



## **THE JACKSONVILLE HOME & PATIO SHOW**

General Show Questions

(904) 730-3356 or (800) 645-7798

Joy Grubbs, Administrative Assistant ext 10

Jeff Coleman, Sales Representative ext 15

Hillary Carpenter Lyons, Show Manager ext 14

Fax: (904) 730-3634

**SHOW OFFICE** Please note the Show Office is located upstairs in Room 203. You may pick up badges (during move-in) from this location. A station for utility services will be set up outside of the Show Office. **TO CONTACT SHOW STAFF ONSITE FROM MARCH 1 THROUGH MARCH 6, CALL (904) 630-4800.**

## **PRIME OSBORN CONVENTION CENTER**

Phone, Water, Electric, Facility Information

Melissa Sikes, Event Coordinator: (904) 630-4089

Nancy Thompson, Event Services: (904) 630-4010

Fax: (904) 630-4029

## **HALE NORTHEASTERN**

Decorator, Carpeting, Tables, Chairs, etc.

(800) 333-4253, refer to Jacksonville Home & Patio Show

## **LIZ MORGAN PR**

Public Relations

Office: (904) 981-0982

Email: Liz@LizMorganPR.com

## **PREFERRED HOTEL**



Omni Hotels offers a discount exhibitor rate of \$105, plus tax. To receive a discounted rate you **MUST** mention the Jacksonville Home & Patio Show at booking. Call (904) 355-6664.



## **TABLE OF CONTENTS**

DIRECTIONS, DELIVERIES	PAGE 3
EVENT SCHEDULE, MOVE IN, MOVE OUT, BOOTH REGULATIONS	PAGE 4
BUILDING REGULATIONS, COPYRIGHT MATERIAL	PAGE 5
SOLICITING, SHOW DECORATOR INFORMATION, EXHIBITOR BADGES & SHOW PASSES	PAGE 6
WILL CALL, ACCOUNT BALANCES, UTILITIES, SECURITY, INSURANCE, FIRE REGULATIONS	PAGE 7
LICENSE FEE APPLICATION	PAGE 8
ORDER FORMS – ELECTRIC, PARKING, PHONE, PLUMBING	PAGE 9
ORDER FORMS – CARPET, TABLES, CHAIRS, BANNERS, ETC.	PAGE 14



## **DIRECTIONS**

### **From North (I-95 South)**

South on I-95 to Exit 353A (Myrtle/Church/ Forsyth), to Forsyth Street. Proceed east to Lee Street. Turn right (south) on Lee Street, then right (west) on Bay Street to the Convention Center.

### **From South (I-95 North)**

North on I-95 to Exit 352B (Forsyth Street). Proceed east to Lee Street. Turn right (south) on Lee one block to Bay Street. Turn right (west) on Bay to Convention Center.

### **From West (I-10)**

I-10 to I-95 North, then to Exit 352B (Forsyth). Take Forsyth Street east to Lee Street. Turn right (south) on Lee one block to Bay Street. Turn right (west) on Bay Street and proceed to Convention Center.

### **From East (Beaches)**

Take the Hart Bridge into downtown. Take Adams Street exit. Turn left on N. Main Street. Turn right on W. Bay Street. Proceed to the Convention Center.

**\*NOTE: Exhibitor Only parking is located in the gated lot on Bay Street during show days (weather permitting). Exhibitor badge and parking pass are required for entry into lot.**

## **DELIVERIES**

ANY DELIVERIES COMING TO THE PRIME OSBORN CONVENTION CENTER FOR YOUR COMPANY HAVE TO BE PICKED UP THE SAME DAY AS DELIVERED! Deliveries without company name and booth number will be declined.

Hale Northeastern charges a drayage fee for handling. The delivery address is:

Hale Northeastern  
c/o Prime Osborn Convention Center  
1000 Water Street  
Jacksonville FL 32204

**Reference company name and booth number.**



## SHOW HOURS

Thursday	Noon to 9 PM
Friday	Noon to 9 PM
Saturday	10 AM to 9 PM
Sunday	10 AM to 6 PM

**\*Leaving early is a violation of the contract agreement and can subject your account to termination.**

**MOVE-IN SCHEDULE** DRIVING IN IS BY APPOINTMENT ONLY ON TUESDAY ONLY. THERE WILL BE NO VEHICLES ON THE FLOOR WITHOUT BEING CLEARED THROUGH HALE NORTHEASTERN. PLEASE CALL **(800) 333-4253** TO RESERVE YOUR TIME SLOT. All exhibitors may begin moving in at 9:00AM on Tuesday and Wednesday with the EXCEPTION of the following areas: Booths on the 100 through 800 rows with numbers ending in 30 or higher: We ask that you wait until as late as is feasible on Tuesday or begin any time after Wednesday morning at 9:00AM. This allows the loading dock doors to remain open and keeps smaller displays from being destroyed.

Booth numbers **819, 821, 823, 825, 831, 833 835, 837,** and **839**: These booths are in front of the loading dock doors and will not be set until after the carpet is placed Wednesday evening. Loading dock doors will close Wednesday evening to allow remaining displays to be constructed. Bay doors will be closed at 7PM each night of move-in. You may re-enter through the Security Entrance (door one) until 11PM. The building is EXIT ONLY after 11PM. Forklifts are available to help with your move-in until 5PM both Tuesday and Wednesday. Please note there are no exhibitor forklift operators, hand trucks, dollies or move-in crew onsite after 5PM.

**MOVE OUT SCHEDULE** Move out will begin at **6:30 PM** on Sunday (no exceptions). Move out can continue on Monday morning from 8 AM until noon. The Prime Osborn Convention Center with Hale Northeastern reserves the right to confiscate any display still on the property after noon on Monday. The Jacksonville Home & Patio Show lease agreement ends at noon; Marketplace Events is not responsible for contents left on the show floor after this time.

**BOOTH REGULATIONS** All personnel and booth displays must stay within your rented space. The Jacksonville Home & Patio Show reserves the right to remove any portion of an exhibit that exceeds the agreed square footage amount. As agreed in paragraph 6 (Booth Display) of all contracts, booth displays must be professional. No handwritten signs or unprofessional tables, table skirting allowed. Consider using actual furniture or renting from our decorator. The Jacksonville Home & Patio Show reserves the right to make changes to unprofessional displays if not up to home show standards. This is a form of



**BOOTH REGULATIONS CONT.** advertising and your display reflects how you do business. Non-compliant booths are subject to removal at exhibitor's expense. Exhibitors are responsible for removal of large boxes and/or trash inside of the rented space. The Prime Osborn Convention Center will pick up trash from the aisles in the late evening; please place trash cans in the aisle no later than one hour prior to close. Boxes may not be stored in the booth unless they are completely unseen. Exhibitors may use personally owned chairs, tables, carpets, etc. in booth if desired or rent from Hale Northeastern. Standard rental tables should be draped with fire retardant material. The tables should be covered completely on the top and to the floor. **EXHIBIT FLOOR IN SECTION 6 MUST BE COVERED.** You may use carpet, vinyl flooring, Astroturf, etc. Carpeting is already provided in the SECTIONS 1 - 5. Any unprofessional tables or floor coverings will be redecorated at the exhibitor's expense by Hale Northeastern.

**The Prime Osborn Convention Center does not allow coolers, food or beverages of any kind, to be brought into the building once the show has begun, regardless of the reason. Please feel free to visit the concessions or the Exhibitor Lounge (Mezzanine Level) Thursday thru Sunday.**

Show management will provide one 8' high back wall drape and two 32" high side rail drapes per 10' x 10' booth. Corner booths are not required to keep the 32" aisle drape. Exhibits are to remain within the space rented. When constructing your display, keep in mind not only of your neighbors, but also be aware of "blocking" yourself in. By creating an open display, attendees are statistically more likely to enter your booth than one that has walls. Height restriction is eight feet unless prior permission is gained. If your banner goes above eight feet (maximum 10'), it must be one sided and finished on the back side. Displays must be finished on all exposed sides. To simplify the floor plan in our Show Guide, bulk booths will be listed by the lowest number (*EXAMPLE: Tommy Towers buys booths 123, 124, 125 together – only 123 will be listed*).

Double-sided carpet tape, provided by Marketplace Events at no charge, is the only approved adhesive for use on the convention center floors. Do not attach signs, nor distribute handbills, etc. in any area other than your booth. There can be no helium filled balloons in the convention center. Air filled balloons are acceptable. Do not distribute popcorn or other items that contribute to the general cleaning problem. Outside food or beverage is not allowed in after Thursday.

**COPYRIGHTED MATERIAL** Use of microphones, audio equipment and musical instruments requires written permission and sound levels must be kept at a volume that management deems reasonable. Violators will receive one warning. If there are more problems with volume, show management reserves the right to prohibit the exhibitor from using sound equipment for the remainder of the show. Each exhibitor is solely responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitor's



**COPYRIGHTED MATERIAL CONT.** booth or display. Marketplace Events reserves the right to remove from the Events reserves the right to remove from the exhibit hall all or any part of any booth or display which violates copyrighted laws. The exhibitor shall remain liable for and shall indemnify and hold Marketplace Events and the facility, their agents and employees, harmless from all loss, cost, claims, causes of action, suits, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violation or infringement (or claimed violation or infringement) by exhibitor, exhibitor's agents or employees of any patent, copyright or trade secret rights or privileges.

**SOLICITING** Food and beverage sample items require permission for Savor Jacksonville. Food samples must be restrained to 2 oz. Bottled water or any food item distributed larger than 4 oz. will be cause for Marketplace Events to immediately remove the exhibit at exhibitor's expense. Soliciting of business Displays, demonstrations or distribution of samples, souvenirs, and promotional material **MUST BE CONFINED TO THE EXHIBITOR'S BOOTH SPACE**. Such activities are not permitted in the aisles, restaurants, registration area, hallways or other exhibits. Food samples must be restrained to 2 oz. Bottled water or any food item distributed larger than 4 oz. will be cause for Marketplace Events to immediately remove the exhibit at exhibitor's expense.

**SHOW DECORATOR INFORMATION** Hale Northeastern, Inc. is the official show decorator and can be reached at (800) 333-4253. The decorator's office will be located at the rear of the exhibit hall to the west of the loading dock. Drapes are burgundy and white in **SECTIONS 1, 2, 3, and 5**. Drapes are green and white in **SECTION 4**. Carpet is already provided in Sections 1 - 5. Show drapes are blue and black with blue aisle carpet in **SECTION 6**. The decorator's office will be open during move-in for exhibitors requiring furniture, carpet, etc. **ORDER FORMS HAVE AN EARLY BIRD DISCOUNT IF RETURNED BY FEBRUARY 17, 2011.**

**EXHIBITOR BADGES** Exhibitors paid in full will be issued their exhibitor badges at the show office during move in. Each exhibitor may request up to 6 badges for each of their 10' x 10' booth, maximum twenty-four badges. **WEAR YOUR EXHIBITOR BADGE AT ALL TIMES**, even during move out. This helps security control the people moving in and out of the exhibit hall before and after show hours. **Replacement badges will be charged at \$5 per sheet of six.**

**SHOW PASSES** Ten complimentary passes for each 10' x 10' booth will be mailed to all exhibitors who have paid in full prior January 31. After that date, complimentary tickets will be placed in your exhibitor's packet to be picked up during move-in. We are also re-introducing the **Exhibitor Discount Tickets**. If you need more than your allotted complimentary tickets, you can use these passes. Hand out as many as you'd like, but only get charged for those actually redeemed – for half the price.



**WILL CALL** An exhibitor "Will Call" desk will be available during regular show hours for exhibitors to leave messages, badges, etc. The "Will Call" desk will be located at the general admission area at the West Entrance of the convention center. **COMP PASSES DISTRIBUTED ONSITE MUST GO THROUGH WILL CALL – NO EXCEPTIONS.**

**ACCOUNT BALANCES** Final payment for exhibit space must be made prior to January 31. Show Management reserves the right to refuse entry to any exhibitor whose account has not been paid in full. Badges, complimentary tickets, and discount coupons for your company will not be available until the account has been paid.

**UTILITIES** If you need electrical power, water, telephone service, or pre-paid parking permits, the enclosed forms should be filled out and returned to our office, fax number 904-730-3634. Pre-orders received by **February 15**, receive the discounted rate. You may still purchase these services during show move-in at a higher rate. If you have any questions, please call (904) 730-3356. **REMEMBER TO TURN YOUR LIGHTS OFF EACH NIGHT.** *Please be aware that using electricity without paying for it is considered fraudulent behavior by the Prime Osborn Convention Center.*

**SECURITY** Security guards will be on duty throughout show hours. Show management does not assume any responsibility for losses incurred from pilferage or any other causes. Exhibitors should take all possible precautions to protect their own property.

**INSURANCE** Neither Show Management nor the Prime Osborn Convention Center will accept responsibility for injury to persons, loss of or damage to products, exhibits, equipment or decorations by fire, accident, theft or any other cause while in the building. Exhibitors must provide adequate insurance for their own personnel, exhibits and materials against all such hazards.

**FIRE REGULATIONS** No hazardous material will be permitted in an exhibit. All materials used in the construction and decoration of an exhibit must be flame retardant. This includes scenery, backdrops, drapes, tables and dust covers. No hazardous material will be permitted in an exhibit. No vehicles or other apparatus that has a fuel tank will be permitted as a display without written permission from show management. The Fire Marshall of the city of Jacksonville reserves the right to make any final decision regarding the above requirements.



**TAXES & LICENSES** State and city taxes at the combined rate of 7% must be collected on all sales. Non-Florida residents need to file Form DR-15-CS. Forms will be distributed by tax collector's office.

We pay the Duval County Occupational License Tax for each show, plus \$6.25 for each exhibitor engaged in the business of trading, bartering, buying or selling items at the exhibit. In addition, we pay the City of Jacksonville Municipal License Tax for each show, plus \$6.25 for each exhibitor engaged in the business of trading, bartering, buying or selling items at the exhibit. At the end of each event, we must furnish a list, in the form of a sworn affidavit, of exhibitors who were so engaged to the Tax Collector for each of the above licenses, with the appropriate fees.

**If you are selling a product directly out of your booth, your company is responsible for the Duval County Occupational License Tax and the City of Jacksonville Municipal License Tax.** Please fill out the application below and return with your \$12.50 combined tax total.

We thank you in advance for your quick return of the required fees.

### LICENSE FEE APPLICATION

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

Checks payable to the **Jacksonville Home & Patio Show** can be mailed to:  
8400 Baymeadows Way, Ste 11  
Jacksonville, FL 32256

Credit card payments can be faxed to **904-730-3634**

AMEX

MASTERCARD

VISA

Credit Card Number: \_\_\_\_\_ Expires: \_\_\_\_\_ Code: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Amount Authorized: \$12.50





Jacksonville Home & Patio Show  
Produced by Marketplace Events  
8400 Baymeadows Way, Suite 11  
Jacksonville FL 32256  
P: 904-730-3356  
T: 800-645-7798  
F: 904-730-3634

Company Name \_\_\_\_\_ Contact Person \_\_\_\_\_

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

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Booth # \_\_\_\_\_

CHECK ENCLOSED - MUST BE MADE PAYABLE TO "SMG"

AMEX  VISA/MC  DISCOVER Card # \_\_\_\_\_ Exp \_\_\_\_ / \_\_\_\_

Electrical Services Total (from page ) \$ \_\_\_\_\_

Parking Requests Total (from page ) \$ \_\_\_\_\_

Phone, Internet Services Total (from page ) \$ \_\_\_\_\_

Plumbing Services Total (from page ) \$ \_\_\_\_\_

TOTAL AUTHORIZED CHARGE OR CHECK IN THE AMOUNT OF \$ \_\_\_\_\_

Event Jacksonville Home & Patio Show (SPRING) Event Dates March 3-6, 2011



# Electrical Services Request

**PRE-ORDERS ACCEPTED UNTIL FEBRUARY 15**

(floor orders available during move-in at a higher rate)

FAX BACK TO: 904-730-3634 or MAIL TO: 8400 Baymeadows Way, Ste 11 JAX FL 32256

**PLEASE BE SURE TO RETURN THE AUTHORIZATION FORM WITH THIS ORDER**

Company Name \_\_\_\_\_ Booth # \_\_\_\_\_

Quantity	Description	Advance Order	24-hr. Svc,add 50%	Amount
_____	0-500W (5 amp)	\$ 60.00	_____	_____
_____	501-1000W (10 amp)	\$ 79.00	_____	_____
_____	1001-1500W (15 amp)	\$ 97.00	_____	_____
_____	1501-2000W (20 amp)	\$ 109.00	_____	_____
_____	2001-3000W (30 amp)	\$ 120.00	_____	_____
_____	20 Amps, 208V	\$ 145.00	_____	_____
_____	30 Amps, 208V	\$ 175.00	_____	_____
_____	60 Amps, 208 V	\$ 270.00	_____	_____
_____	100 Amps, 208V	\$ 335.00	_____	_____
_____	20 Amps, 3-phase	\$ 190.00	_____	_____
_____	30 Amps, 3-phase	\$ 210.00	_____	_____
_____	60 Amps, 3-phase	\$ 310.00	_____	_____
_____	100 Amps, 3-phase	\$ 415.00	_____	_____
_____	200 Amps, 3-phase	\$ 745.00	_____	_____
_____	400 Amps, 3-phase	\$ 1,140.00	_____	_____
_____	150W Floodlight, & connection	\$ 130.00	_____	_____
_____	25' extension cord	\$ 18.00	_____	_____
_____	Quad Box	\$ 18.00	_____	_____
_____	Power Strip	\$ 18.00	_____	_____

Quantity	Description	Advance Order	24-hr. Svc,add 50%	Amount
_____	For Required Stand-by, special Disconnects, etc.	\$ 60.00	_____	_____

Acceptance of this Service Request is subject to the Terms and Conditions listed above. For Advance Order Rate qualification, please see Item #1. Excess connectivity is subject to rate change correction due and payable at the Service Desk prior to close of first event day.



**PRE-ORDERS ACCEPTED UNTIL FEBRUARY 15**

(floor orders available during move-in at a higher rate)

FAX BACK TO: 904-730-3634 or MAIL TO: 8400 Baymeadows Way, Ste 11 JAX FL 32256



# Parking Permit Request

PRE-ORDERS ACCEPTED UNTIL FEBRUARY 15

(floor orders available during move-in at a higher rate)

FAX BACK TO: 904-730-3634 or MAIL TO: 8400 Baymeadows Way, Ste 11 JAX FL 32256

PLEASE BE SURE TO RETURN THE AUTHORIZATION FORM WITH THIS ORDER

Company Name \_\_\_\_\_ Booth # \_\_\_\_\_

**NO Multi-day passes sold at Parking Lot entry.**

Terms & Conditions

*Vehicles (including trailers, trucks and RVs) must display parking permit prominently while on premises.*

*Vehicles not displaying valid parking permit are subject to towing at owner's expense.*

*Exhibitor Parking Permits are valid only Row H and higher. Parking in Rows A-G renders permit invalid and subject to penalty.*

*Single day permits for exhibitors are only available day of event. No advance sales. Permits are \$4 per auto or trailer.*

*Exhibitor Parking Permits are non-transferable and valid only for credentialed exhibitor/vendors of Center's Lessees.*

*Trailers parked in SMG lots must provide license tag numbers to validate permits.*

Quantity	Description	Advance Order	Amount
_____	4-day event; Auto(each)	\$14.00 per permit	_____
_____	4-day event; Trailer (each)	\$14.00 per permit	_____
N/A	<b>Trailer Tag #:</b> _____ <b>State:</b> _____ <b>Permit #:</b> _____		N/A
_____	3-day event; Auto (each)	\$10.50 per permit	_____
N/A	3-day event; Trailer (each)	\$10.50 per permit	N/A
N/A	<b>Trailer Tag #:</b> _____ <b>State:</b> _____ <b>Permit #:</b> _____		N/A
_____	2-day event; Auto (each)	\$7.00 per permit	_____
N/A	2-day event; Trailer (each)	\$7.00 per permit	N/A
_____	<b>Trailer Tag #:</b> _____ <b>State:</b> _____ <b>Permit #:</b> _____		_____
_____	RV Parking (no utilities provided)	\$12.00 per day	_____
_____	Trucks (>14 ft & <26 ft)	\$12.00 per day	_____
_____	Trucks (26 ft to 55 ft)	\$25.00 per day	_____

All applicable tax is included.



**NO Multi-day passes sold at Parking Lot entry.**

PRE-ORDERS ACCEPTED UNTIL FEBRUARY 15

(floor orders available during move-in at a higher rate)

FAX BACK TO: 904-730-3634 or MAIL TO: 8400 Baymeadows Way, Ste 11 JAX FL 32256



# Telecommunication Services Request

**PRE-ORDERS ACCEPTED UNTIL FEBRUARY 15**

(floor orders available during move-in at a higher rate)

FAX BACK TO: 904-730-3634 or MAIL TO: 8400 Baymeadows Way, Ste 11 JAX FL 32256

**PLEASE BE SURE TO RETURN THE AUTHORIZATION FORM WITH THIS ORDER**

Company Name \_\_\_\_\_ Booth # \_\_\_\_\_

### Equipment & Service Requirements

Quantity	Description	Advance Order	Amount
_____	Standard Line with Instrument	\$ 140.00	_____
_____	Standard Line without Instrument	\$ 125.00	_____
_____	Dry Pair	\$ 225.00	_____
_____	Long Distance Access, per line	\$ 69.00	_____
_____	Digital Multi-line telephone with 2 lines	\$ 240.00	_____
_____	Each additional line	\$ 30.00	_____
_____	Wireless Internet (per day)	\$ 20.00	_____
_____	High Speed Internet Service, up to 1 wk*	\$ 325.00	_____
(for 1 unit, user name & password available from Service upon check-in)			
_____	High Speed Internet Service, add'l unit; total of 4 add'l units available to the hub	\$ 50.00	_____
(user name & password available from Service Desk upon check-in)			

***Wireless connectivity for computers is available at the Service Desk.  
Please inquire on-site for rates, user name & password assignment.***

### Technician Labor, Per Hour (2-Hour Minimum)

Quantity	Description	Advance Order	24-hr. Svc, add 50%	Amount
_____	For Required Stand-by, special Connects & Disconnects, etc.	\$ 52.00	_____	_____

Acceptance of this Service Request is subject to the Terms and Conditions listed above. For Advance Order Rate qualification, please see Item #1. Excess connectivity is subject to rate change correction due and payable at the Service Desk prior to close of first event day.



**PRE-ORDERS ACCEPTED UNTIL FEBRUARY 15**

(floor orders available during move-in at a higher rate)

FAX BACK TO: 904-730-3634 or MAIL TO: 8400 Baymeadows Way, Ste 11 JAX FL 32256



# Plumbing Services Request

**PRE-ORDERS ACCEPTED UNTIL FEBRUARY 15**

(floor orders available during move-in at a higher rate)

FAX BACK TO: 904-730-3634 or MAIL TO: 8400 Baymeadows Way, Ste 11 JAX FL 32256

**PLEASE BE SURE TO RETURN THE AUTHORIZATION FORM WITH THIS ORDER**

Company Name \_\_\_\_\_ Booth # \_\_\_\_\_

Compress Air Service (Approximately 100 psi), Customer must provide own Regulator\*

Quantity	Description	Advance Order	Amount
_____	Single Outlet, 3/8" Speedaire, Female Quick Convert	\$ 125.00	_____
_____	Additional Outlet, same location	\$ 77.50	_____
_____	24-Hour Service, add 50% per outlet		call for service

Water (Average 60 psi) and Drain Service

_____	Single Outlet, Standard 3/4" Male Hose Connection	\$ 100.00	_____
_____	Additional Outlet at Same Location	\$ 77.50	_____
_____	One-Time Fill & Drain, 125 gallons or less	\$ 20.00	_____
_____	One-Time Fill & Drain, 250 gallons or less	\$ 40.00	_____
_____	One-Time Fill & Drain, 500 gallons or less	\$ 77.50	_____
_____	Single Drain, Standard 3/4" Female Hose Connection	\$ 67.50	_____
_____	Additional Drain Connection at Same Location	\$ 45.50	_____

\*Compressed Air Service is available at selected locations only. Call for availability.

Technician Labor, Per Hour (2-Hour Minimum)

Quantity	Description	Advance Order	24-hr. Svc, add 50%	Amount
_____	For Required Stand-by, special Disconnects, etc.	\$ 52.00	_____	_____

Acceptance of this Service Request is subject to the Terms and Conditions listed above. For Advance Order Rate qualification, please see Item #1. Excess connectivity is subject to rate change correction due and payable at the Service Desk prior to close of first event day.



**PRE-ORDERS ACCEPTED UNTIL FEBRUARY 15**

(floor orders available during move-in at a higher rate)

FAX BACK TO: 904-730-3634 or MAIL TO: 8400 Baymeadows Way, Ste 11 JAX FL 32256

### 2011 Spring Jacksonville Home & Patio Show

Prime Osborn Convention Center  
March 3 – 6, 2011

Hale Northeastern is pleased to have been selected as the official service contractor for the **2011 Spring Jacksonville Home & Patio Show to be held at the Prime Osborn Convention Center**. This exhibitor service manual contains information and order forms for many of the services we offer. We have found it most efficient if this manual gets to the person who is responsible for what happens in your booth. Please take time to read through it, complete the necessary forms and return them to us. Our goal is to help make your show participation a success.

Please contact Hale's Customer Service Department with any questions. We will do our best to assist you with all your show needs and appreciate the opportunity to work with you.

#### **EXHIBIT SPACE DETAILS:**

Each **inline pipe and drape booth** will be defined by 8' tall back-drape with 32" tall dividing drape and will be identified by a 4" x 7" booth number. Drape colors are listed below by section.

Each **peninsula bulk area, or end-cap exhibit booth** will be defined by tape lines on the floor and will have a 10' wall of back-drape centered at the rear. A 4" x 7" booth number will identify your space. **Please note, these booths do not have a full wall of back-drape. If you'd like the back of your exhibit fully covered, you must order the remaining footage on the enclosed Carpet/Special Background Drape order form.**

Each **island bulk area exhibit booth** will be defined by tape lines on the floor and will be identified by a number written in chalk on the floor.

**MOVE-IN DATES AND TIMES:** Drive-in access in the Main Hall requires pre-approval. Forklift & porter service are available until 5:00 pm only both Tuesday and Wednesday.

Tuesday, March 1	9:00AM—5:00PM
Wednesday, March 2	9:00AM—5:00PM

#### **SHOW DATES AND TIMES:**

Thursday, March 3	12:00PM—9:00PM
Friday, March 4	12:00PM—9:00PM
Saturday, March 5	10:00AM—9:00PM
Sunday, March 6	10:00AM—6:00PM

#### **MOVE-OUT DATES AND TIMES:**

Sunday, March 6	6:01PM—10:00PM * Forklift & Porter service available until 10:00PM
Monday, March 7	8:00AM—12:00PM * Forklift & Porter service available until 12:00Noon

- Hale Northeastern will begin returning empty containers as soon as the show closes and the aisle carpet is removed from the show floor. Aisle carpet is expected to be off the floor in approximately one hour, at which time crates will be delivered back to exhibit booths from storage. The entire process could take up to three hours.
- **The Prime Osborn Convention Center, with Hale Northeastern, reserves the right to confiscate any displays still on property after noon on Monday, March 7, 2011. The Jacksonville Home & Patio Show lease agreement ends at noon; Marketplace Events, LLC is not responsible for contents left on the show floor after this time.**

#### **COLORS:**

- Section 1, located in Room 106/107, contains the 1800# booths. This section is fully carpeted. The booth drape defining your space will be burgundy & white.
- Section 2, located in Room 101, contains the 1700# booths. This section is fully carpeted. The booth drape defining your space will be burgundy & white.



Discount Price  
Deadline Date:  
**2/17/11**

- Section 3, located in Pre-function Rooms North & South, contain the 1500# booths. This section is fully carpeted. The booth drape defining your space will be burgundy & white.
- Section 4, located in the Grand Lobby, contains the 1600# booths. This section is fully carpeted. The booth drape defining your space will be forest green & white.
- Section 5, located in the Ballroom, contains the 1400# booths. This section is fully carpeted. The booth drape defining your space will be burgundy & white.
- Section 6, located in the Main Hall A/B, contains the 100# – 1100# booths. This section is NOT carpeted. The booth drape defining your space will be black, purple & white with purple side-drape. Aisles only will be carpeted in purple or black and will be installed in continuous runs and will be the width of the aisle. Installation will begin at 4:00PM on Wednesday, March 2, 2011. **All exhibit materials must be out of the aisles at this time and remain out of the aisles until the aisle carpet is removed from the floor at the close of the show.**

*~ Note: Carpeting or professional flooring approved by Marketplace Events is required in Section 6 ~*

**VERY IMPORTANT:** Because the aisles and the aisle carpet in the Main Hall, Section 6, are exactly 10' wide, it is very important that you keep your exhibit entirely within your exhibit space, defined by tape lines on the floor and pipe and drape boundaries. This will ensure that aisle carpet can be rolled out without encountering any obstruction from exhibits protruding outside of their designated exhibit area. Exhibits extending beyond their space will be assessed a cut and lay charge for any aisle carpet that will be destroyed because of this infraction.

**DRIVING ONTO THE SHOW FLOOR** is permitted on Tuesday, March 1<sup>st</sup> only and must be arranged by appointment. No vehicles will be allowed on the show floor without being cleared through Hale Northeastern. Please call (800) 333-4253 to reserve your time slot.

**BOOTHS #817, #819, #821, #823, #825, #831, #833, #835, #839, LOCATED IN FRONT OF THE LOADING DOORS** MUST move in on THURSDAY morning, March 3<sup>rd</sup>. If your booth is located in front of one of the doors and this schedule will not work for you, please call our office immediately.

**LOADING DOCK DOORS WILL CLOSE WEDNESDAY EVENING** to allow remaining displays to be constructed.

**BAY DOORS WILL BE CLOSED AT 7:00PM EACH NIGHT OF MOVE-IN.** You may re-enter through the Security Entrance (door #1) until 11:00 pm. The building is EXIT ONLY after 11:00 pm.

**FORKLIFTS ARE AVAILABLE** to help with your move-in until 5:00 pm both Tuesday, March 1<sup>st</sup> and Wednesday, March 2<sup>nd</sup>. There are no exhibitor forklift operators, hand trucks, dollies or move-in crews onsite after 5:00 pm.

**FREE FORKLIFT SERVICE LIMITS:** Please note: Marketplace Events, LLC will provide 20 minutes of free forklift and/or porter service to exhibitors arriving in personally owned vehicles (defined as cars, pickup trucks or minivans). **Exhibitors requiring more than 20 minutes of assistance to unload their vehicles, or exhibitors arriving in vehicles other than personally owned vehicles as defined above, will need to place an order for general labor or forklift service with Hale Northeastern, Inc. at applicable rates.**

**MATERIAL HANDLING:** **There is a charge for the signing and handling of freight sent to the facility directly by a commercial carrier.** Fees are detailed on the FREIGHT HANDLING form located in this kit. **Onsite deliveries sent without acknowledgment will be refused.** The reason for this measure is to comply with Insurance and OSHA regulations. **NO EXHIBITOR** is allowed to receive, enter or unload freight sent from a commercial carrier (UPS, FedEx, or any Common Carrier) that arrives at the show site.

**ADVANCE WAREHOUSE SHIPPING INFORMATION:** Shipments arriving in advance will only be accepted from **Monday, February 14<sup>th</sup> through Monday, February 28<sup>th</sup>** at the advance shipping warehouse. Shipments arriving in advance should be addressed as follows:

ABF Freight  
 6900 Broadway Ave.  
 Jacksonville, FL 32254  
 JACKSONVILLE HOME & PATIO SHOW  
 Your Exhibiting Company Name  
 Booth # \_\_\_\_\_  
 C/O Hale Northeastern, Inc.



- To ensure timely arrival of your materials to the show site, freight should arrive by the dates listed above.
- The advance warehouse will accept freight shipments Monday through Friday, except holidays. No appointment is necessary.
- Shipments must have a bill of lading or delivery slip indicating the number of pieces, type of merchandise and weight.
- Certified weight tickets must accompany all shipments.
- Collect shipments will be returned to the delivery carrier.
- Shipments arriving at the advance warehouse will be delivered to the exhibit booth prior to the first day of setup.

**SHOW-SITE SHIPPING INFORMATION:** Shipments arriving on show site will be accepted on **Tuesday, March 1<sup>st</sup>** and **Wednesday, March 2<sup>nd</sup>** between 8:00AM and 5:00PM at the loading dock of the Prime Osborn Convention Center. Shipments arriving at show site should be addressed as follows

Prime Osborn Convention Center  
 1000 Water Street  
 Jacksonville, FL 32204  
 JACKSONVILLE HOME & PATIO SHOW  
 Your Exhibiting Company Name  
 Booth # \_\_\_\_\_  
 C/O Hale Northeastern, Inc.

- Freight will be accepted only during exhibitor move-in, posted on the previous page.
- Shipments must have a bill of lading or delivery slip indicating the number of pieces, type of merchandise and weight.
- Certified weight tickets must accompany all freight.
- Collect shipments will be returned to the delivery carrier.
- To ensure all exhibitor materials are removed from the exhibit facility by the exhibitor move-out deadline please have all carriers check-in by 10:00AM, Monday March 7, 2011.

Hale will not be responsible for theft or damage of shipments received onsite prior to the arrival of a representative from the exhibiting company. However, Hale will take every precaution possible to protect your shipment.

Be sure that your insurance coverage is effective from the time your equipment leaves its point of origin until its return to its final destination after the show. Your public liability insurance should be in effect and adequate to protect you against any claims arising out of the operation of your exhibit. **Hale Northeastern Inc.'s policy DOES NOT include any coverage for individual exhibitors and Hale Northeastern, Inc. cannot be held liable.**

**DISCOUNT PRICE DEADLINE DATE:** Ordering in advance enables you to take advantage of special pricing. The deadline for the discount price is **FEBRUARY 17, 2011.**

**HALE SERVICE DESK:** Hale Northeastern will have a service desk staffed with a customer service representative to handle any last minute equipment needs you may have. The desk will be operating during setup, show hours and dismantling of the show.

**EXHIBITOR MOVE-OUT & CLEANUP: At the close of the show, it is the exhibitors' responsibility to make sure that all debris and waste is removed from the area their exhibit booth occupied during the show. Waste must be disposed of properly in the appropriate containers that will be distributed around the show floor. Exhibitors that fail to straighten their exhibit area at the close of the show will be billed for cleaning on a per hour basis.**

Please note: orders can be accepted by mail, fax or may be scanned and emailed to [csr@haleexpo.com](mailto:csr@haleexpo.com). Full payment must accompany your order to qualify for the advance order discount.

We hope this will be a successful marketing event and encourage you to call if we can help in any way.

Yours very truly,

HALE NORTHEASTERN INC.  
 Christine Mariglia  
 Exhibitor Services Representative



**2011 Spring Jacksonville Home & Patio Show**  
*Prime Osborn Convention Center*  
*March 3 – 6, 2011*

**PLEASE BECOME FAMILIAR WITH THIS POLICY  
BEFORE ORDERING ANY SERVICES**

- No telephone orders can be accepted, please mail or fax your order with payment.
- If you have any questions or special requirements, please contact our Exhibitor Services Department.
- Items cancelled at show site will be charged 50% of the original price.
- Failure to pay within the terms of this Payment Policy will cause service charges to be assessed on all unpaid balances. The service charge rate is 2% per month or 24% per annum. In the event of default the customer agrees to pay all costs of collections, including attorney fees and court costs.

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**Payment for Services**

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**Hale Northeastern requires payment at the time services are ordered.** Hale also requires that all exhibitors using our services provide a credit card authorization with their initial order. The credit card authorization will be used to cover all services not paid for by the initial payment and balances left unpaid at the closing of the show. This may include labor, material handling and/or other on-site services.

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**Method of Payment**

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Hale Northeastern accepts cash, company checks, Visa, MasterCard, American Express and Discover. **A service charge of \$25.00 will be assessed to individuals or companies for returned checks or chargebacks.**

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**Advance Payment Discount Price**

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To qualify for advance pricing, orders must be received on or before the advance price deadline date with payment in full. Late orders and orders without payment will be charged floor prices.

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**Tax Exempt**

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If your company is tax exempt, a copy of your Tax Exempt Certificate (*not* Resale Certificate) must accompany your order.

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**Questions and Adjustments**

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Any discrepancy in items ordered and items received or any complaint or question concerning services must be reported to the Hale Service Desk immediately. Your problems will be resolved and any valid adjustments in your account will be made at that time. **Credits and adjustments will not be made based on information received after the show closes.**



HALE NORTHEASTERN

828 E. Ferry Street, Buffalo, New York 14211  
Phone: (716) 896-6170 \* Fax: (716) 896-8908

**ORDER SUMMARY**

**2011 Spring Jacksonville Home & Patio Show**

Prime Osborn Convention Center  
March 3 – 6, 2011

**PLEASE PRINT LEGIBLY OR  
TYPE ALL INFORMATION**

Company Name: \_\_\_\_\_ Booth No.(s): \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Booth Dimensions: \_\_\_\_\_ x \_\_\_\_\_

Show-Site Representative: \_\_\_\_\_ Email: \_\_\_\_\_

**Credit Card Authorization (will be used for Hale services only):**

**A CREDIT CARD IS REQUIRED TO BE ON FILE BEFORE ANY ORDER IS PROCESSED.**

Please fill out the credit card information as requested below. This will authorize Hale Northeastern to charge the amount of your order and any additional charges incurred as a result of show site orders placed by you or your representative, to your credit card account.

**We accept American Express, Visa, MasterCard and Discover Card**

Billing Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Print name as it appears on card: \_\_\_\_\_ Signature: \_\_\_\_\_

Please note that your signature above signifies your acceptance of Hale Northeastern's Payment Policy and Hale's Terms & Conditions of Contract.

Account#: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ V-Code: \_\_\_\_\_

V-Code: MasterCard, Visa, Discover = 3-digit code on back, American Express = 4-digit code on front

**Your credit card statement will read "Hale Northeastern, Inc."**

**Order Summary:**

*** PLEASE ENSURE THAT YOUR COMPANY NAME APPEARS ON ALL FORMS ***	
BANNERS	\$
CARPET	\$
CLEANING	\$
FURNITURE	\$
INSTALLATION & DISMANTLING LABOR	\$
RENTAL DISPLAY	\$
SPECIAL FURNITURE PACKAGE	\$
SPECIAL SIGNS	\$
SHIPPING INFORMATION / MATERIAL HANDLING	\$
<input type="checkbox"/> YES, I WILL UTILIZE HALE'S DRAYAGE SERVICE*	\$
<input type="checkbox"/> NO, I WILL HANDLE MY OWN FREIGHT	\$
<i>*The Shipping / Material Handling Form must accompany this Order Summary (Actual weights will be billed at show close)</i>	
	<b>SUBTOTAL</b> \$
	<b>7% Sales Tax</b> \$
	FL11 \$



**Discount Price  
Deadline Date:  
2/17/11**

\*Exempt customers must provide a tax exempt certificate for the state the show takes place in.  
Resale certificates will not qualify for sales tax exempt status.

**Discount prices are available for orders placed and paid for by the advance prices deadline date. Items cancelled at show site will be charged 50% of the original price. For more information, please see our Payment Policy.**

**HALE**

HALE NORTHEASTERN

828 E. Ferry Street, Buffalo, New York 14211  
Phone: (716) 896-6170 \* Fax: (716) 896-8908**CARPETING, PERFBORARD,  
SPECIAL BACKGROUND DRAPE****2011 Spring Jacksonville Home & Patio Show**Prime Osborn Convention Center  
March 3 – 6, 2011

Company Name: \_\_\_\_\_ Booth No.(s): \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Booth Dimensions: \_\_\_\_\_ x \_\_\_\_\_

Show-Site Representative: \_\_\_\_\_ Email: \_\_\_\_\_

**Standard Booth Carpeting & Additional Carpet Taping****Note: Variations in dye lot of carpet may occur in a combination of standard sizes.**

Standard booths include taping of aisle sides only. Additional taping is .40¢/ft. Please indicate below if you require additional taping.

Size	Advance Price	Standard Price	Quantity	Total
10' x 10'	\$101.59	\$135.45	_____	\$ _____
10' x 20'	\$203.18	\$270.90	_____	\$ _____
10' x 30'	\$304.76	\$406.35	_____	\$ _____
10' x 40'	\$406.35	\$541.80	_____	\$ _____

For longer sizes,  
multiply 10' increments by: \$101.59      \$135.45      \_\_\_\_\_ ft.      \$ \_\_\_\_\_

Additional taping: Total feet: \_\_\_\_\_ x .40¢/ft = \_\_\_\_\_ \$ \_\_\_\_\_

Berry	Blue
Black	Gray
Purple	Red
Forest Green	
Burgundy	Teal

Please Circle Carpet Color  
(if no color is indicated,  
show colors will prevail)

**Special Background Drapes (includes 8' base & post and crossbar)**

Size	Advance Price	Standard Price	Linear Ft. Req'd	Total
3' high drape	\$7.05/ft.	N/A.	_____	\$ _____
8' high drape	\$9.95/ft.	N/A	_____	\$ _____
12' high drape	\$16.20/ft.	N/A	_____	\$ _____

Berry	Blue	Black
Gray	Purple	Burgundy
Red		Teal

**Carpet Padding**

Size	Advance Price	Standard Price	Quantity	Total
10' x 10'	\$62.00	\$82.00	_____	\$ _____
10' x 20'	\$124.00	\$164.00	_____	\$ _____
10' x 30'	\$186.00	\$246.00	_____	\$ _____

For longer sizes,  
multiply 10' increments by: \$62.00      \$82.00      \_\_\_\_\_ ft.      \$ \_\_\_\_\_



Discount Price  
Deadline Date:  
**2/17/11**

FL11

**Visqueen (Heavy-Duty Plastic)**

If you plan to position heavy equipment on your carpet with a forklift or are using any oil or grease substances,  
Visqueen **must** be ordered to cover these areas.

Calculate Square Feet: \_\_\_\_\_ ft. x \_\_\_\_\_ ft. = \_\_\_\_\_ sq.ft.

Advance Price	Standard Price	sq.ft.	Total
.49¢/sq.ft.	.65¢/sq.ft.	_____ ft.	\$ _____

**PAGE SUMMARY**

Standard Carpeting:	\$ _____
Additional Taping:	\$ _____
Special Drape:	\$ _____
Perfboard:	\$ _____
Tape:	\$ _____
Carpet Padding:	\$ _____
Visqueen:	\$ _____
<b>Total Services:</b>	<b>\$ _____</b>

Please enter the total on the Order Summary  
(Applicable taxes not included)

FL11

## SPECIAL FURNITURE PACKAGE

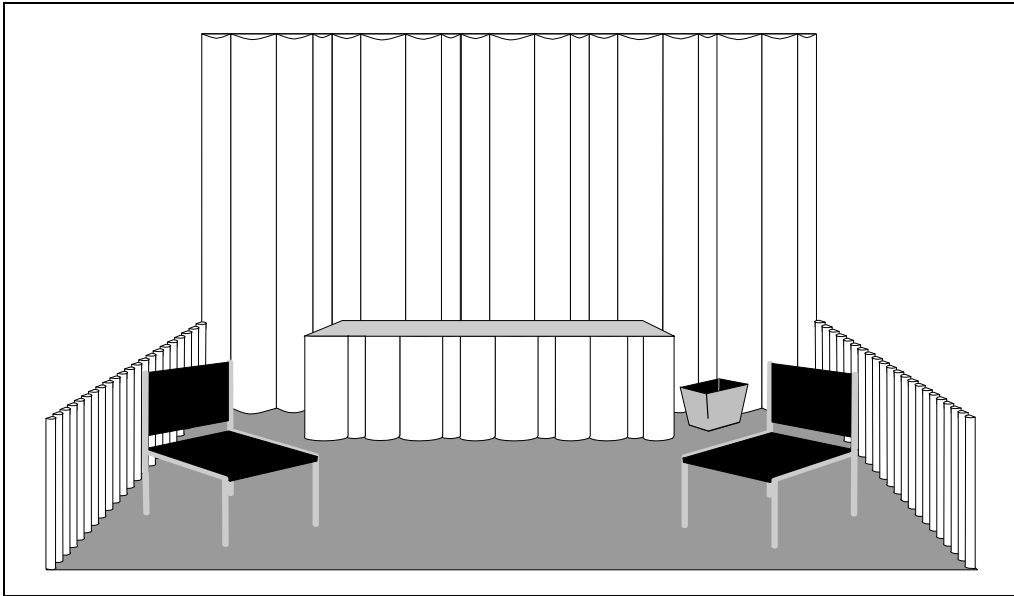
### 2011 Spring Jacksonville Home & Patio Show Prime Osborn Convention Center March 3 – 6, 2011

Company Name: \_\_\_\_\_ Booth No.(s): \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Booth Dimensions: \_\_\_\_\_ x \_\_\_\_\_

Show-Site Representative: \_\_\_\_\_ Email: \_\_\_\_\_

**Hale Northeastern offers a 15% DISCOUNT off the already low "Advance" published show rates for the following Furniture Package. To receive this 15% discount, your order & payment must be received by the advance prices deadline date.**



#### SPECIAL FURNITURE PACKAGE

Packages are only available on those orders received by the advance prices deadline date.

**~ Note: Carpeting or professional flooring approved by Marketplace Events is required in Section 6 ~**

**Package Includes:**

	<u>Silver Package</u>	<u>Gold Package</u>
One 6' long draped table draped on 3 sides in <b>Show Colors</b>	\$91.41	\$91.41
Two upholstered side chairs, at \$37.39 each	\$74.78	\$74.78
One wastebasket	\$13.08	\$13.08
One 10' x 10' <b>black carpet (Order for Section 6 only!)</b>	N/A	\$101.59

<b>Total at "Advance Prices" Rate:</b>	\$179.27	\$280.85
Less 15%:	(\$26.89)	(\$42.13)
<b>Total at "Special Package Discount" Rate:</b>	<b>\$152.38</b>	<b>\$238.73</b>
Number of Packages Ordered:	_____	_____

**Total Cost: \$ \_\_\_\_\_ \$ \_\_\_\_\_**

Please enter total on the Order Summary (Applicable taxes not included)



Deadline Date For  
This Package  
**2/17/11**

**This special Furniture Package is only offered as an advance rental & will not be offered on site.**

Please refer to the Furniture Rental Form if ordering after the advance prices deadline date.

**The above package must be purchased as is. Items listed in the package cannot be sold separately at the discount price or substituted in any way.**

You may order additional rental items for your exhibit by referring to the enclosed order forms in this manual.



HALE NORTHEASTERN

828 E. Ferry Street, Buffalo, New York 14211

Phone: (716) 896-6170 \* Fax: (716) 896-8908

# FURNITURE RENTAL

## 2011 Spring Jacksonville Home & Patio Show

Prime Osborn Convention Center

March 3 – 6, 2011

Company Name: \_\_\_\_\_ Booth No.(s): \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Booth Dimensions: \_\_\_\_\_ x \_\_\_\_\_

Show-Site Representative: \_\_\_\_\_ Email: \_\_\_\_\_

### Draped Display Tables, (6' & 8' tables are draped on 3 sides only. For 4<sup>th</sup> side draping, see option below)

Size	Advance Price	Standard Price	Quantity	Total
4' x 2' x 30"	\$73.03	\$97.37	_____	\$ _____
6' x 2' x 30"	\$91.41	\$121.80	_____	\$ _____
8' x 2' x 30"	\$110.62	\$147.49	_____	\$ _____
4' x 2' x 42"	\$89.15	\$118.87	_____	\$ _____
6' x 2' x 42"	\$108.41	\$144.55	_____	\$ _____
8' x 2' x 42"	\$125.97	\$167.96	_____	\$ _____
4 <sup>th</sup> side - all 6' & 8' tables	\$24.98	\$33.31	_____	\$ _____
Skirting for Exhibitor's Table	\$50.00	\$60.00	_____	\$ _____

Red	Blue	Berry
White	Gray	Black
Purple	Forest Green	Teal
Burgundy		

Please Circle Table Drape Color  
(if no color is indicated, show colors will prevail)

### Undraped Display Tables

Size	Advance Price	Standard Price	Quantity	Total
4' x 2' x 30"	\$29.10	\$38.80	_____	\$ _____
6' x 2' x 30"	\$38.16	\$50.88	_____	\$ _____
8' x 2' x 30"	\$44.50	\$59.33	_____	\$ _____
4' x 2' x 42"	\$37.03	\$49.37	_____	\$ _____
6' x 2' x 42"	\$42.28	\$56.37	_____	\$ _____
8' x 2' x 42"	\$51.86	\$69.15	_____	\$ _____
Vinyl Topper (for undraped tables)	\$15.00		_____	\$ _____

### Table Risers / Shelves

Size	Advance Price	Standard Price	Quantity	Total
4' x 10" white drape	\$29.25	\$39.00	_____	\$ _____
6' x 10" white drape	\$36.36	\$48.48	_____	\$ _____
8' x 10" white drape	\$41.30	\$55.07	_____	\$ _____

### Chairs, Stools & Pedestal Tables

Description	Advance Price	Standard Price	Quantity	Total
Arm Chair	\$44.70	\$59.60	_____	\$ _____
Side Chair	\$37.39	\$49.85	_____	\$ _____
Stool w/ padded back	\$51.76	\$69.01	_____	\$ _____
30" x 30" Pedestal Table	\$70.56	\$94.08	_____	\$ _____
30" x 42" Pedestal Table	\$70.56	\$94.08	_____	\$ _____

### Accessories

Description	Advance Price	Standard Price	Quantity	Total
Wastebasket	\$13.08	\$17.44	_____	\$ _____
8' Base & Post	\$15.71	\$20.95	_____	\$ _____
Cross Bar	\$7.83	\$10.44	_____	\$ _____
Floor Easel	\$20.14	\$26.85	_____	\$ _____
Literature Rack	\$48.87	\$65.16	_____	\$ _____
Bag Holder	\$43.41	\$57.88	_____	\$ _____
22"x 28" Chrome Sign Frame	\$48.87	\$65.16	_____	\$ _____

### PAGE SUMMARY

Draped Tables:	\$ _____
Undraped Tables:	\$ _____
4 <sup>th</sup> Side Draping:	\$ _____
Table Risers:	\$ _____
Chairs, etc.:	\$ _____
Accessories:	\$ _____
<b>Total Services:</b>	<b>\$ _____</b>

Please enter the total on the Order Summary  
FL11 (Applicable taxes not included)



Discount Price  
Deadline Date:  
**2/17/11**

## RENTAL DISPLAY

### 2011 Spring Jacksonville Home & Patio Show

*Prime Osborn Convention Center  
 March 3 – 6, 2011*

Company Name: \_\_\_\_\_ Booth No.(s): \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Booth Dimensions: \_\_\_\_\_ x \_\_\_\_\_  
 Show-Site Representative: \_\_\_\_\_ Email: \_\_\_\_\_

### READY WHEN YOU ARRIVE - WALK AWAY AT THE CLOSE OF THE SHOW



**SOME ITEMS ILLUSTRATED ARE OPTIONAL**

**10' x 10' RENTAL DISPLAY... \$1,411.10**

**Standard booth color is:** White Sintra  
**Special colors of sintra are available on request at 10% additional:**  
 Blue, Beige, Black, Red, Gray

**The following items are included:**

- \* 3 Back wall panels - 8' high by 10' wide total
- \* 2 Side wall return panels - 19" wide
- \* 1 lighting unit  
*(outlet not included)*
- \* 10' of carpet - your choice of color  
*(see listing on Carpet Rental Form)*
- \* Header sign in block lettering and your choice of color  
*(logos, special lettering is available at additional cost)*
- \* Daily Vacuuming

**Header Copy:** \_\_\_\_\_

**Color Choice:** \_\_\_\_\_

Description	Advance Price	Standard Price	Quantity	Total
Standard Rental Exhibits:	\$1,411.10	N/A	_____	\$ _____
<b>ADDITIONAL OPTIONS</b>				
White cabinet 42" high, 18" deep - with doors	\$296.50	N/A	_____	\$ _____
White shelf with brackets 8" deep, 39" wide	\$41.50	N/A	_____	\$ _____
Side return 3' high	\$90.00	N/A	_____	\$ _____

**TOTAL CHARGES FOR BOOTH RENTAL & ACCESSORIES: \$ \_\_\_\_\_**

Rental Deadline  
 Date:  
**2/17/11**



**ORDERING BEFORE THE DEADLINE DATE  
 WILL ENSURE AVAILABILITY!**

Please enter the total on the Order Summary  
 (Applicable taxes not included)

**2011 Spring Jacksonville Home & Patio Show**  
*Prime Osborn Convention Center*  
March 3 – 6, 2011

Company Name: \_\_\_\_\_ Booth No.(s): \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Booth Dimensions: \_\_\_\_\_ x \_\_\_\_\_  
 Show-Site Representative: \_\_\_\_\_ Email: \_\_\_\_\_

**Hale Northeastern's Sign and Banner Department can produce a wide array of signs to make your exhibit be seen and be successful!**

**With a wide variety of fonts, colors, logo reproduction, graphics and backing material we know we can make a terrific looking sign for you!**

### SIGNS ARE A TERRIFIC WAY TO GET YOUR MESSAGE OUT!

If you have any questions please call (716) 896-6170



**SOME EXAMPLES OF STANDARD SIZES:**

<p><b>22" x 28"</b></p> <div style="border: 1px solid black; padding: 5px; text-align: center;">                 Standard Sign Holder Size   <b>\$74.20</b> </div>	<p><b>22" x 14"</b></p> <div style="border: 1px solid black; padding: 5px; text-align: center;">                 Common Table Top Size   <b>\$58.50</b> </div>	<p><b>14" x 44"</b></p> <div style="border: 1px solid black; padding: 5px; text-align: center;">                 Double the height of a standard Booth Sign   <b>\$74.20</b> </div>	<p><b>4' x 8'</b></p> <div style="border: 1px solid black; padding: 10px; text-align: center;"> <div style="border: 1px solid black; width: 80%; margin: 0 auto; padding: 5px;"> <p align="center"><b>3' x 4'</b></p> </div> <p><b>\$263.70</b>      <b>\$113.30</b></p> </div>
--	--	---	---

**\* All sign prices are for one or two color simple copy – about 12 words – on your choice of white backing material. Logo, graphics, additional colors or heavy copy will be quoted.**

Color of Copy: \_\_\_\_\_ **LANDSCAPE** or **PORTRAIT**  
*(Please circle one)*

### Sign Copy

- Please circle your choice of backing material:
- |   |  |                                |
|---|--|--------------------------------|
| <b>Foamcore</b><br>Foam center with paper outsides. | <b>Coroplast</b><br>Colors available<br>A corrugated plastic most durable of the three | <b>Sign Card</b><br>White Only |
|---|--|--------------------------------|

### Sign Size and Cost

*Other options available to you*

Description	Advance Price	Standard Price	Quantity	Total
Pair of Brass Grommets	\$3.40	\$5.10	_____	_____
Easel Back	\$2.60	\$3.90	_____	_____
Double Sided	(+50% of Sign Price)		_____	_____

**Total Sign Cost: \$ \_\_\_\_\_**

Please enter the total on the Order Summary (Applicable taxes not included)



**Add 50% After:**  
**2/17/10**

### 2011 Spring Jacksonville Home & Patio Show

*Prime Osborn Convention Center*

*March 3 – 6, 2011*

Company Name: \_\_\_\_\_ Booth No.(s): \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Booth Dimensions \_\_\_\_\_ x \_\_\_\_\_

Show-Site Representative: \_\_\_\_\_ Email: \_\_\_\_\_



**Use a creative banner to make the most of your Exhibit space!**

#### Banners

Size	Advance Price	Standard Price	Quantity	Total
2' x 8'	\$152.44	N/A	_____	\$ _____
3' x 8'	\$228.66	N/A	_____	\$ _____

**All banners have grommets for easy hanging.**

#### Logos, Graphics

Special graphics, including logos, can be added for a custom designed banner.

Description	Advance Price	Standard Price	Quantity	Total
Logo/Graphic	\$43.52	N/A	_____	\$ _____
Reproduction Charge				

**Please send us a camera ready logo you want to appear on your banner.**

#### Lettering, Background Colors

There are several choices of background colors available, as well as a variety of letter styles & colors, to enable you to acquire an appealing banner.

- Royal Blue
  - Red
  - Navy Blue
  - White
  - Teal
  - Black
  - Purple
  - Kelly Green
  - Forest Green
  - Burgundy
  - Gray
  - Orange
  - Brown
  - Gold
  - Pink
  - Yellow

These are just some of the color choices available to you. Please contact us if your desired color is not listed.



Add 50% After:  
**2/17/11**

**PAGE SUMMARY**

Banners:	\$ _____
Logo Reproduction:	\$ _____
<b>Total:</b>	<b>\$ _____</b>

Please enter the total on the Order Summary  
(Applicable taxes not included)

FL11





HALE NORTHEASTERN

828 E. Ferry Street, Buffalo, New York 14211  
Phone: (716) 896-6170 \* Fax: (716) 896-8908

**CLEANING SERVICE**

**2011 Spring Jacksonville Home & Patio Show**  
*Prime Osborn Convention Center*  
*March 3 – 6, 2011*

Company Name: \_\_\_\_\_ Booth No.(s): \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Booth Dimensions: \_\_\_\_\_ x \_\_\_\_\_

Show-Site Representative: \_\_\_\_\_ Email: \_\_\_\_\_

**PLEASE NOTE: SHOW MANAGEMENT PROVIDES CLEANING OF AISLES ONLY**  
**\* OPENING DAY CLEANING IS NOT INCLUDED IN BOOTH PACKAGE \***

**Opening Day Vacuuming Only**

**ONE TIME VACUUMING PRIOR TO SHOW OPENING**

*All carpets are installed and inspected free of debris prior to exhibitor arrival*

	<u>Booth Size</u>	<u>sq. ft.</u>	<u>Rate / sq. ft.</u>	<u>Total Charge</u>
<input type="checkbox"/>	10' x 10'	100	.26¢	\$26.00
<input type="checkbox"/>	10' x 20'	200	.26¢	\$52.00
<input type="checkbox"/>	10' x 30'	300	.26¢	\$78.00
<input type="checkbox"/>	10' x 40'	400	.26¢	\$104.00
	<b><u>Bulk Area</u></b>			
<input type="checkbox"/>	20' x 20'	400	.26¢	\$104.00
<input type="checkbox"/>	20' x 30'	600	.26¢	\$156.00
<input type="checkbox"/>	20' x 40'	800	.26¢	\$208.00

**Daily Vacuuming**

*Includes opening day cleaning*

<u>Booth Size</u>	<u># of Days</u>		<u>sq. ft.</u>		<u>Rate / sq. ft.</u>		<u>Total Charge</u>
10' x 10'	_____	x	100	x	.20¢	=	\$ _____
10' x 20'	_____	x	200	x	.20¢	=	\$ _____
10' x 30'	_____	x	300	x	.20¢	=	\$ _____
10' x 40'	_____	x	400	x	.20¢	=	\$ _____
	<b><u>Bulk Area</u></b>						
20' x 20'	_____	x	400	x	.20¢	=	\$ _____
20' x 30'	_____	x	600	x	.20¢	=	\$ _____
20' x 40'	_____	x	800	x	.20¢	=	\$ _____

<b>PAGE SUMMARY</b>	
Opening Day Vacuuming:	\$ _____
Daily Vacuuming:	\$ _____
<b>Total Services:</b>	<b>\$ _____</b>
Please enter the total on the Order Summary (Applicable taxes not included)	
FL11	
RETURN TO TABLE OF CONTENTS	



HALE NORTHEASTERN

828 E. Ferry Street, Buffalo, New York 14211  
Phone: (716) 896-6170 \* Fax: (716) 896-8908

# INSTALLATION & DISMANTLE LABOR

## 2011 Spring Jacksonville Home & Patio Show

Prime Osborn Convention Center

March 3 – 6, 2011

Company Name: \_\_\_\_\_ Booth No.(s): \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Booth Dimensions: \_\_\_\_\_ x \_\_\_\_\_

Show-Site Representative: \_\_\_\_\_ Email: \_\_\_\_\_

**STRAIGHT TIME**  
Monday – Friday  
8am – 4pm

**There is a minimum labor / forklift charge of one-hour.  
Additional hours will be invoiced at ½ hour increments.**

**OVERTIME**  
Mon. – Fri., Before 8am, After 4pm  
Weekends, Holidays

### Installation/Dismantle Labor (please choose between Exhibitor Supervision and Hale Supervision)

**SUPERVISED BY EXHIBITOR PERSONNEL** – Starting time can be guaranteed only in those instances where men are requested to start at 8am unless the beginning of the show set-up time is later in the day. We will make every effort to accommodate later starting times; however, it is impossible to gauge the completion of previously assigned jobs. Exhibitors must sign labor out at the service desk & labor charges will continue until the exhibitor returns to the desk to sign in his labor.

Date	Time	# of men	# of hours	Straight-Time Rate	Overtime Rate	Total	Supervisor Name (Please Print)
Installation: _____	_____	_____ x	_____ x	\$54.90	or \$77.92	= \$ _____	_____
Dismantle: _____	_____	_____ x	_____ x	\$54.90	or \$77.92	= \$ _____	

Supervisor Contact Number \_\_\_\_\_

**SUPERVISED BY HALE NORTHEASTERN PERSONNEL** – Supervision will be provided by Hale Northeastern, Inc. and all pertinent information should be forwarded with this order, including blueprints, set-up instructions, photographs and shipping information. The charge for supervision is 25% of the total labor bill with a \$26.50 minimum on installation and a \$21.50 minimum on dismantling.

Date	Time	# of men	# of hours	Straight-Time Rate	Overtime Rate	Subtotal	Hale Supervision: 25% of Minimum	Subtotal	Total
Installation: _____	_____	_____ x	_____ x	\$54.90	or \$77.92	= \$ _____	+ \$26.50	or _____	= \$ _____
Dismantle: _____	_____	_____ x	_____ x	\$54.90	or \$77.92	= \$ _____	+ \$21.50	or _____	= \$ _____

### Forklift Services (cost includes Hale Northeastern operator)

Check in at the Hale Northeastern Service Desk at your scheduled time to confirm forklift service. Due to liability, forklifts may only be operated by an authorized Hale Northeastern employee.

Date	Time	# of hours	Straight-Time Rate	Overtime Rate	Total
Installation: _____	_____	x _____	\$83.43	or \$122.27	= \$ _____
Dismantle: _____	_____	x _____	\$83.43	or \$122.27	= \$ _____

### Plastic Banding, Shrink Wrap

**There is a minimum charge of ½ hour for plastic banding and/or shrink wrap.**

Plastic Banding is .57¢ per foot plus ½ hr. labor    Shrink Wrap is \$32.39 per pallet (includes labor)

**THERE WILL BE A ONE-HOUR PER MAN NO-SHOW CHARGE**, unless notice is given to Hale Northeastern, Inc. at least 24 hours prior to the date and time requested.

### PAGE SUMMARY

Installation Labor:	\$ _____
Installation Supervision:	\$ _____
Dismantle Labor:	\$ _____
Dismantle Supervision:	\$ _____
Forklift Service:	\$ _____
Plastic Banding:	\$ _____
Shrink Wrap:	\$ _____
<b>Total Services:</b>	<b>\$ _____</b>

Please enter the total on the Order Summary  
(Applicable taxes not included)

FL11

**PLEASE MAKE SURE EVERY PIECE TO SHIP IS LABELED & EXHIBITOR INFORMATION IS COMPLETE**

These labels are provided for your shipping convenience. \*\*\* PLEASE DO NOT RETURN THEM TO HALE NORTHEASTERN\*\*\*

Place one on each piece to be shipped to ensure proper delivery (please note that one label is for the Advance Warehouse and one is for Direct to Show Site). If more labels are needed, copies are acceptable. Shipments arriving without this information will not be accepted by Hale Northeastern at the Advance Warehouse or on Show Site.

CUT HERE



**ADVANCE TO WAREHOUSE**

Shipments arriving between: February 14<sup>th</sup> – February 28<sup>th</sup>

**FREIGHT LABEL**

**SHIP TO:**

**ABF Freight**

**RE: Spring Jacksonville Home Show**

**6900 Broadway Ave.**

**Jacksonville, FL 32254**

SHOW INFORMATION

**2011 Spring Jacksonville Home & Patio Show**

*Prime Osborn Convention Center  
March 3 – 6, 2011*

Booth# \_\_\_\_\_

Exhibitor Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone#: \_\_\_\_\_

CUT HERE



**DIRECT TO SHOW SITE**

Shipments arriving on or after: March 1<sup>st</sup>

**FREIGHT LABEL**

**SHIP TO:**

**Prime Osborn Convention Center**

**c/o Hale Northeastern Inc.**

**1000 Water St.**

**Jacksonville, FL 32204**

SHOW INFORMATION

**2011 Spring Jacksonville Home & Patio Show**

*Prime Osborn Convention Center  
March 3 – 6, 2011*

Booth# \_\_\_\_\_

Exhibitor Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone#: \_\_\_\_\_



HALE NORTHEASTERN

828 E. Ferry Street, Buffalo, New York 14211  
Phone: (716) 896-6170 \* Fax: (716) 896-8908

**SHIPPING / MATERIAL HANDLING**

**2011 Spring Jacksonville Home & Patio Show**  
Prime Osborn Convention Center  
March 3 – 6, 2011

MAIL OR FAX THIS FORM TO HALE  
NORTHEASTERN ALONG WITH A  
SIGNED COPY OF "LIMITS OF  
LIABILITY" FORM

**Explanation of Drayage/Material Handling Charges:** **Urgent!** Please initial your understanding of these terms \_\_\_\_\_

- **Drayage is the process of accepting your freight, delivering it to your booth & storing your crates.** Charges apply for this service whether we receive your freight at the Advance Warehouse or Direct at the show-site. Hale will provide storage labels at our on-site service desk & will return stored crates to your booth at the end of the show. Shipments will then be loaded on your designated carrier. **All shipping to and from the show or advanced warehouse must be arranged through your own freight carrier.**
- **Any shipment arriving at either the Advance Warehouse or Direct to show site without prior notification will not be released until payment is received and an authorized signature from the exhibitor is obtained,** regardless of having a credit card # on file.
- ALL SHIPMENTS MUST BE PRE-PAID – Collect shipments will not be accepted. **The exhibit facility has no provision for accepting or handling freight prior to the scheduled move-in date.**

**Avoiding Drayage Charges:**

- While on-site, you are welcome to intercept, sign for, and transport your own shipments at any time. Please be sure to have a representative on-site at the delivery point awaiting arrival. **Representatives must remain outside the Hale offices.** Please indicate your Drayage preference below.
  - YES, I WILL UTILIZE HALE'S DRAYAGE SERVICE
  - NO, I WILL HANDLE MY OWN FREIGHT

**Outbound Freight:** **Urgent!** Please initial your understanding of the following terms \_\_\_\_\_

- **BECAUSE HALE NORTHEASTERN'S LEASE TO THE SHOW-FLOOR EXPIRES SHORTLY AFTER DISMANTLE, IT IS IMPERATIVE THAT ALL FREIGHT BE REMOVED FROM THE FACILITY BY THE PUBLISHED EXIT TIMES.** For this reason, if your preferred Carrier does not pick up within the time allotted for the removal of exhibits, **we reserve the right to forward such materials by the shipping method of our choice** or to remove said material to our warehouse for disposition. **HALE NORTHEASTERN, INC. SHALL HAVE AUTHORITY TO ENACT THIS POLICY WITHOUT FURTHER CLEARANCE FROM EXHIBITORS.** Hale Northeastern is not responsible for losses or overages that occur through the billing of their selected carrier. Exhibitors are responsible for all shipping costs and storage fees that may be incurred through this method.
- It is the exhibitor's responsibility to arrange carrier pick-up, to label each piece of inbound freight clearly and to complete a Hale Bill of Lading for each shipment. Hale Bills of Lading may be obtained at the on-site service desk.

**Inbound Drayage / Freight Handling Costs:**

	NUMBER OF PIECES	ESTIMATED TOTAL WEIGHT	CARRIER (S)	Rates/100 lbs.		
				Less than 25 lbs	25 lbs – 200 lbs ** 200 lbs minimum **	over 200 lbs
ADVANCE WAREHOUSE February 14 – 28, 2011				\$25 for first item \$5 each add'l item	\$52.00 x 2 = \$104.00	Multiply by \$52.00
DIRECT SHOW SITE On or after March 1, 2011				\$25 for first item \$5 each add'l item	\$48.00 x 2 = \$96.00	Multiply by \$48.00

**Credit Card Authorization** to be used for Hale services only. We accept American Express, Visa, MasterCard, & Discover.

Company Name: \_\_\_\_\_ Phone #: \_\_\_\_\_ Booth #: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Print name as it appears on card: \_\_\_\_\_ Signature: \_\_\_\_\_  
 Account#: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ V-Code: \_\_\_\_\_  
 Show-Site Representative: \_\_\_\_\_ Email: \_\_\_\_\_

## MATERIAL HANDLING LIMITS OF LIABILITY AND RESPONSIBILITY

1. Hale Northeastern Inc. shall not be responsible for damage to uncrated materials, materials improperly packed, or concealed damage.
2. Hale Northeastern Inc. shall not be responsible for loss, damage, theft, or disappearance of exhibitor's materials after same have been delivered to exhibitor's booth and left unattended.
3. Shipments received without receipts, freight bills, or specified unit counts on receipts or freight bills (i.e., one lot, 800 cu. ft., etc.), such as UPS or van lines will be delivered to the exhibitor's booth without guarantee of piece count or condition. No liability will be assumed by Hale Northeastern for such shipments.
4. Hale shall not be responsible for loss, damage, theft or disappearance of materials before they are picked up from exhibitor's booth for re-loading after the show. Bills of lading covering outgoing shipments, which are furnished to Hale by exhibitors, will be checked at time of actual pickup from booth and corrections made where discrepancies occur.
5. Hale shall not be responsible for any loss, damage, or delay due to fire, acts of God, strikes, lockouts or work stoppages of any kind, or to any cause beyond its control. Hale's liability shall be limited to the physical loss or damage to the specific article which is lost or damaged, and in any event Hale's maximum liability shall be limited to \$.30 per pound per article with maximum liability of \$50.00 per item and \$1000.00 per shipment, whichever is less.
6. Hale shall not be liable to any extent whatsoever for any actual, potential, or assumed loss of profits or revenues, or for any collateral costs, which may result from any loss or damage to an exhibitor's materials which may make it impossible or impractical to exhibit same.
7. The consignment or delivery of a shipment to Hale by an exhibitor, or by any shipper to or on behalf of the exhibitor, shall be construed as an acceptance by such exhibitor (and/or other shipper) of the terms and conditions set forth in this bulletin.
8. Hale shall not be responsible for theft or damage while empty crates are in storage.
9. Material left behind without orders at the Material Handling Desk may be classified as abandoned. The Material Handling Contractor shall not be responsible for same. We are not responsible for any delay of rush shipments. We will expedite such rush shipments to the best of our ability, but will not assume any financial responsibility for shipments which do not arrive at their destination at a dated time.
10. **EXHIBITORS ARE URGED TO CARRY ALL-RISK INSURANCE** covering your materials against damage, loss and all other hazards from the time shipments are made prior to the show until shipments are received back after the show. This can generally be done by adding "riders" to existing insurance policies, often at no additional cost. It is understood that Hale Northeastern Inc. is not an insurer, that insurance, if any, shall be obtained by the exhibitor and the amounts payable to Hale Northeastern are based on the value of the material handling services and the scope of Hale Northeastern liability as set forth above.
  - Please be sure that your insurance coverage is effective from the time your equipment leaves its point of origin until its return to its final destination after the show. Your public liability insurance should be in effect and adequate to protect you against any claims arising out of the operation of your exhibit. Hale Northeastern Inc. policies DO NOT include any coverage for individual exhibitors and cannot be held liable, under any circumstances, for any loss or damage of any kind. We will, however, take every precaution possible to protect your shipment prior to your representative's arrival.

### Payment Policy & Shipments

- Hale Northeastern must have a valid credit card on file before freight will be delivered to your booth. Collect shipments will not be accepted. Please complete the credit card authorization provided in this kit. Shipping / Material Handling charges will be incurred at the close of the show.
- All shipments must adhere to the arrival dates listed. Shipments arriving prior to move-in time must be consigned to the advance shipping warehouse. The exhibit facility has no provision for accepting or handling freight prior to the scheduled move-in date.
- We cannot guarantee shipment arrival times. Please be sure to request that your carrier delivers your total shipment at one time.
- BILLED WEIGHT is based on incoming weight, whether the above services are used completely or in part. The weight is rounded up to the nearest one hundred pounds (100 lbs.) and is taken from the INBOUND BILL OF LADING and/or the Certified Weight Ticket. Shipments arriving without a specified weight on the Bill of Lading will be assigned an approximate weight by Hale. This weight will prevail. **THERE IS A 200 lbs. MINIMUM CHARGE ON ALL SHIPMENTS OVER 25 lbs.**

### ORDER FOR MATERIAL HANDLING SERVICES:

We hereby authorize Hale Northeastern Inc. to handle our shipment(s) in accordance with the information set forth above in the "Limits of Liability" section of this form, and we further agree to the following:

- A. We agree to the "limitations of Hale's Liability and Responsibility" as set forth above.
- B. We agree that Hale's liability shall be limited to any loss or damage which results solely from Hale's negligence in the actual physical handling of the items comprising our shipment(s), and not for any other type of loss or damage.
- C. With particular reference to subparagraphs A and B of the above, we agree, in connection with the receipt, handling, storage, and re-loading of our materials at the convention site (as distinct from Hale's warehouse), that Hale will provide its services as our agent, and not as bailee or shipper. If any employee of Hale shall sign a delivery receipt, bill of lading, or other documents, we agree that Hale will do so as our agent, and we accept the responsibility therefore.
  1. Relative to outgoing shipments after the show, we recognize that there will be a lapse of time between the completion of packing and the actual pickup of our materials from our booth for loading into a carrier, and that during such time our shipment will be left unattended in our booth. We agree that Hale shall not be responsible for any loss or damage during such period, and we authorize Hale to adjust the quantities of items on any bill of lading left by us with Hale to conform to the actual count of such items in the booth at the time of pickup.
- D. Freight handling charges are the responsibility of the exhibitor to whom shipments have been consigned. Also, charges for loading out freight shipments are the responsibility of the exhibitor from whose booth shipments are made. Exhibitors may not assign this responsibility to suppliers or customers.
- E. We agree, in the event of a dispute with Hale relative to any loss or damage to any of our materials or equipment, that we will not withhold payment of any amount due to Hale for drayage or any other services provided by Hale as an offset against the amount of the alleged loss or damage. Instead, we agree to pay Hale within 30 days from the close of the show for all such charges, and we further agree that any claim we may have against Hale shall be pursued independently by us as a completely separate transaction to be resolved on its own merits.

**I have read and understand the material handling rate sheet as well as the material handling limits of liability as stated on the enclosed sheets. (Signature)** \_\_\_\_\_

Show Name 2011 Spring Jacksonville Home & Patio Show Company Name: \_\_\_\_\_

Print Name: \_\_\_\_\_ Booth No. \_\_\_\_\_

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

**THIS AUTHORIZATION MUST BE SIGNED AND RETURNED TO HALE NORTHEASTERN BEFORE FREIGHT SHIPMENTS CAN BE HANDLED**

RETURN TO TABLE OF CONTENTS

## OUTBOUND SHIPPING INFORMATION

- All outbound shipments must have a Hale Northeastern bill of lading filled out and returned to the Hale Service Desk. These supplies can be obtained at the desk.
- You **MUST** arrange pick up of your show materials with the Common Carrier of your choice. Pick up should be scheduled for the close of the show.
- Under normal circumstances, Hale will be onsite the next business day after your show closes from 8:00AM until 12:00Noon. This standard is subject to change per show-floor availability. We will place your items on your preferred carrier's truck during those hours, if you were unable to arrange pick-up the previous day.
- See Hale Northeastern's Exhibitor Kit for Limits of Liability on shipping items.

## THERE ARE THREE OPTIONS FOR OUTBOUND SHIPMENTS:

**#1**

Hale has designated ABF FREIGHT as the official show carrier. If you choose to use ABF, we will arrange for the pickup of your goods from showsite. ABF Bills of Lading can be obtained from the Hale Service Desk for this method. Freight charges will be billed through ABF Freight. *(Note: Drayage/Material Handling fees will be billed through Hale.)*

If you have an established account with ABF Freight, you will receive your negotiated contractual discounts and be invoiced directly from ABF Freight for your freight charges.

**Save \$\$\$ by using ABF Freight!**

**ABF Freight offers exhibitors the following perks when selecting them as YOUR freight carrier:**

- 1) Receive substantial Show Carrier discounts! First, select ABF Freight as your carrier. Then, write or type "TSTR" on your bill of lading when shipping. That's all you have to do to save big on your shipping costs!
- 2) If your shipment is larger than 5,000 lbs. a Volume Rate can be requested.
- 3) If your materials need Expedited or Air handling, Timekeeper Guaranteed is available.
- 4) Easy Access! ABF Freight can be contacted at 800-654-7019 to arrange your Shipping needs. Also, check out their website at [www.abf.com](http://www.abf.com).

**#2**

You may choose ANY carrier as long as they pick up on the day the show closes or the next business day by Noon. A Hale Bill of Lading must be completed, along with a copy of your carrier's Bill of Lading.

**CRITICAL NOTE:** Because Hale's lease to the show-floor expires shortly after dismantle, if the freight carrier you have selected has not arrived by the close of freight deadlines, Hale **MUST** force the freight off the floor **FOR THE SECURITY OF YOUR MATERIALS**. Hale will use ABF Freight. **IF EXHIBITORS SELECT A CARRIER OTHER THAN ABF, IT IS THE RESPONSIBILITY OF THE EXHIBITOR TO CONTACT THE CARRIER OF THEIR CHOICE. HALE DOES NOT CONTACT ANY TRUCKING COMPANY OTHER THAN THE SHOW CARRIER.**

**#3**

You may also ship via FEDEX or UPS. As with all common carriers, you must contact FedEx or UPS yourself with your account numbers and have them pick your packages up on showsite at the close of the show or the next business day by Noon.

To avoid drayage charges, exhibitors **MUST** bring Fed Ex & UPS shipments to the Hale Service Desk, otherwise handling fees may be assessed.