



## **Exhibitor Appointed Contractor's**

Exhibitor Appointed Contractor's (EAC's) are companies hired by an exhibitor to participate in the set-up and dismantle of an exhibition. These workers, outside of registered exhibitor staff, must officially register with SECO as an EAC in order to be granted access to the Exhibit Hall during set-up hours.

- Complete the enclosed EAC Registration Form and fax it to the SECO International, LLC office by January 21, 2011. All representatives of the EAC must be listed on this form in order to receive credentials to enter the Hall.
- EAC's are to check-in at the entrance to Hall C-2 of the Georgia World Congress Center and provide company identification to the on-duty security guard to receive a wristband granting them access to the Exhibit Hall. Badges will not be provided. Wristbands will only grant access to the Exhibit Hall during set-up and dismantle hours.
- Once EAC's and privately owned vehicles (POV) have been granted access to the Exhibit Hall, they must adhere to the load-in and marshalling yard instructions provided in the SECO 2011 Exhibitor Service Kit.



Shepard Exposition Services  
 1531 Carroll Drive, NW  
 Atlanta, GA 30318

Customer Service Phone: (404) 720-8600  
 Customer Service Fax: (404) 720-8755  
 Customer Service Email: [atlanta@shepardes.com](mailto:atlanta@shepardes.com)  
 Event Code: G111110311

## EXHIBITOR APPOINTED CONTRACTOR

**SECO 2011**

**March 3-5, 2011**

**Georgia World Congress Center  
 Atlanta, Georgia**

**Deadline Date: February 2, 2011**

**Please read the following information entirely prior to signing form and returning to Shepard.**

Complete this form for each non-official contractor used. Only the official show contractor or the facility may provide building services, utilities, rigging, material handling, cleaning, and furniture rental.

As the official show contractor, Shepard will provide all usual trade show services, including installation/dismantling labor, but exhibitors may appoint a non-official contractor to provide installation/dismantling labor provided all the following conditions are met:

- ~ EXHIBITOR must inform Shepard Exposition Services that they have contracted with a non-official contractor by completing this form and returning it by deadline date. If form is not submitted by deadline date, the Exhibitor Appointed Contractor will not be allowed to perform work in the hall except to supervise the official contractor provided labor.
- ~ The CONTRACTOR hired by the exhibitor must, by the deadline date, provide Shepard with a current Certificate of Insurance with minimum limits of \$500,000 property damage per occurrence, \$1,000,000 personal injury per occurrence, workers compensation aggregate coverage of \$1,000,000 per occurrence, and naming Shepard Exposition Services as additionally insured for the time period of the show (including move-in and move-out days).
- ~ The CONTRACTOR must abide by the rules and regulations of the show and all pertinent union regulations
- ~ CONTRACTOR employees must wear approved identification badges at all times while in the work area. Badge will be issued at show site to authorized contractor representatives when all requirements have been met.
- ~ If the non-official contractor is empowered to incur expense on behalf of the exhibitor, a Third Party Payment Authorization form must be completed and returned to Shepard. The exhibitor agrees that he is ultimately responsible for the cost of all services provided in connection to the exhibitor's booth.
- ~ The non-official contractor agrees to have evidence, in the booth, that it has a valid authorization from the Exhibitor for services.
- ~ The non-official contractor must confine its operations to the exhibit area of its clients. No service desks, storage areas or other work facilities will be located anywhere in the facility. Show aisles and public areas are not part of the Exhibitor's booth space.
- ~ The non-official contractor may not solicit business on the exhibit floor.
- ~ The non-official contractor must have all business licenses, work permits and insurance required by State and City governments and Facility Management before beginning work, and shall provide Show Management with evidence of compliance.
- ~ If required, the non-official contractor must be able to provide evidence that it has current and applicable labor contracts and must comply with all labor agreements and jurisdictions. The non-official contractor must not jeopardize the production of the event by any act or practice that would lead to work stoppages, strikes or labor disputes.
- ~ Non-official contractor employees must wear approved identification badges at all times while in the work area. Badges will be issued at show site, to authorized representatives, when all requirements have been met.

**The following information must be completed and the form returned to Shepard by the deadline date.**

**Name of Non-official Contractor:** \_\_\_\_\_

**Services to be performed:** \_\_\_\_\_

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

**Contact Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Contact Address:** \_\_\_\_\_

**Exhibitor's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Exhibiting Company Name:** \_\_\_\_\_ **Booth #** \_\_\_\_\_



## **CERTIFICATE OF INSURANCE**

Please mail or fax your *Certificate of Insurance* to:

SECO International, LLC  
Exhibits Department  
4661 North Shallowford Road  
Atlanta, GA 30338

Fax: 770-451-3156

All *Certificates of Insurance* must arrive by Monday, January 24, 2011 in order to gain access to the Exhibit Hall.



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Event Code: G111110311

## SHOW INFORMATION

**SECO 2011**  
**March 3-5, 2011**  
**Georgia World Congress Center**  
**Atlanta, Georgia**

### BOOTH PACKAGE

Items provided in your booth, per exhibitor: 8' High backwall drape, 3' High sidewall drape  
7" x 44" Cardstock Identification Sign

Show drape color(s): White & Grey  
Aisle carpet color: Tuxedo (Black & White Blend)

### EXHIBIT SHOW SCHEDULE

General Exhibitor Move-in:	Tuesday, March 1, 2011	8:00 AM - 5:00 PM
	Wednesday, March 2, 2011	8:00 AM - 8:00 PM
	Thursday, March 3, 2011	9:00 AM - 1:00 PM
Exhibit Hours:	Thursday, March 3, 2011	1:00 PM - 6:00 PM
	Friday, March 4, 2011	10:00 AM - 5:00 PM
	Saturday, March 5, 2011	9:00 AM - 4:00 PM
Exhibitor Move-out:	Saturday, March 5, 2011	4:00 PM - 11:00 PM
	Sunday, March 6, 2011	8:00 AM - 1:00 PM
Freight Re-route Time:	Sunday, March 6, 2011	12:00 PM

### IMPORTANT DEADLINES

Exhibitor appointed contractor notification deadline: Wednesday, February 2, 2011  
Discount price deadline for all Shepard orders: Thursday, February 10, 2011  
First day for warehouse deliveries without a surcharge: Wednesday, February 2, 2011  
Last day for warehouse deliveries without a surcharge: Monday, February 21, 2011  
First day freight can arrive at show facility: Tuesday, March 1, 2011 at 8:00 AM

### SHIPPING ADDRESSES

#### Advance Shipments Address

[Exhibiting Co. Name & Booth Number]  
SECO 2011  
c/o Shepard Exposition Services  
1531 Carroll Drive  
Atlanta, GA 30318

#### Direct Shipments Address

c/o Shepard Exposition Services  
[Exhibiting Co. Name & Booth Number]  
SECO 2011  
Georgia World Congress Center  
285 Andrew Young International Blvd  
Atlanta, GA 30313

ALL UTILITY AND ANCILLARY FORMS SHOULD BE FAXED TO THE NUMBER INDICATED ON FORM. PLEASE DO NOT SEND UTILITY AND/OR ANCILLARY FORMS TO SHEPARD.



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## ONLINE ORDERING INSTRUCTIONS

**SECO 2011**  
**March 3-5, 2011**  
**Georgia World Congress Center**  
**Atlanta, Georgia**



### **\*\*\*ATTENTION EXHIBITORS\*\*\***


#### **ONLINE ORDERING FOR SHEPARD SERVICES AVAILABLE**

TO TAKE ADVANTAGE OF THE CONVENIENCE OF ORDERING ONLINE, SIMPLY FOLLOW THE INSTRUCTIONS BELOW.

1. Go to [www.shepardes.com](http://www.shepardes.com)
2. Click on 
3. Click on [SECO 2011](#)
4. Show Information page will be displayed.
5. Log in by entering your email address and password then clicking   
If you do not have a password, you will need to do one of the following:
  - a. Create a profile with Shepard by clicking  and following the prompts.
  - OR
  - b. Get a previously generated password by clicking "[Forgot your password?](#)" and following the prompts.
6. Once you log in, you will be prompted to review your profile information.
  - a. If your information is correct, click 
  - OR
  - b. If your information is not correct, please click "here" as indicated, update your profile and submit changes.
7. Now you can begin your online ordering experience.

Some helpful tips:

Use the  or  buttons to scroll through all your options.

Use the  button to add an item to your cart, BEFORE proceeding to the next screen.

If you need to review a past page, use your menu options at the top of the page.

To view your shopping cart, click on 

If you wish to delete an item from your shopping cart, click  next to the item you want to be removed.

If you require assistance with your online ordering, please contact our customer service department:

**Shepard Customer Service**

**(404) 720-8600**

[atlanta@shepardes.com](mailto:atlanta@shepardes.com)



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**Discount Deadline: February 10, 2011**

## PAYMENT AUTHORIZATION

**SECO 2011**

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Please complete the information requested below and return this form with your orders. You may choose to pay by credit card, check payable to Shepard Exposition Services, or bank wire transfer. However, we require your credit card authorization to be on file before we process your order(s) for service. We will use this authorization to charge your credit card account for any additional amounts incurred as a result of show site orders placed by your representative to include material handling charges for shipments received on your company's behalf and any unpaid balance due for Shepard services. **Credits for services will be issued at show site only.**

### WIRE TRANSFER

In order to accurately process the transfer of funds from your account, please complete the following information and fax it along with a copy of the wire receipt to the fax number printed on the header of this page. A \$50 service charge will be added for processing checks drawn on foreign banks. A \$25 service charge will be added for processing U.S. wire transfers. \$50 service charge for international wire transfers.

The following information must be included on the bank copy of the wire transfer confirmation:

Name of show that you are attending - **SECO 2011**

Exhibiting company name

Booth number

Account Name: Shepard Exposition Services, Inc. Bank Name: Bank of America, Atlanta, Georgia USA

Routing Number: 0260-0959-3 Account Number: 3278494077

SWIFT CODE (US): BOFAUS3N SWIFT CODE (INTL): BOFAUS6S

If payment is not received by the date shown above, I hereby agree to have the balance owed to Shepard Exposition Services, Inc. charged to the credit card indicated in the next section.

### CREDIT CARD INFORMATION

Type of Card:     

Credit Card #:

Expiration Date:   
Month Year

Billing Address: \_\_\_\_\_

Security Code:

City, ST, Zip: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

### EXHIBITING COMPANY INFORMATION

Please fill out the following information:

COMPANY NAME: \_\_\_\_\_

BOOTH # \_\_\_\_\_

COMPANY ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

CITY, ST, ZIP: \_\_\_\_\_

FAX: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_



### PAYMENT POLICY

**Show Site Orders:** Services ordered at show site will require full payment at the time the order is placed. Purchase orders may not be used in lieu of payment. Regular prices will apply to all show site orders. Floor orders are limited to availability.

**Third Party Orders:** If you contract your work to a display or exhibit house and require services from Shepard, the payment policy stated above applies. Please pass this information on to them. A Third Party Payment form must be completed and submitted three weeks prior to show opening.

**Invoices:** Prior to close of show, an invoice will be prepared and delivered to your booth for your review. Credits will be issued at show site only. If you have any questions, or want to pay your invoice by check or cash, please see our customer service representatives at the service desk on site.

**Charges:** All charges, regardless of amount, must be paid in full by cash, check or credit card. If credit card method is used, please ensure that the card limits are high enough to cover your expected charges.

**Past Due Accounts:** The buyer understands that there will be a 1 1/2% monthly (18% per year) finance charge on past due accounts and agrees to pay all costs incurred by Shepard Exposition Services while endeavoring to collect this account.

**Outbound Services:** All outbound services will be processed on your credit card. A copy of the receipt and invoice will be mailed within 10 days of the close of the show.

**International Customers:** International customers must pay for all services in U.S. funds. A \$50 service charge will be added for processing checks or wire transfers drawn on foreign banks.

**U.S. Wire Transfers:** A \$25 service charge will be added for processing U.S. wire transfers. Please complete the wire transfer portion of the Payment Authorization form. The credit card portion of the form must still be completed before your order will be processed.

**Tax Exempt Status:** If you are tax exempt in the state where the show is held, a copy of the certificate must accompany your order.

**Rental Responsibility:** All materials are on a rental basis and shall remain the property of Shepard. The customer shall be held financially responsible for any damage to Shepard equipment used by the customer.

**Price Quotes:** Prices quoted are for the duration of the show and include installation, rental, and removal, except where indicated.

**Default Colors:** If skirting and carpet colors are not selected, show colors will prevail.

**Exchanges and Cancellations:** Onsite exchanges and cancellations in orders will be assessed a 100% pick-up fee.

### DEFINITIONS AND SHEPARD RESPONSIBILITIES

The name "Shepard" shall be construed within the meaning of this contract as Shepard Exposition Services, Inc. and its employees, officers, agents, and assigns including any subcontractors Shepard may appoint. The term "exhibitor" refers to any party who contracts for services with Shepard. Shepard shall be responsible only for those services which it directly provides, and hereby agrees to execute its contracted duties in good faith. Shepard assumes no responsibility for any person, parties, or other contracting firms not under Shepard's direct supervision and control. Shepard shall not be responsible for loss, delay or damage due to strikes, lockouts, work stoppages, natural elements, vandalism, acts of God, civil disturbances, power failures, acts of terrorism or war, or any other causes beyond Shepard's reasonable control; or for ordinary wear and tear in the handling of materials. Due to the security and liability requirements, Shepard personnel will unload all vendor materials from the loading docks to the booths.

### INDEMNIFICATION

The exhibitor agrees to indemnify, forever hold harmless and defend Shepard and its employees, officers and agents from and against any and all claims, causes of action, fines, penalties, damages, liabilities, judgments, and expenses on account of personal injury or death, damage to or loss of property or profits arising out of, or contributed to by any of the following: (1) exhibitor's negligent supervision of any labor secured through Shepard or the negligent supervision of such labor by any of the exhibitor's employees, agents, representative, invitees, and/or exhibitor appointed contractor (EAC); (2) exhibitor's negligence, willful misconduct, or deliberate act, or such actions of exhibitor's employees, agents, invitees, representatives, or EACs at the show to which this contract relates, including but not limited to the misuse, improper use, unauthorized alteration or negligent handling of Shepard equipment; or (3) exhibitor's violation of Federal, State or Local ordinance; or violation of show regulations and/or rules as published by the Facility and/or Show Management.

### CLAIM(S) FOR LOSS AND PAYMENT FOR SERVICES

Exhibitor agrees that any and all claims for loss or damage shall be submitted to Shepard prior to the conclusion of the show when alleged loss or damage occurred prior to that time, and in all cases within 30 days of the conclusion of the show. For claim reporting purposes, the "conclusion" of the show shall be construed as the end of the day on which exhibitor must vacate the show site. All claims reported after the 30-day period will be rejected. In no event shall a suit or action be brought against Shepard more than one year after the date that loss or damage occurred. Payment for services may not be withheld. In the event of any dispute between Shepard and the exhibitor relative to any loss or damage claim, the exhibitor shall not be entitled to, and shall not withhold payment for Shepard services as an offset against the amount of the alleged loss or damage. Any claim against Shepard shall be considered a separate transaction and shall be resolved on its own merit.

### SHEPARD'S LIMITS OF LIABILITY

If found liable for any loss or damage, Shepard's sole and maximum liability for loss or damage to exhibitor's materials will be limited to the repair or replacement with like kind and quantity, subject to a dollar amount not to exceed \$5.00 (five dollars) per pound based on the weight of the articles for which Shepard specifically acknowledges receipt in writing. Shepard shall in no event be liable for collateral, exemplary, indirect costs or damages, or loss of sales resulting from, or related to, a claim for loss of or damage to material.

### INBOUND AND OUTBOUND SHIPMENTS

Consistent with trade show industry practices, there may be a lapse of time between the delivery of shipment(s) to the booth and the arrival of the exhibitor or his representative. During such time, the materials will be left unattended. Shepard is not, and cannot be, responsible for loss, damage, theft, or disappearances of exhibitor's materials after same have been delivered to the exhibitor's booth. Similarly, there may be a lapse of time between the completion of packing and the actual pick up of exhibitor's materials from the booth for loading onto a carrier. During such time, the materials will be left unattended. Shepard shall not be responsible for loss, damage, theft, or disappearance of exhibitor's materials before same have been picked up for loading after the show. All materials will be checked at the booth at the time of loading using document(s) submitted by the exhibitor and notations of exceptions to conditions of materials, or piece counts will be made on said document. Shepard assumes no responsibility for loss, damage, theft, or disappearance of exhibitor's materials after same have been delivered to exhibitor's appointed carrier or agent for transportation after the show. Shepard loads materials onto the carrier's truck under the supervision of the carrier driver who checks and signs for the materials. Shepard assumes no liability for any materials after the carrier assumes custody of materials. If exhibitor's designated carrier fails to show by the move out deadline after a show, Shepard shall have the authority to route exhibitor's shipment via an alternate carrier, or return shipment to a local warehouse for disposition at exhibitor's expense.

### PACKAGING, CRATES, AND EMPTY CONTAINERS

Shepard shall not be responsible for surface damage to loose or uncrated materials, pad-wrapped, or shrink-wrapped materials. Shepard shall not be responsible for concealed damage, damage to carpets in bags or poly, or damage to materials improperly packed. Shepard shall not be responsible for crates and packaging unsuitable for handling, partially assembled, or having prior damage. Affixing "Empty" storage labels to containers is the sole responsibility of the exhibitor or his representative. All previous labels should be removed. Shepard assumes no responsibility for removal or misdelivery of containers with old labels or incorrect information on labels or for loss or damage to materials stored in containers labeled "empty."



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## THIRD PARTY PAYMENT AUTHORIZATION

**SECO 2011**

**March 3-5, 2011**

**Georgia World Congress Center  
Atlanta, Georgia**

**Discount Deadline: February 10, 2011**

**The following information must be completed and the form returned to Shepard by the deadline date.**

Both parties MUST sign this form indicating acceptance; otherwise, request will be denied.

When a third party is handling your display and/or paying for any services on your behalf, we will agree to this third party arrangement if the following payment is agreed upon and all signatures are properly completed.

By signing this form, both parties agree and understand that the exhibiting firm is responsible for all charges.

In the event that the named third party does not make payment by show close, Shepard will be paid by the exhibiting firm on demand at show site.

The show site invoice may or may not include any outbound services, such as additional material handling, rigging, and/or shipping charges.

### SERVICES TO BE COVERED BY THIRD PARTY

- |                                       |  |   |   |
|---------------------------------------|--|---|---|
| <input type="checkbox"/> All services | <input type="checkbox"/> Rental Furniture              | <input type="checkbox"/> Logistics/Transportation | <input type="checkbox"/> Material Handling              |
|                                       | <input type="checkbox"/> Carpet                        | <input type="checkbox"/> Exhibit Display Rentals  | <input type="checkbox"/> Overhead Rigging/Labor         |
|                                       | <input type="checkbox"/> Other (please specify): _____ | <input type="checkbox"/> Cleaning                 | <input type="checkbox"/> Installation/Dismantling Labor |

### THIRD PARTY INFORMATION

COMPANY NAME: \_\_\_\_\_

COMPANY ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_

CITY, ST, ZIP: \_\_\_\_\_ FAX: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ EMAIL: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

### EXHIBITING COMPANY INFORMATION

COMPANY NAME: \_\_\_\_\_ BOOTH # \_\_\_\_\_

COMPANY ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_

CITY, ST, ZIP: \_\_\_\_\_ FAX: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ EMAIL: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

### THIRD PARTY CREDIT CARD INFORMATION

Type of Card:     

Credit Card #: 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

 Expiration Date: 

Month	Year		

Billing Address: \_\_\_\_\_ Security Code: 

--

City, ST, Zip: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_



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## SIGNATURE SERIES PACKAGES

SECO 2011

March 3-5, 2011

Georgia World Congress Center

Atlanta, Georgia

### Signature Series - We Make Exhibiting EZ!!

Signature Series Packages offer one stop shopping convenience for all of your trade show needs.

100 SERIES PACKAGE				200 SERIES PACKAGE																			
~ 10'x10' Expo Carpet (Select Color) 50255 <input type="checkbox"/> (01) Red <input type="checkbox"/> (13) Teal <input type="checkbox"/> (06) Black <input type="checkbox"/> (05) Blue <input type="checkbox"/> (10) Grey <input type="checkbox"/> (07) Burgundy				~ 10'x10' Expo Carpet (Select Color) 50255 <input type="checkbox"/> (01) Red <input type="checkbox"/> (13) Teal <input type="checkbox"/> (06) Black <input type="checkbox"/> (05) Blue <input type="checkbox"/> (10) Grey <input type="checkbox"/> (07) Burgundy																			
~ 6'Lx42"H Skirted Counter (Select Color) 50047 <input type="checkbox"/> (01) Red <input type="checkbox"/> (04) Gold <input type="checkbox"/> (07) Burgundy <input type="checkbox"/> (02) Green <input type="checkbox"/> (05) Blue <input type="checkbox"/> (10) Grey <input type="checkbox"/> (03) White <input type="checkbox"/> (06) Black <input type="checkbox"/> (13) Teal				~ 30" Star Base Pedestal Table 50032 ~ (2) Padded Arm Chairs 50021 ~ Wastebasket 50091																			
~ (2) Padded Stools with Back 50024 ~ Wastebasket 50091 ~ One Time Vacuuming for 100 sq. ft. 47011 ~ 200 lbs. Material Handling* 35030/35010				~ One Time Vacuuming for 100 sq. ft. 47011 ~ Up to 200 lbs. Material Handling* 35030/35010																			
<table border="1"> <thead> <tr> <th>Qty.</th> <th>Discount</th> <th>Regular</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>66320</td> <td>535.80</td> <td>696.55</td> <td></td> </tr> </tbody> </table>				Qty.	Discount	Regular	Amount	66320	535.80	696.55		<table border="1"> <thead> <tr> <th>Qty.</th> <th>Discount</th> <th>Regular</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>66323</td> <td>541.35</td> <td>703.75</td> <td></td> </tr> </tbody> </table>				Qty.	Discount	Regular	Amount	66323	541.35	703.75	
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300 SERIES PACKAGE				400 SERIES PACKAGE																			
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~ 1 Meter Locking Cabinet (LC3) 66284 ~ Wastebasket 50091 ~ One Time Vacuuming for 100 sq. ft. 47011 ~ Up to 200 lbs. Material Handling* 35030/35010				~ 10'x10' New York Booth 66262 ~ Wastebasket 50091 ~ One Time Vacuuming for 100 sq. ft. 47011 ~ Up to 200 lbs. Material Handling* 35030/35010																			
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Qty.	Discount	Regular	Amount																				
66326	655.05	851.55																					
Qty.	Discount	Regular	Amount																				
66329	2003.65	2604.75																					

\*Some restrictions may apply - material handling based on standard freight, does not include late to warehouse surcharges, special handling, marshaling yard or other applicable fees.

**GO GOLD!!** Upgrade your package to include 100 sq. ft. of 1/2" Carpet Padding (50009) and Visqueen (50010). \$110.00

**GO PLATINUM!!** Includes the Gold Upgrade plus daily vacuuming and (1) 500 watt electrical drop. \$275.00

Please complete the following:

**Company Name:** \_\_\_\_\_ **Booth #:** \_\_\_\_\_  
**Contact Name:** \_\_\_\_\_ **Phone #:** \_\_\_\_\_  
**Authorized Signature:** \_\_\_\_\_

Subtotal:	\$
8.000% Tax:	\$
Amount Due:	\$

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.

There are no exchanges or refunds once item has been delivered to your booth. Cancellation must be received 24 hours prior to first exhibitor move-in day.



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# EXPO FURNISHINGS

**SECO 2011**

**March 3-5, 2011**

**Georgia World Congress Center**

**Atlanta, Georgia**

## TABLES - ALL DISPLAY TABLES ARE 24" WIDE



Choose drape color (place color code next to order):

Red (01)      Gold (04)      Burgundy (07)  
 Green (02)    Blue (05)      Grey (10)  
 White (03)    Black (06)      Teal (13)

SKIRTED TABLES						
Code	Qty.	Color	Size	Discount	Regular	Amount
50042			4'L X 30"H	91.25	118.65	
50046			6'L X 30"H	110.00	143.00	
50050			8'L X 30"H	140.85	183.10	
50043			4'L X 42"H	110.00	143.00	
50047			6'L x 42"H	140.85	183.10	
50051			8'L x 42"H	165.65	215.35	
50052			4th Side 30"	55.00	71.50	
50171			4th Side 42"	55.00	71.50	

Tables are 3-sided draped, must order 4th side for all sides to be draped.

UNSKIRTED TABLES					
Code	Qty.	Size	Discount	Regular	Amount
50040		4'L X 30"H	63.25	82.25	
50044		6'L X 30"H	74.05	96.25	
50048		8'L X 30"H	89.00	115.70	
50041		4'L X 42"H	71.20	92.55	
50045		6'L x 42"H	89.00	115.70	
50049		8'L x 42"H	99.25	129.05	

## RISERS - WOODEN PLANKING, 8" WIDE

DRAPED RISERS					
Code	Qty.	Size	Discount	Regular	Amount
50082		4'L X 6"H	38.30	49.80	
50084		6'L X 6"H	48.80	63.45	
50086		8'L X 6"H	61.85	80.40	
50083		4'L X 12"H	77.50	100.75	
50085		6'L x 12"H	96.50	125.45	
50087		8'L x 12"H	107.50	139.75	

UNDRAPED RISERS					
Code	Qty.	Size	Discount	Regular	Amount
50076		4'L X 6"H	18.40	23.90	
50078		6'L X 6"H	25.85	33.60	
50080		8'L X 6"H	33.50	43.55	
50077		4'L X 12"H	35.75	46.50	
50079		6'L x 12"H	51.00	66.30	
50081		8'L x 12"H	62.40	81.10	

## STANDARD SEATING



Code	Qty.	Item	Discount	Regular	Amount
50020		Side Chair	55.00	71.50	
50021		Arm Chair	75.00	97.50	
50024		Stool w/back	79.00	102.70	

## STANDARD ACCESSORIES



Code	Qty.	Item	Discount	Regular	Amount
50091		Wastebasket	16.50	21.45	
50094		Floor Easel	32.50	42.25	
50245		Literature Rack	125.00	162.50	

Literature rack styles may vary based on location and availability.



Code	Qty.	Item	Discount	Regular	Amount
50175		Bag Rack	156.00	202.80	
50092		Coat Rack	55.40	72.00	
50093		Garment Rack	156.00	202.80	



Code	Qty.	Item	Discount	Regular	Amount
50101		Chrome Stanchion	45.50	59.15	
50102		Velvet Rope, 7'	72.65	94.45	
50095		Sign Holder, 22x28	108.00	140.40	

## SKIRTING OF EXHIBITOR EQUIPMENT-per linear ft.

50058		Sateen Skirting	12.40	16.10	
-------	--	-----------------	-------	-------	--

Please choose color from skirted table section.

Please complete the following:

**Company Name:** \_\_\_\_\_ **Booth #:** \_\_\_\_\_  
**Contact Name:** \_\_\_\_\_ **Phone #:** \_\_\_\_\_  
**Authorized Signature:** \_\_\_\_\_

Total Expo Furnishings:	\$
8.000% Tax:	\$
Amount Due:	\$

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

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Event Code: G111110311

**Discount Deadline: February 10, 2011**

# SPECIALTY FURNISHINGS/ACCESSORIES

**SECO 2011**

**March 3-5, 2011**

**Georgia World Congress Center**

**Atlanta, Georgia**

## SPECIALTY CHAIRS AND TABLES



18" H

Qty.	Item	Discount	Regular	Amount
51086	Director's Chair	59.00	76.70	
51090	Director's Stool	105.50	137.15	
50032	Ped. Table,30"	155.00	201.50	
51089	Ped. Table,42"	155.00	201.50	
50030	Rnd Side Table	75.00	97.50	
50031	Sq. Side Table	75.00	97.50	

## SHOWCASES



Full View



Quarter View

Qty.	Item	Discount	Regular	Amount
50067	Full View 4'	587.95	764.35	
50068	Full View 6'	648.55	843.10	
50069	Quarter View 4'	587.95	764.35	
50070	Quarter View 6'	648.55	843.10	

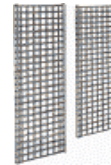
Colors and styles of showcases may vary depending on location and availability.

## MISCELLANEOUS ITEMS



Qty.	Item	Discount	Regular	Amount
50185	Drawing Bowl	34.40	44.70	
50098	Refrigerator	447.75	582.10	
50088	8' Upright	20.65	26.85	
50089	8' Crossbar	13.75	17.90	

## GRID AND GRID ACCESSORIES



Qty.	Size	Discount	Regular	Amount
50236	2'X8' w/legs, each	140.55	182.70	
50237	2'X8' w/o legs, each	105.35	136.95	
50242	7-Ball Waterfall	9.65	12.55	

Other accessories available, please call customer service for more information.

## 1/4" PERFBORAD & VELCRO TACK BOARD



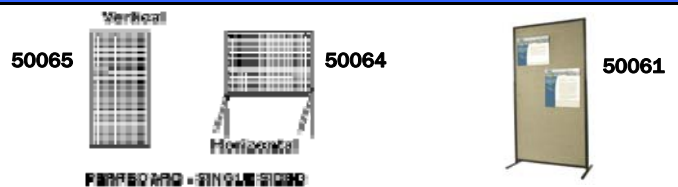
## SPECIAL DRAPERY BACKGROUNDS - Per linear foot

Must be approved by show management.

Lin. Ft.	Item	Discount	Regular	Amount
50073	8' High	14.25	18.55	
50074	3' High	11.25	14.65	

Choose Color: Minimum 4' panel rental required.

<input type="checkbox"/> Red (01)	<input type="checkbox"/> Blue (05)	<input type="checkbox"/> Grey (10)
<input type="checkbox"/> White (03)	<input type="checkbox"/> Black (06)	<input type="checkbox"/> Burgundy (07)



Qty.	Item	Discount	Regular	Amount
50065	4'X8' Vert., 1/4"holes	189.75	246.70	
50064	4'X8' Horz., 1/4"holes	189.75	246.70	
50104	6" Hooks (12)	31.25	40.65	
50060	4' X 8' Horz.	190.35	247.45	
50061	4' x 8' Vert.	190.35	247.45	

Total Specialty Furnishings/Accessories	\$
8.000% Tax:	\$
Amount Due:	\$

Please complete the following:

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# EXECUTIVE FURNITURE

**SECO 2011**

**March 3-5, 2011**

**Georgia World Congress Center  
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## COMFORT SEATING/OTTOMANS

Qty.	Item	Discount	Regular	Amount
<b>Key West - Black</b>				
	SOM	545.50	709.15	
	LSM	483.60	628.70	
	OCB	396.50	515.45	
<b>Lisbon - Charcoal Leather</b>				
	SOC	717.05	932.15	
	LSC	646.75	840.80	
	CHC	475.25	617.85	
<b>Memphis</b>				
	MPS	513.20	667.15	
	MPC	364.15	473.40	
<b>Astro</b>				
	SOQ	667.80	868.15	
	CHQ	441.50	573.95	
<b>Newport</b>				
	SED	1394.70	1813.10	
	LSD	622.85	809.70	
	CHD	343.05	445.95	
<b>Miscellaneous Seating</b>				
	SO1	618.60	804.20	
	OCU	381.00	495.30	
	OCW	745.20	968.75	
	OCY	185.60	241.30	
<b>Ottomans</b>				
	OSA	295.25	383.85	
	OTP	328.95	427.65	
	OTM	368.35	478.85	
	OTH	112.45	146.20	
	OTD	104.05	135.25	



## COCKTAIL, END TABLES & LAMPS

Qty.	Item	Discount	Regular	Amount
<b>Cocktail Tables</b>				
	C1E	261.50	339.95	
	C1F	239.05	310.75	
	C1C	246.00	319.80	
	C1M	239.00	310.70	
<b>End Tables</b>				
	E1E	246.00	319.80	
	E1F	223.55	290.60	
	E1C	230.60	299.80	
	E1M	206.65	268.65	
<b>Lamps</b>				
	LA1-floor lamp	146.20	190.05	
	LA2-table lamp	146.20	190.05	



Subtotal	\$
8.000% Tax	\$
Amount Due:	\$

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# EXECUTIVE FURNITURE

SECO 2011

March 3-5, 2011

Georgia World Congress Center

Atlanta, Georgia

**Discount Deadline: February 10, 2011**

## CONFERENCE TABLES

Qty.	Item	Discount	Regular	Amount
<b>Geo Tables - 29" High</b>				
	CE2 (60"L)	399.30	519.10	
	CF2 (60"L)	385.25	500.85	
	CE1 (42"L)	275.55	358.20	
	CF1 (42"L)	261.50	339.95	
<b>Graphite Nebula - 29" High</b>				
	CB2 (6'L)	430.25	559.35	
	CB3 (8'L)	521.60	678.10	
	CB1 (42"RND)	352.90	458.75	
<b>Mahogany - 29" High</b>				
	CC6 (6'L)	399.30	519.10	
	CC7 (8'L)	492.10	639.75	
	CC8 (10'L)	783.10	1018.05	
	CC5 (42"RND)	350.90	456.15	
<b>Miscellaneous Conf. Table - 29" High</b>				
	CG1 (42"RND)	284.00	369.20	



## CONFERENCE CHAIRS

Qty.	Item	Discount	Regular	Amount
<b>Panton</b>				
	OTO	421.80	548.35	
	SC9	185.60	241.30	
<b>Luxor - Black Leather</b>				
	XC3	345.85	449.60	
	XC2	375.40	488.00	
	XC1	399.30	519.10	
<b>Altura - Black Crepe</b>				
	XC6	307.90	400.25	
	XC5	338.85	440.50	
	XC4	368.35	478.85	
<b>Brewer</b>				
	SC3	164.50	213.85	
	SC2	164.50	213.85	
<b>Miscellaneous Chairs</b>				
	SC8	153.25	199.25	
	SC1	175.75	228.50	
	SC4	175.75	228.50	
	SC6	215.15	279.70	



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Subtotal	\$
8.000% Tax	\$
Amount Due	\$

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Event Code: G111110311

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# EXECUTIVE FURNITURE

**SECO 2011**

**March 3-5, 2011**

**Georgia World Congress Center  
Atlanta, Georgia**

## BAR TABLES

Qty.	Item	Discount	Regular	Amount
<b>36" Round x 42" High</b>				
	VTN	239.05	310.75	
	VTM	239.05	310.75	
<b>30" Round x 42" High</b>				
	VTK	230.60	299.80	
	VTJ	230.60	299.80	
	VTF	261.50	339.95	
	VTC	230.60	299.80	
	WTJ	292.40	380.10	
	WTF	322.00	418.60	



## BARS

Qty.	Item	Discount	Regular	Amount
<b>Martini Bars - 47" High</b>				
	BR1	1339.85	1741.80	
	BRC	3856.55	5013.50	



## BAR STOOLS

Qty.	Item	Discount	Regular	Amount
<b>Ohio - Chrome, 31" High</b>				
	BS3	175.75	228.50	
	BS2	175.75	228.50	
	BS1	175.75	228.50	
<b>Banana - Chrome, 30" High</b>				
	BST	236.20	307.05	
	BSS	236.20	307.05	
<b>Oslo - 30" High</b>				
	BSD	246.05	319.85	
	BSC	246.05	319.85	
<b>Miscellaneous</b>				
	BSL (29"H)	187.00	243.10	
	BSN (29"H)	265.75	345.50	
	BCE (32"H)	217.90	283.25	



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**Contact Name:** \_\_\_\_\_ **Phone #:** \_\_\_\_\_  
**Authorized Signature:** \_\_\_\_\_

Subtotal	\$
8.000% Tax	\$
Amount Due	\$

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# EXECUTIVE FURNITURE

**SECO 2011**

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## CAFÉ TABLES

Qty.	Item	Discount	Regular	Amount
<b>36" Round x 29" High</b>				
	ZTP	222.10	288.75	
	ZTN	222.10	288.75	
	ZTM	222.10	288.75	
	XTP	299.45	389.30	
	XTN	299.45	389.30	
	XTM	299.45	389.30	
<b>30" Round x 29" High</b>				
	ZTK	199.65	259.55	
	ZTJ	199.65	259.55	
	XTK	275.55	358.20	
	XTJ	275.55	358.20	
	XTF	303.65	394.75	



## STACKING & UTILITY SEATING

Qty.	Item	Discount	Regular	Amount
<b>Stacking Chair, 37" High</b>				
	CS8	106.85	138.90	
	CS9	106.85	138.90	
<b>Altura - Black Crepe</b>				
	SY1	192.60	250.40	
	DF1	285.40	371.00	



## PRODUCT DISPLAY, FILES, REFRIGERATORS, & TRAINING ROOM FURNITURE

Qty.	Item	Discount	Regular	Amount
<b>Product Display</b>				
	PDF	385.25	500.85	
	PDH	399.30	519.10	
	PDK	430.25	559.35	
	PDL	440.05	572.05	
	BC6	328.95	427.65	
	BC7	322.00	418.60	
	ET1	328.95	427.65	
	ET2	328.95	427.65	
<b>Training Room</b>				
	CP5	385.25	500.85	
	PO3	461.15	599.50	
	PO1	292.40	380.10	
	WD2	338.85	440.50	
	CO4	292.40	380.10	
<b>Lateral Files</b>				
	L26	407.75	530.10	
	L27	385.25	500.85	
<b>Refrigerator</b>				
	R1Q	268.55	349.10	



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**Authorized Signature:** \_\_\_\_\_

Subtotal	\$
8.000% Tax	\$
Amount Due	\$

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Exhibit Solutions Sales Fax: 404-720-8757  
Customer Service Email: [mcarin@shepardes.com](mailto:mcarin@shepardes.com)  
Event Code: G111110311

**Discount Deadline: February 10, 2011**

# EXHIBIT SOLUTIONS BOOTH RENTALS

**SECO 2011**

**March 3-5, 2011**

**Georgia World Congress Center  
Atlanta, Georgia**

## EXHIBIT BOOTH RENTALS

Code	Qty.	Description	Discount	Regular	Amount
------	------	-------------	----------	---------	--------

### The San Diego



66250		10' x 10'	2213.50	2877.55	
66251		10' x 20'	3632.50	4722.25	
66252		10' x 30'	6810.95	8854.25	

### The Chicago



66253		10' x 10'	2128.50	2767.05	
66254		10' x 20'	2979.75	3873.70	
66255		10' x 30'	4043.50	5256.55	

### The Salt Lake City

66256		10' x 10'	1362.15	1770.80	
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### The Saint Louis

66265		10' x 10'	1186.25	1542.15	
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### The Las Vegas

66268		20' x 20' Island	7940.50	10322.65	
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### The Phoenix

66269		10' x 10'	2497.35	3246.55	
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### The Detroit

66257		10' Truss Unit	5670.15	7371.20	
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### The Memphis

66258		10' Pop-up	1078.40	1401.90	
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Please choose color:  Black (06)  Blue (05)

### The Savannah

66266		20' Pop-up	2957.15	3844.30	
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Please choose color:  Black (06)  Blue (05)

### The Providence

66267		2m Tabletop	510.85	664.10	
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Please choose color:  Black (06)  Blue (05)

Code	Qty.	Description	Discount	Regular	Amount
------	------	-------------	----------	---------	--------

### The Los Angeles



66259		10' x 10'	1469.35	1910.15	
66260		10' x 20'	2724.40	3541.70	
66261		10' x 30'	4114.95	5349.45	

### The New York



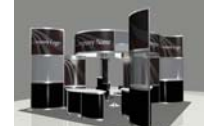
66262		10' x 10'	1929.80	2508.75	
66263		10' x 20'	3664.45	4763.80	
66264		10' x 30'	5562.30	7231.00	



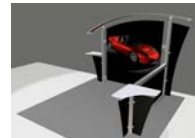
Salt Lake City



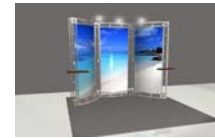
Saint Louis



Las Vegas



Phoenix

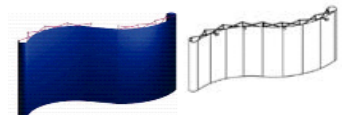


Detroit



Memphis

87.56"H x 118"W



Savannah

87.56"H x 217.75"W



Providence

59.375"H x 73"W

All Exhibit Booth Rentals include installation/dismantling and graphic panels as shown (not all booths have graphic panels). Prices quoted are for print-ready graphics. If graphics submitted are not print-ready, additional fees may apply. Please contact the Exhibit Solutions Department with any questions you may have at 404-720-8684. Carpet is not included, to order please refer to the Carpet & Cleaning form.

Please fax completed form to Exhibit Solutions Department at 404-720-8757.

Please complete the following:

<b>Company Name:</b> _____	<b>Booth #:</b> _____	Subtotal \$
<b>Contact Name:</b> _____	<b>Phone #:</b> _____	8.000% Tax: \$
<b>Authorized Signature:</b> _____		Amount Due: \$

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# EXHIBIT SOLUTIONS ACCESSORIES

SECO 2011

March 3-5, 2011

Georgia World Congress Center

Atlanta, Georgia

**Discount Deadline: February 10, 2011**

## ACCESSORIES

Code	Qty.	Description	Discount	Regular	Amount
<b>Showcases</b>					
66270		Quartermview	788.90	1025.55	
Please choose color: <input type="checkbox"/> Black (06) <input type="checkbox"/> White (03)					
66271		Triangular	720.85	937.10	
Please choose color: <input type="checkbox"/> Black (06) <input type="checkbox"/> White (03)					
66272		Square	851.40	1106.80	
Please choose color: <input type="checkbox"/> Black (06) <input type="checkbox"/> White (03)					
<b>Reception Counters</b>					
66274		RC1	1692.15	2199.80	
Please choose color: <input type="checkbox"/> Chrome (CH) <input type="checkbox"/> Wood (W)					
66275		RC2	625.35	812.95	
Please choose color: <input type="checkbox"/> Black (06) <input type="checkbox"/> White (03)					
66276		RC3	1356.50	1763.45	
<b>Computer Stands</b>					
66285		CS1	788.90	1025.55	
66286		CS2	459.75	597.70	
<b>Literature and Product Display</b>					
66277		Gondola	417.75	543.10	
Please choose color: <input type="checkbox"/> Black (06) <input type="checkbox"/> White (03)					
66278		GL1	737.85	959.20	
66279		GL2	698.15	907.60	
66280		LS1	222.80	289.65	
66281		LS2	147.50	191.75	
<b>Locking Cabinets</b>					
66282		LC1	584.65	760.05	
Please choose color: <input type="checkbox"/> Black (06) <input type="checkbox"/> White (03)					
66283		LC2	709.50	922.35	
Please choose color: <input type="checkbox"/> Black (06) <input type="checkbox"/> White (03)					
66284		LC3	431.35	560.75	
Please choose color: <input type="checkbox"/> Black (06) <input type="checkbox"/> White (03)					

Please fax completed form to Exhibit Solutions Department at 404-720-8757.



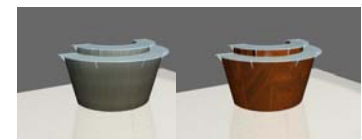
Quartermview Showcase



Triangular Showcase



Square Showcase



RC1



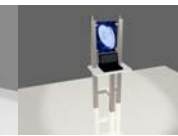
RC2



RC3



CS1



CS2



Gondola



GL1



GL2



LS1



LS2



LC1 - 1 meter wide



LC3



LC2 - 1.5 meters wide

Please complete the following:

Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Phone #: \_\_\_\_\_  
 Authorized Signature: \_\_\_\_\_

Subtotal	\$
8.000% Tax	\$
Amount Due	\$

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.

There are no exchanges or refunds once item has been delivered to your booth. Cancellation must be received 24 hours prior to first exhibitor move-in day.



Shepard Exposition Services

1531 Carroll Drive, NW

Atlanta, GA 30318

Customer Service Phone: (404) 720-8600

Customer Service Fax: (404) 720-8755

Customer Service Email: atlanta@shepardes.com

Event Code: G111110311

Discount Deadline: February 10, 2011

# SIGN ORDER FORM

## SECO 2011

### March 3-5, 2011

### Georgia World Congress Center

### Atlanta, Georgia

#### SIGNS, BANNERS AND ACCESSORIES

Code	Qty.	Description	Discount	Regular	Amount
<b>Standard Foamcore Signs, Single-sided</b>					
70009		Vertical, 22" x 28"	125.00	162.50	
70010		Horz., 22" x 28"	125.00	162.50	
70011		Vertical, 28" x 44"	190.50	247.65	
70012		Horz., 28" x 44"	190.50	247.65	
70025		Meterboard, 39" x 90.75"	385.50	501.15	
<b>Accessories</b>					
70017		Blank Foamcore, 4' x 8'	34.00	44.20	
70021		Velcro, per ft, min. 5 ft.	2.25	2.95	

Code	Qty.	Description	Discount	Regular	Amount
<b>Vinyl Banners with Digital Printing</b>					
70065		grommets, per sq. ft.-Vertical	15.85	20.60	
70071		grommets, per sq. ft. - Horizontal	15.85	20.60	
70066		Pockets, per sq. ft. - Vertical	17.05	22.15	
70072		Pockets, per sq. ft. - Horizontal	17.05	22.15	

<b>Replacement ID Sign - Cardstock</b>					
70004		7" x 44" Horz.	37.40	48.60	

Sign prices are based on customer supplying print-ready graphics in the requested format (see below).

Please complete the following:

**Company Name:** \_\_\_\_\_ **Booth #:** \_\_\_\_\_  
**Contact Name:** \_\_\_\_\_ **Phone #:** \_\_\_\_\_  
**Authorized Signature:** \_\_\_\_\_

Subtotal	\$	
8.000% Tax	\$	
Amount Due	\$	

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.

Graphic files/requests must be received by discount deadline date to qualify for discounted prices.

There are no exchanges or refunds once sign has been ordered and processed.

#### SIGN SUBMISSION INFORMATION

Please follow these requests, so Shepard can provide the highest of quality signs for your show.

##### File Submission Media

- ~ CD-ROM
- ~ Email attachment (4 mgs or smaller only)
- ~ FTP (.zip compression), call for FTP information

When sending disks, please label them with the following:

Exhibitor Co. Name, Booth #, Show Name, Show Date

##### Acceptable Software & Formats

- ~ Adobe Illustrator (AI/EPS), InDesign, Photoshop & Acrobat
- ~ Files should be formatted in high-resolution quality, 100-300 dpi
- ~ Vector-based artwork preferred with fonts converted to outline

##### Artwork Dimensions & Color Specifications

- ~ All artwork submitted should be created at 100% actual size or in 10% reduction increments (please indicate scale used)
- ~ Specify target colors as PMS C or U, and send us 100% accurate proofs with your disk. (Color variations may occur due to output devices.)

##### Other Graphic Services Available

- ~ Artwork/graphic design services (70067)
- ~ Logo reproduction (70052)
- ~ Special artwork mounting (70069)

Please note: If customer-provided graphic files are not to exact specifications/requirements, a design-time surcharge will apply.



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Event Code: G111110311

# GROUND RIGGING/FORKLIFT RENTAL

**SECO 2011**  
**March 3-5, 2011**  
**Georgia World Congress Center**  
**Atlanta, Georgia**

**Discount Deadline: February 10, 2011**

## GROUND RIGGING FORKLIFT RENTAL

**DO NOT USE THIS FORM FOR MATERIAL HANDLING SERVICES.**

Please complete the following: # of pieces to be spotted \_\_\_\_\_ Heaviest piece to be spotted \_\_\_\_\_  
Requested date/time: \_\_\_\_\_ (times are not guaranteed)

Description of work to be performed: \_\_\_\_\_

Code	Qty.	Item Description	Discount	Regular	Amount
<b>FORKLIFT RENTAL - UP TO 5,000 LB CAPACITY</b>					
35028		Straight-time Hourly Rental	196.50	255.50	
35039		Overtime Hourly Rental	232.75	302.50	
35067		Double-time Hourly Rental	269.00	349.75	

Code	Qty.	Item Description	Discount	Regular	Amount
<b>FORKLIFT RENTAL - UP TO 10,000 LB CAPACITY</b>					
35029		Straight-time Hourly Rental	393.00	511.00	
35049		Overtime Hourly Rental	465.50	605.25	
35069		Double-time Hourly Rental	538.00	699.50	

Code	Qty.	Item Description	Discount	Regular	Amount
<b>FORKLIFT RENTAL - UP TO 20,000 LB CAPACITY</b>					
35035		Straight-time Hourly Rental	589.50	766.25	
35066		Overtime Hourly Rental	698.25	907.75	
35070		Double-time Hourly Rental	807.00	1049.00	

### CRANE RENTAL AVAILABLE UPON REQUEST

ST - Straight time: Monday-Friday, 8:00 AM - 5:00 PM  
OT - Overtime: Monday-Friday, 5:00 PM - Midnight; Saturday, 8:00 AM - Midnight  
DT - Double time: All other hours and holidays

## RIGGING LABOR RATES

Code	Qty.	Item Description	Discount	Regular	Amount
<b>RIGGING FOREMAN LABOR PER MAN HOUR</b>					
35085		Straight-time Hourly Rate	72.50	94.25	
35086		Overtime Hourly Rate	108.75	141.40	
35099		Double-time Hourly Rate	145.00	188.50	

Code	Qty.	Item Description	Discount	Regular	Amount
<b>RIGGERS AND MATERIAL HANDLERS PER MAN HOUR</b>					
35087		Straight-time Hourly Rate	58.00	75.40	
35100		Overtime Hourly Rate	87.00	113.10	
35101		Double-time Hourly Rate	116.00	150.80	

### PLEASE NOTE:

Rate structure includes lift and (1) operator only.

Minimum crews are based on scope of work and area jurisdiction.

Additional labor and groundmen will be billed at the hourly rate.

The minimum charge for labor and equipment is one (1) hour. Labor and equipment thereafter is charged in half (1/2) hour increments.

Orders cancelled without 24-hour notices will be charged a one (1) hour cancellation fee.

### PLEASE NOTE:

The minimum charge for labor and equipment is one (1) hour. Labor and equipment thereafter is charged in half (1/2) hour increments.

Orders cancelled without 24-hour notices will be charged a one (1) hour cancellation fee.

Please complete the following:

**Company Name:** \_\_\_\_\_ **Booth #:** \_\_\_\_\_  
**Contact Name:** \_\_\_\_\_ **Phone #:** \_\_\_\_\_  
**Authorized Signature:** \_\_\_\_\_

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.

There are no exchanges or refunds once item has been delivered to your booth. Cancellation must be received 24 hours prior to first exhibitor move-in day.

Subtotal	\$
N/A Tax	\$
Amount Due:	\$



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**Discount Deadline: February 10, 2011**

## CARPETING & CLEANING

**SECO 2011**

**March 3-5, 2011**

**Georgia World Congress Center  
Atlanta, Georgia**

### EXPO CARPET - 16 OZ.

**Choose Color:**

Red (01)	<input type="checkbox"/>	Black (06)	<input type="checkbox"/>
Blue (05)	<input type="checkbox"/>	Teal (13)	<input type="checkbox"/>
Grey (10)	<input type="checkbox"/>	Burgundy (07)	<input type="checkbox"/>

Qty.	Item	Discount	Regular	Amount
50255	10' x 10'	140.00	182.00	
50256	10' x 20'	266.00	345.80	
50257	10' x 30'	399.00	518.70	
50258	10' x 40'	532.00	691.60	

Variation in dye lot may occur when ordering more than one cut of carpet.

#### SPECIAL CUT EXPO CARPET

50006	Per Square Foot	2.65	3.45	
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In order to protect special cut carpet during set up, Visqueen will automatically be installed at published rate listed below.

Prices quoted above include installation and taping of front edge only. All rental carpet is delivered clean to your booth space, but during setup, carpet may become dirty. Please order cleaning service at least once before show opening.

### PREMIUM CARPET - 32 OZ., 100% ULTRA CUT PILE WITH ACTION BACK OR JUTE BACKING

**Choose Color:**

Red (01)	<input type="checkbox"/>	Black (06)	<input type="checkbox"/>
Deep Navy (22)	<input type="checkbox"/>	Charcoal (17)	<input type="checkbox"/>
Silver Cloud (18)	<input type="checkbox"/>	Peacock (32)	<input type="checkbox"/>

Qty.	Item	Discount	Regular	Amount
46001	Rental/sq.ft	4.40	5.70	
46003	Rental 1000+/sq.ft	3.80	4.95	
46002	Purchase/sq.ft.	9.95	12.95	

Minimum 100 sq. ft. is required. No refunds on cancellations. Rental includes installation and removal. Purchase carpet, please fill out Labor Order Form (carpet installation section) to have carpet installed.

In order to protect premium cut carpet during set up, Visqueen will automatically be installed at published rate listed below.

### PADDING & VISQUEEN

Qty.	Item	Discount	Regular	Amount
50009	1/2" Padding	0.65	0.85	
50008	1" Padding	1.50	1.95	
50010	Visqueen	0.30	0.40	

### BOOTH DIMENSIONS

What is your booth size (ft.)?

X  =  sq. ft.

### BOOTH CLEANING - Minimum 100 sq.ft.

Booth cleaning rates are per square foot.

Qty.	Item	Discount	Regular	Amount
47001	Vacuum Once	0.33	0.45	
47002	Daily Vacuum	0.99	1.30	

Carpet is delivered clean, but may become dirty during setup. We suggest that you order vacuuming at least once before show opening.

### PERIODIC PORTER SERVICE

Porter Service Rates are per square foot

Qty.	Item	Discount	Regular	Amount
47030	Porter Svc Once	0.35	0.45	
47031	Daily Porter Svc	0.60	0.80	

Porter Service includes emptying wastebaskets within the booth every two hours during the show. It may be ordered once for the first day of the show only or daily.

Please note: booth cleaning and porter service are non-taxable for this show.

Total Carpeting & Cleaning	\$
8.00% Tax:	\$
Amount Due:	\$

Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Phone #: \_\_\_\_\_  
 Authorized Signature: \_\_\_\_\_

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.

There are no exchanges or refunds once item has been delivered to your booth. Cancellation must be received 24 hours prior to first exhibitor move-in day.

## **UNION JURISDICTIONS ATLANTA, GEORGIA**

### **UNION LABOR**

Since Georgia is a "right-to-work" state, exhibitor personnel may set up their own exhibits if so desired. Union Labor is available to assist in the installation and dismantling of exhibit booths. Exhibit labor, freight and rigging labor, electricians and plumbers can be arranged for at established rates, using the enclosed order forms.

### **EXHIBIT LABOR JURISDICTION**

Union exhibit labor claims jurisdiction for the installation, dismantling, and first cleaning of prefabricated exhibits and displays when this work is done by persons other than company personnel. They may be employed by completion of labor forms enclosed in this manual. They are not required to put your products on display, to open cartons containing your products, nor to perform testing, maintenance or repairs on your products. If, however, you hire any labor to assist you, it must be through the Official Contractor or a contractor which meets all of the regulations as an Exhibitor Appointed Contractor.

### **MATERIAL/FREIGHT HANDLING JURISDICTION**

Shepard Exposition Services has the responsibility of receiving and handling all exhibit materials and empty crates. It is Shepard's responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the exhibition. Shepard will not be responsible, however, for any materials they do not handle. Shepard will have complete control of the loading docks at all times.

Vehicles must not be left unattended at the loading areas. Any unattended vehicles will be towed at the owner's expense.

The Fire Marshal absolutely prohibits the storage of empty containers in the exhibit hall. Arrangements have been made with Shepard Exposition Services to store empty crates. Please refer to the Material Handling Information sheet in this service manual for the handling of empties, disposal of skids, etc.

### **GRATUITIES**

Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for services rendered. Do not give coffee breaks other than mid-morning and mid-afternoon, when the union has a 15 minute paid break. Meal breaks are one hour. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to the Exhibit Manager and Shepard Exposition Services.

### **IN GENERAL**

Craftsmen at all levels must be instructed to refrain from expressing any grievances or directly challenging the practices of the exhibitor. All questions originated by labor are to be expressed only to Shepard Exposition Services and/or Exhibit Manager. Exhibitors are asked to refrain from voicing labor complaints to craft personnel. Any questions regarding contract labor should be directed to Shepard Exposition Services and/or Exhibit Manager.

### **SAFETY**

Safety of everyone working in the hall is of our utmost concern at all times. Standing on chairs, tables and other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Shepard Exposition Services cannot be held responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please order labor on the Labor Order Form included in this manual and the necessary ladders and tools will be provided.



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Event Code: G111110311

# LABOR ORDER FORM

**SECO 2011**  
**March 3-5, 2011**  
**Georgia World Congress Center**  
**Atlanta, Georgia**

**Discount Deadline: February 10, 2011**

## INSTALLATION & DISMANTLING LABOR ESTIMATE AND QUESTIONNAIRE

**Please complete the following:**

Are you requesting this labor for assembling your hanging sign?  Yes  No  
How many laborers will you require? \_\_\_\_\_ Installation \_\_\_\_\_ Dismantling  
Date of installation: \_\_\_\_\_ Requested start time: \_\_\_\_\_ Est. Hours \_\_\_\_\_  
Date of dismantling: \_\_\_\_\_ Requested start time: \_\_\_\_\_ Est. Hours \_\_\_\_\_

I will need Shepard Supervised Labor for (please check one):  
 Installation  Dismantling  Both Install/Dismantle

I will need Exhibitor Supervised Labor for (please check one):  
 Installation  Dismantling  Both Install/Dismantle

Code	Qty.	Item	Discount	Regular	Sup. Fee	Amount
<b>Shepard Supervised Labor (Exhibitor not present)</b>						
68066		ST	58.00	75.40	30% **	
68067		OT	87.00	113.10	30% **	
68068		DT	116.00	150.80	30% **	

Code	Qty.	Item	Discount	Regular	Amount
<b>Exhibitor Supervised Labor</b>					
68060		ST	58.00	75.40	
68061		OT	87.00	113.10	
68062		DT	116.00	150.80	

\*\*Supervisory fee is 30% of total cost or \$60, whichever is greater.

Dismantle: 68063/68064/68065  
Sup install: 68069 Sup dismantle: 68073

**Labor Hours**

ST - Straight time: Monday-Friday, 8:00 AM - 5:00 PM  
OT - Overtime: Monday-Friday, 5:00 PM - Midnight; Saturday, 8:00 AM - Midnight  
DT - Double time: All other hours and holidays

If you are shipping carpet to the show and require Shepard to install it for you, please complete the following:

<b>Exhibitor-Owned Carpet Installation/Dismantling</b>					
68080		SQ. FT.	1.00	1.30	
68079		MINIMUM	116.00	150.80	

Booth size: \_\_\_\_\_ ft. x \_\_\_\_\_ ft. = \_\_\_\_\_  
Carpet install date/time: \_\_\_\_\_

**Please note:** - Hours are based on estimates, you will be invoiced for actual time incurred. Subtotal \$ \_\_\_\_\_  
- Requested times are not guaranteed and are based on availability. N/A Tax: \$ \_\_\_\_\_  
- Minimum one hour will be charged. Additional time will be billed in in half-hour increments. Amount Due: \$ \_\_\_\_\_

## SHEPARD SUPERVISION INFORMATION

**Please complete this section if you have chosen Shepard to supervise your installation and/or dismantling.**

**Inbound Freight Information**

Carrier Company Name: \_\_\_\_\_  
# of pieces: \_\_\_\_\_ Weight of Shipment: \_\_\_\_\_  
Is shipment?  Crated  Uncrated  
Tracking/Pro #: \_\_\_\_\_  
Estimated arrival date: \_\_\_\_\_  
Shipment to arrive at:  Warehouse  Show site

**Outbound Freight Information**

Carrier Company Name: \_\_\_\_\_  
Deliver Shipment To: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, ST, Zip: \_\_\_\_\_  
Type of Service (air, van line, ground, etc.): \_\_\_\_\_  
*If for any reason your shipment is not picked up by your carrier, please choose one of the following options:*  
Force freight through preferred carrier:   
Send shipment back to Shepard warehouse:  (\$400 min. fee)

**Set-up Information for Installation**

Please check all that apply and provide information where requested.  
Booth Size: [ ] x [ ]  
Forklift required?  Yes  No  
Carpet is?  owned  rented from Shepard  
Carpet padding?  Yes  No  
Drawings are?  Faxed to Shepard  Shipped w/exhibit crates

**Services You Have Ordered** (please check all that apply)

Electrical  Furniture  A/V Equipment  
 Booth Cleaning  Telephone/Internet  
*Electrical Information:*  
 Electrical should go under the carpet (diagram is attached)  
 Electrical drawings are attached  
 Electrical drawings are with exhibit in crate number  
 Electrical drawings were sent to the official contractor

**On-site Exhibitor Contact Information**

Name: \_\_\_\_\_ Phone #: \_\_\_\_\_  
Hotel: \_\_\_\_\_  
Arrival date/time: \_\_\_\_\_  
Departure date/time: \_\_\_\_\_

Please complete the following: **Company Name:** \_\_\_\_\_ **Booth #:** \_\_\_\_\_  
**Contact Name:** \_\_\_\_\_ **Phone #:** \_\_\_\_\_  
**Authorized Signature:** \_\_\_\_\_

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.  
Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.  
Orders cancelled without 24-hour notices will be charged a one (1) hour cancellation fee.