comprised of two booths. Dimensions are generally 10 feet deep x 20 feet wide. The maximum back wall height of 8 feet is allowed only in the rear half of the booth space and within 5 feet of the two side aisles, with a 4-foot height restriction imposed on all materials in the remaining space forward to the aisle. Island Booths: An island booth is any size booth exposed to aisles on all four sides. Dimensions are typically 20 feet x 20 feet or larger. The entire cubic content of the space may be used up to the maximum allowable height, which is usually a range of 16 feet to 20 feet, including signage.

4. Subletting of Space. The Exhibitor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment, or materials from firms other than its own in the Exhibit Space without written consent of Exhibit Management. Only one company shall be considered as the Exhibitor; any other company or entity in the Exhibit Space shall be considered a subsidiary or affiliate.

5. Installation and Dismantling. The Exhibitor explicitly agrees that in the event it fails to install its products in assigned Exhibit Space or fails to remit payment for required space rental or payment for advertising at time specified, Exhibit Management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. In addition, the Exhibitor shall not dismantle or otherwise interfere with the orderly conduct and display of the exhibits until the Exhibit Floor is finally closed to the conference attendees.

6. Fire and Safety Regulations. Exhibitor shall not pack merchandise in paper, straw, excelsior, or any other readily flammable material. All cartons stored in the Exhibit Building shall be emptied of contents. Exhibitor shall use no flammable decoration or covering for display fixtures, and all fabrics or other material used for decoration or covering shall be flameproof. If required by local law or ordinances, Exhibitor shall have on hand in its Exhibit Space a notarized affidavit establishing that its display materials have been treated during the last year by an approved chemical. All wiring devices and sockets shall be in good condition and meet the requirements of local law.

7. Union Labor. If required by local ordinances, Exhibitor must comply with all union regulations applicable to installation, dismantling, and display of the exhibits.

8. Exhibitor Conduct. Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of Exhibit Management is required for the employment or use of any live model, demonstrator, solicitor, or device for the mechanical reproduction of sound. Such employment or use shall be confined to the Exhibit Space. Exhibitors and their representatives are expected to dress in business attire, business casual attire, or correctional attire, and must conduct themselves with respectful and professional behavior. Inappropriate dress and conduct will be determined at the sole discretion of Exhibit Management. Products and advertising should not denigrate any population. Exhibit Management, in its sole and absolute discretion, may withdraw its consent at any time, in which Exhibitor shall terminate such activity immediately. All promotional plans must be submitted to Exhibit Management for approval. Distribution of pamphlets, brochures, or any advertising matter must be confined to the Exhibit Space. Exhibitor shall refrain from any action that will distract attendees from attendance at the Exhibit during open hours.

9. Film, Sound Devices, and Lighting. If images, loudspeakers, or sound devices are used, the Exhibitor agrees to comply with union requirements for the operation of the equipment. Equipment will only be permitted if tuned to conversational level and is not objectionable to neighboring Exhibitors. Operating equipment that emits excessive noise must be run intermittently for specific demonstrations only. Exhibit Management reserves the right to restrict the use of glaring lights or objectionable lighting effects.

10. Contractor Services and Information. Where an Official Contractor has been designated to perform services for an Exhibitor—such as the rental of furniture, setup of exhibits, electrical work, plumbing, labor, or any other service—no Exhibitor or representative shall contract for such services with other than the said Official Contractor unless permission has been secured in writing in advance from the Exhibit Management. Exhibit Management assumes no responsibility or liability for any of the services performed or materials delivered by the contractors.

11. Storage. Exhibitor will not be permitted to store packing crates and boxes in the booth or Convention Center during the Exhibition, but these, when properly marked, will be stored and returned to the booth by Service Contractors. It is the Exhibitor's responsibility to mark and identify all crates and boxes. Crates and boxes not properly labeled may be destroyed. No trunks, cases, or packing material shall be brought into or out of the Exhibit Space during Exhibit Hours.

12. Photographs. No photographs shall be taken without the prior consent of Exhibit Management and/or the Exhibitors involved.

13. Liability and Insurance. All property of the Exhibitor remains under its care, custody, and control in transit to and from Convention Center, during installation and removal, and while it is within the confines of Convention Center. Neither Exhibit Management, AJA, the owners or management of Convention Center, nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of Exhibitors from theft, damage by fire, accident, vandalism, or other causes, and the Exhibitor expressly waives and releases any claim or demand it may have against any of them by reason of any damage to or loss of any property of the Exhibitor, except where the damage or loss is due to the gross negligence or willful misconduct of Exhibit Management, AJA, the owners or management of the Exhibit Hall, or their agents or employees, arising out of Exhibit Management's, the owners or managers of Convention Center, or AJA's duties and responsibilities under this agreement. Exhibitor understands that neither Exhibit Management, Convention Center, nor AJA carry business interruption and/or property damage insurance coverage for loss or damage of Exhibitor's property. The Exhibitor agrees to obtain the following insurance during the dates of the Exhibition, including move-in and move-out days, and shall be prepared to furnish a certificate of insurance to Exhibit Management if requested: (a) Commercial general liability insurance coverage including protective and contractual liability for bodily injury and property damage; (b) Employer's liability insurance; (c) Worker's Compensation/Occupational Disease coverage in full compliance with Federal and State laws; (d) Comprehensive General Liability Automobile insurance.

14. Hold Harmless and Indemnification. This agreement shall not constitute nor be considered a partnership, joint venture, or agency relationship between AJA, Exhibit Management, and Convention Center. Exhibitor hereby agrees to indemnify, hold harmless, and defend AJA, Exhibit Management and Convention Center, and their respective officers, directors, and employees (Indemnities) from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever as they arise (including but not limited to court costs, interest, and attorney's fees) which the Indemnities may incur, suffer, be part to, or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission or breach of these terms, conditions, and rules, or violation of any ordinance or statute by Exhibitor or any of its employees or agents. The Exhibitor assumes full responsibility and liability for the actions of its agents, employees, and independent contractors, whether acting within or without the scope of their authority, and agrees to indemnify, hold harmless, and defend the Indemnities as expenses arise, from responsibility or liability resulting directly or indirectly, or jointly, from other causes that arise because of the acts or omission of its agents, employees, or independent contractors whether acting within or without the scope of their authority. AJA and Exhibit Management hereby each agree to indemnify, hold harmless and defend the Exhibitor and its respective officers, directors, and employees (Indemnities) from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever as they arise (including but not limited to court costs interest and attorney's fees) which the Indemnities may incur, suffer, be part to, or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission or breach of these terms, conditions, and rules, or violation of any ordinance or statute by AJA and/or Exhibit Management or any of their employees, or agents. AJA and Exhibit Management assume full responsibility and liability for the actions of their agents, employees, and independent contractors, whether acting within or without the scope of their authority, and agree to indemnify, hold harmless, and defend the Indemnities as expenses arise, from responsibility or liability resulting directly or indirectly, or jointly, from other causes that arise because of the acts or omission of their agents, employees, or independent contractors whether acting within or without the scope of their authority.

15. Cancellation, Postponement, or Relocation of Exhibition. In the event that any unforeseen occurrence, force majeure, or acts of God or war, shall render the fulfillment of this agreement impossible by Exhibit Management or AJA, the parties shall mutually amend or terminate the agreement at Exhibit Management's option. In such circumstances, Exhibit Management's sole responsibility to Exhibitor shall be a full refund of all rental fees paid by Exhibitor. No monies will be returned should the dates or location of the Exhibition be changed by Exhibit Management, but Exhibitor will be assigned space that the Exhibitor agrees to use under these same rules and regulations. Exhibit Management shall not be financially liable in the event the Exhibition is interrupted, canceled, moved, or dates changed except as provided herein.

16. Exhibitor Cancellation. Cancellation of any portion of this Contract by the Exhibitor will be accepted only at the discretion of Exhibit Management and then only based upon the following refunds: On or before December 31, 2022: 100% refund; after January 1, 2023: no refund. The Exhibitor is responsible for total booth rental irrespective of the reason for the cancellation by the Exhibitor including the failure of an Exhibit to arrive for any reason.

17. Agreement of Terms, Conditions, and Rules. Exhibitor agrees to observe and abide by the foregoing Terms, Conditions, and Rules and by such additional Terms, Conditions, and Rules made by Exhibit Management from time to time for the efficient or safe operation of the Exhibit, including, but not limited to, those contained in this Contract. In addition to Exhibit Management's right to close an Exhibit and withdraw its acceptance of this Contract, Exhibit Management in its sole judgment may refuse to consider for participation in future exhibits an Exhibitor who violates or fails to abide by all such Terms, Conditions, its acceptance of this Contract, Exhibit Management and Rules. There is no other agreement or warranty between the Exhibitor and Exhibit Management except as set forth in this document. The rights of Exhibit Management and the Exhibitor under this Contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of the respective parties.

American Jail Association
1135 Professional Court
Hagerstown, MD 21740-5853

