

ATA Exhibitor Guidelines

The new administrative guidelines direct conventions to reduce the number of commercial booths with little educational relevance over a period of four years. To ensure convention exhibits promote the honour and dignity of the profession and reinforce Association policy and partnerships, Council determined that the following types of booths will not be allowed at teachers' conventions, effective immediately:

1. Competitors of the Association's insurance partner (currently Johnson Insurance);
2. Competitors of the Alberta Teachers' Retirement Fund (ATRF) or the Association's financial and retirement planning partner (currently Capital Estate Planning);
3. Vendors selling or promoting pseudoscientific health or wellness products or procedures (eg spiritual healers, aromatherapy, crystals);
4. Products or displays that promote products or interests that are inconsistent with Association policy (eg test preparation services and materials, online assessment banks);
5. Organizations with displays that are politically sensitive or controversial in nature;
6. Political parties, constituency offices or riding associations of provincial and federal politicians;
7. Entities seeking to access Association members for the purposes of signing petitions or advancing political or quasi-political campaigns; and
8. Establishments that promote activities or rent equipment that is not allowed by the majority of school divisions (eg trampoline parks, laser tag, dunk tanks, bouncy castles).