

April 26, 2018

Letter of Intent

Paul Graller
ALA Conference Services
American Library Association
50 East Huron
Chicago, IL 60611

Dear Mr. Graller:

We are thrilled that the **American Library Association** is considering returning to Washington, DC for their 2034 and 2039 ALA Annual Conference. I want to take this opportunity to confirm the space and dates we are holding for your event at the Walter E. Washington Convention Center, and provide some additional information, which will be beneficial to you:

Sleeping Room Pattern:

2034

DATE:	6/20	6/21	6/22	6/23	6/24	6/25	6/26	6/27	6/28
DAY:	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED
ROOMS:	45	850	5100	8075	8500	8500	6375	2550	25
FLOW%:	1%	10%	60%	95%	100%	100%	75%	30%	1%

Total Room Nights: 40,020

2039

DATE:	6/21	6/22	6/23	6/24	6/25	6/26	6/27	6/28	6/29
DAY:	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED
ROOMS:	45	850	5100	8075	8500	8500	6375	2550	25
FLOW%:	1%	10%	60%	95%	100%	100%	75%	30%	1%

Total Room Nights:

***Note: The ALA Annual Conference success is dependent upon a complete guest room block and meeting space, without which, ALA's meeting needs cannot be accommodated.**

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Convention Center: June 19-28, 2034

- Exhibits – Halls ABC (473,000)
 - Move In: Monday, June 19-Thursday, June 22, 2034
 - Show Dates: Friday, June 23-Monday, June 26, 2034
 - Move Out: Tuesday, June 27-Wednesday, June 28, 2034
- General Session/Posters – Halls DE (230,000 square feet)
 - Move In: Thursday, June 22-Friday, June 23, 2034
 - Show Dates: Saturday, June 24-Sunday, June 25, 2034
 - Move Out: Monday, June 26, 2034
- Office – Ballroom C (19,000 square feet)
 - Reserved: Monday, June 19-Wednesday, June 28, 2034
- Breakout Rooms – Ballroom AB (33,000 square feet)
 - Move In: Thursday, June 22-Friday, June 23, 2034
 - Show Dates: Saturday, June 24-Tuesday, June 27, 2034
 - Move Out: Wednesday, June 28, 2034
- Meetings – Room 101-102
 - Reserved: Monday, June 19-Wednesday, June 28, 2034
- All Meetings Rooms, 100, 200, 300 Level, East/West Overlook
 - Reserved: Thursday, June 22-Tuesday, June 27, 2034
- East/West Registration (Salons, 40,000 square feet)
 - Reserved: Monday, June 19-Wednesday, June 28, 2034

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Convention Center: June 20-29, 2039

- Exhibits – Halls ABC (473,000)
 - Move In: Monday, June 20-Thursday, June 23, 2039
 - Show Dates: Friday, June 24-Monday, June 27, 2039
 - Move Out: Tuesday, June 28-Wednesday, June 29, 2039
- General Session/Posters – Halls DE (230,000 square feet)
 - Move In: Thursday, June 23-Friday, June 24, 2039
 - Show Dates: Saturday, June 25-Sunday, June 26, 2039
 - Move Out: Monday, June 27, 2039
- Office – Ballroom C (19,000 square feet)
 - Reserved: Monday, June 20-Wednesday, June 27, 2039
- Breakout Rooms – Ballroom AB (33,000 square feet)
 - Move In: Thursday, June 23-Friday, June 24, 2039
 - Show Dates: Saturday, June 25-Tuesday, June 28, 2039
 - Move Out: Wednesday, June 29, 2039
- Meetings – Room 101-102
 - Reserved: Monday, June 20-Wednesday, June 29, 2039
- All Meetings Rooms, 100, 200, 300 Level, East/West Overlook
 - Reserved: Thursday, June 23-Tuesday, June 28, 2039
- East/West Registration (Salons, 40,000 square feet)
 - Reserved: Monday, June 20-Wednesday, June 29, 2039

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CONVENTION CENTER PUBLISHED RATE

Based on what the Center is currently holding for American Library Association your convention center rack rental would be:

2034	\$557,528
2039	\$585,908

CONVENTION CENTER NEGOTIATED RATE

We have had the opportunity to review your history, and your negotiated rental rate is based upon your meeting dates and past convention center history which includes: room rental, food & beverage, utility, internet and phone expenditures, as well as your economic impact to the city.

Based on Group's program, the Walter E. Washington Convention Center can offer American Library Association the following incentive to confirm Washington, DC:

2034	\$325,000	Flat Rate Confirmed
2039	\$325,000	Flat Rate Confirmed

Events DC values the relationship with American Library Association and is extending the confirmed 2029 Confirmed Flat Rate of \$325,000 for 2034 and 2039.

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CONVENTION CENTER CONTINUED

Each meeting room comes with an initial set of theater, classroom or banquet seating, along with a podium and podium microphone at no charge. Rooms that are changed over from the original set to a food function will not be charged a change-over fee; however, if a room is then changed from banquet to another set, a change-over fee will be applied. If the initial set for a meeting room is a food function and the meeting room is changed to a meeting set, a change-over fee will be applied. Please note the other inclusions with your rental:

- Walter E. Washington Convention Center will offer Complimentary Wi-Fi in the Meeting Rooms, Ballroom and the Exhibit Halls to attendees as a convenience for checking email and light internet surfing. The Wi-Fi is not intended to support event operations such as registration, speaker-ready networks, or exhibitor demonstrations. Additionally, if event organizers are planning to use custom mobile apps to support their events, they should speak with the center's Technology Service Provider to ensure that the appropriate services are implemented.
- Designated "show office" for your exhibit hall
- Full lights and appropriate HVAC during event hours
- Customary reduced work lighting during move-in and move-out
- Paging microphone for exhibit halls
- Aisle cleaning until carpet is installed
- Ongoing cleaning of public areas, restrooms and food service facilities
- Daily cleaning of uncarpeted hall and show office
- Hauls and disposal of trash in designated compactors (one trash haul per event at no charge)
- (2) Complimentary portable charging stations in the convention center with adaptors for all cell phone/computer needs, located in the Grand Lobby

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INCENTIVE CLAUSE & SPECIAL CONCESSIONS

If American Library Association confirms Washington, DC for 2028 and/or 2031 by **October 28, 2016**, then the following incentive provisions and additional enhancements will be applied on behalf of the Walter E. Washington Convention Center and Washington, DC:

- ★ If American Library Association confirms 2034 and 2039, then the Convention Center will confirm a flat rate of \$325,000 for each year
 - Savings of \$232,525 off the published rate in 2034
 - Savings of \$260,908 off the published rate in 2039
- ★ Complimentary wireless internet in all exhibit space, meeting space, Ballroom and public space at the Walter E. Washington Convention Center
- ★ (25) VIP Welcome Gifts
- ★ Complimentary production and hanging of banners for the outside of the convention center (16)
- ★ Welcome buttons for all Front line Convention Center employees – estimated value \$2,000
- ★ Washington, DC to promote our city at ALA Annual Conference 2033 and 2038 – estimated value \$1,500
- ★ 100 hours of complimentary registration assistance – estimated value \$2,000
- ★ Airport welcome digital signage to be displayed at local airports – estimated value \$6,000
- ★ Pre-convention marketing assistance – estimated value \$800
- ★ Welcome flyers for display by restaurants and retail shops – estimated value \$1,400
- ★ Discounts with member restaurant partners thru a "show your badge" program with up to 20% off total bill

Additional Concession added for Definite years 2019, 2022 and 2029 and if confirmed 2034 and 2039

- ★ Would we be able to offer a choice of one of the concessions:
 - 1) Complimentary One Hour Staff Reception for up to 100 people at the WEWCC (\$5,000 value)
 - 2) Host an Exhibitory Advisory Council dinner while on a site visit to DC (\$5,000 value)
 - 3) Support or sponsor Staff lunch or breakfast at the WEWCC (\$5,000 value)

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The offer as extended in this letter is contingent on a decision confirming Washington, DC as your destination by July 13, 2018. This letter is neither a contract nor does it legally hold you to any financial agreement with the hotel community or convention center. This letter serves as a Letter of Intent that American Library Association intends to be in Washington, DC in 2034 and 2039. It also allows me to confirm and secure the above mentioned dates and space at the Walter E. Washington Convention Center.

Mr. Graller, we are excited about the opportunity to host the ALA Annual Conference and I look forward to continuing our partnership in the coming years.

Sincerely,

Nancy Umansky, MTA
National Sales Manager
Destination DC

Paul Graller
American Library Association

CC: Dennis Carew, Director of National Accounts, Events DC