

Convention Exhibit Guidelines for Prospective Vendors

The opportunity to reach thousands of Alberta teachers at ATA teachers' conventions and to sell teacher resources or other products for teachers has proven to be an area worth pursuing for a variety of businesses. While the majority of convention exhibits should be education-related and demonstrably linked to the Teaching Quality Standard and Leadership Quality Standard, some exhibit space may be available for commercial vendors. Health and wellness vendors may be provided with exhibit space as long as their products are supported in full or in part by member benefits providers. Services of any health and wellness vendors may only be provided by licensed practitioners.

Alberta Teachers' Association convention boards are not permitted to provide exhibit space to:

- competitors of the Association's insurance partner (currently Johnson Insurance)
- competitors of the Alberta Teachers' Retirement Fund or the Association's financial and retirement planning partner
- vendors selling or promoting pseudoscientific health or wellness products or procedures
- products or displays that promote products or interests that are inconsistent with Association policy
- organizations with displays that are politically sensitive or controversial in nature
- political parties, constituency offices or riding associations of provincial and federal politicians
- entities seeking to access Association's members for the purposes of signing petitions or advancing political or quasi-political campaigns
- establishments that promote activities or rent equipment that is not allowed by the majority of school divisions