



**September 12-15, 2011**  
**The Merchandise Mart**  
**Chicago**

# **Exhibitor Manual**

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## WELCOME

Welcome to the The International Casual Furniture & Accessories Market™, September 12-15, 2011, the ultimate destination for casual furniture, accessories & outdoor living trends. For more than 30 years, The Casual Market has been the only show in North America devoted to the indoor/outdoor casual furnishings industry that is exclusively endorsed by the International Casual Furnishings Association (ICFA).

Because our exhibitors bring in the newest, most innovative products that showcase the latest trends in color, product design and fabric patterns, the Casual Market is the one-stop shop for thousands of top buyers who attend Market each year. This year, Market is better than ever with special feature areas, seminars and special events that both you and your clients will enjoy.

This manual will guide you through the process of exhibiting at The International Casual Furniture & Accessories Market. It outlines helpful hints about the Show and associated special events as well as useful information about The Merchandise Mart and MMPI. Reference this book for promotional information and ways to maximize your exposure at the Show, operational recommendations for smooth move in, run of show and move out details, and frequently asked questions.

We look forward to your arrival and working with you to ensure another great Casual Market this September.

## PROMOTION

### Attendee Promotions

The Casual Market targets qualified retail buyers and trade professionals through an extensive, full-scale and focused marketing campaign.

### Audience

- The International Casual Furniture & Accessories Market is open to the trade only. Attendees include thousand of owners and executives from a variety of retail stores and industry sources including:
  - Specialty Casual Furniture Retailers
  - Home Furnishings Retailers
  - Pool & Spa Retailers
  - Garden Center Retailers
  - Cataloguers
  - Home Center/Hardware Retailers
  - Discount/Mass Merchandisers
  - Hearth & Fireplace Retailers
  - Gift & Decorative Accessory Retailers
  - Department Stores
  - Hospitality Buyers
  - Hotel Specifiers
  - Interior Designers/Architects
  - Landscape Designers/Architects

### Direct Mail

Targeted direct mail with more than 75,000 impressions including:

- Attendee Mailer
- Garden Accessories Courtyard Postcard
- Market Brochure
- Reminder Postcard
- Hospitality Postcard

### HTML Email Blasts

- Approximately 20+ emails to attendees between February 2011 and September 2011 including:
  - Top 5 Reasons to Attend Market
  - What's New at Market
  - Events
  - Special Exhibits
  - General Promotion of the Show
  - And Much More!

### Website – [www.casualmarket.com](http://www.casualmarket.com)

- Online Pre-Registration for Buyers & Exhibitors
- Travel
- Market Special Events and Seminars
- Exhibitor and Showroom Listings
- Online Product Locator

## PROMOTION (CONTINUED)

- Special Feature Areas
- Photo Gallery

### *Buyer Relations*

- Buyer Outreach
  - E-blasts Campaigns
  - Call Campaigns
  - First Time Buyer Program
  - On-site Visits / Retailing

### *Advertising*

#### Magazine

- ASID Illinois
- Casual Living
- Garden Center
- Garden Design
- Hearth and Home
- HFN
- Home Furnishings Retailer
- Hotel Design Magazine
- Landscape Architecture
- Lawn & Garden Retailer
- Nursery Retailer
- Patio and Hearth Products Report

#### Internet

- Casual Living E-Weekly Newsletter
- Casual Living Website
- Furnitureglobal.com Website
- Furniture & Accessories World Website
- Furniture Today E-Weekly Newsletter
- HFN E-Newsletter
- Home Accents Today E-Weekly Newsletter
- Home Accents Today Website
- Hotel Design Magazine Website
- Hotel Design E-newsletter
- ICFA Website ([www.icfa-net.org](http://www.icfa-net.org))
- Patio & Hearth Products Report E-Newsletter
- Patio & Hearth Products Report Website

## PROMOTION (CONTINUED)

### MEDIA AND PUBLICITY

The Public Relations Office of Merchandise Mart Properties, Inc (MMPI) is here to work with you to make your experience at The International Casual Furniture & Accessories Market the most successful it can be. In addition to promoting the overall event, the PR team is interested in hearing about you and your products. Please contact us and tell us about anything that might be newsworthy. We would also be happy to provide you with a copy of our Media List for your own efforts. Please contact Jaclyn Kelly at 312-527-7764 or jaclynkelly@mmart.com

We want to include your company press kits in our Press Room. We encourage all exhibitors to share their press kits with the media by offering 20 press kits in the onsite Press Room. We recommend you clearly mark your company name and booth number on each press kit. It is also a good idea to keep extra press kits in your booth throughout the Market. Please send 20 press kits by Thursday, September 8, 2011 to:

Maura Bruton  
Public Relations  
MMPI  
222 Merchandise Mart Plaza, Suite 470  
Chicago, IL 60654

Our outreach campaign includes:

- Fact Sheet
- Comprehensive Show Overview Press Release
- New Products Press Release
- Events/Seminars Press Release
- Apollo Awards Press Release
- Design Excellence Awards
- Post Show Recap Press Release
- Keynote Speaker Press Release
- Garden Accessories Courtyard Press Release
- And Much More!

### ***Association Outreach***

- Associations
  - International Casual Furnishings Association (ICFA)
  - American Society of Interior Designers (ASID)
  - American Society of Landscape Architects (ASLA)
  - International Interior Design Association (IIDA)
  - The Network of the Hospitality Industry (NEWH)
  - Association of Professional Landscape Designers (APLD)

## **PROMOTION (CONTINUED)**

### **Marketing Materials for Exhibitors and Showrooms**

We want to make it easy for you to drive more business to your booth/showroom. The Casual Market offers showrooms and exhibitors free promotional materials to market their presence to buyers attending The Casual Market this September. This is just a sample of the many opportunities available to you as an exhibitor at The Casual Market.

### **Four-Color Promotional Mailers**

Four-color mailers are available to you at no charge to assist you in promoting yourself at the Market. These four-color mailers are sent to our entire attendee database however this version features a template on the back with space for you to fill in your location at the show along with a personal message. Send these postcards to your existing buyer base. (Limit 100) First come, first served.

### **International Casual Furniture & Accessories Market Logo**

Sending out an e-mail or creating your own direct mail piece? Be sure to include the FREE International Casual Furniture & Accessories Market logo to use when creating your own marketing materials. This logo can also be added to your home page and can link directly to the Casual Market Website. Logo will be sent via e-mail.

### **Customizable Eblast**

Send your buyers an email inviting them to see you at the Casual Market. A customizable template featuring the 2011 show creative will be sent out to all exhibitors and you can customize with your own text and images to send to your database. Instructions and the customizable email will be sent in June.

For complete information about the free marketing materials and order forms, as well as other sponsorship and promotional opportunities, please reference the marketing kit at [www.exhibitorinfo.com/casual](http://www.exhibitorinfo.com/casual) or contact Jaclyn Kelly, senior director of marketing, at [jaclynkelly@mmart.com](mailto:jaclynkelly@mmart.com) or at 312.527.7764

## EXHIBITOR AMENITIES

### EXHIBITOR SERVICE DESK

Please know that the Exhibitor Service Desk is there to help you with any questions you may have about all operational aspects of The International Casual Furniture & Accessories Market. Please do not hesitate to stop by on site at any time if you have questions or needs. The Exhibitor Service Desk will be located on the 8<sup>th</sup> floor next to the Show office.

## **SPECIAL EVENTS**

### MONDAY, SEPTEMBER 12

#### **Market Welcome Party**

6 – 7:30 pm • 8<sup>th</sup> Floor, Market Suites

Kick off your Market experience by browsing the exhibitors on the 8<sup>th</sup> Floor, Market Suites. Enjoy cocktails and hors d'oeuvres while mingling with friends. Hosted by MMPI.

### TUESDAY, SEPTEMBER 13

#### **ICFA Awards Presentation**

6:30 – 8 p.m. • School of the Art Institute of Chicago Ballroom

A special ICFA awards event to highlight the presentation of the Design Excellence Category Awards and the announcement of the Lillian B. Winchester “Best of Show” Award. The ICFA Sales Representative of the Year Award will also be presented along with the coveted Manufacturer of the Year Award. ICFA Members and invited guests. Hosted by ICFA.

### WEDNESDAY, SEPTEMBER 14

#### **International Casual Furnishings Association (ICFA) Annual Meeting**

7:30 am • Merchandise Mart Conference Center, 2<sup>nd</sup> Floor

#### **Apollo Awards Banquet + Fashion Show**

6:30 p.m. • Field Museum, Stanley Field Hall

The grandest event of Market, the Apollo Awards celebrate the influential contributions made by industry icons. Leading retailers in single- and multi-store categories will be honored and the 2011 Lifetime Achievement Award honorees will be recognized for their industry achievements.

And, take in the latest fabric trends during dinner with the “Textile Trends: Al-Fresco Fashion Show.” Presented by *Casual Living* magazine and headlined by Sunbrella, this premier runway event previews the latest fabric collections from top outdoor fabric manufacturers.

By invitation only and tickets required. Hosted by the ICFA and MMPI

## MMPI

Merchandise Mart Properties, Inc. (MMPI) is the world leader in developing, owning and managing merchandise marts, design centers, market buildings, as well as trade and consumer shows. We have three primary areas of focus:

### **PROPERTY MANAGEMENT**

This division specializes in ownership and management of design centers and market buildings. Our buildings, such as The Merchandise Mart™ in Chicago, the L.A. Mart® in Los Angeles and the Boston Design Center in Boston, are home to approximately 2,000 showrooms. Each showroom is maintained by manufacturers or distributors hoping to reach a key target audience. As market makers, our staff attracts this key target audience to the building by producing trade shows, conventions, educational programs and special events.

### **TRADE AND CONSUMER SHOW MANAGEMENT**

MMPI is one of the largest trade and consumer show producers in North America. Each year, we mount more than 300 trade and consumer shows, conventions, conferences, educational programs and special events that bring buyers and sellers together.

### **INDUSTRY EXPERTISE**

We specialize in 11 key industries: office and retail; home furnishings; kitchen, bath and building products; contract furnishings; casual furnishings and accessories; gift and home; apparel; contemporary art; international antiques; fine crafts; and construction/real estate. As a result, we've developed an invaluable brain trust built on years of experience, carefully cultivated contacts and specialized knowledge, all of which work to elevate our showroom acumen, marketing communications and trade show operations in these industries

## CONTACT INFORMATION

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### SALES & MARKETING

**John H. Brennen III**  
Executive Vice President  
[jbrennen@mmart.com](mailto:jbrennen@mmart.com)  
312.527.7950

**Whitney Gillespie**  
Vice President of Sales & Leasing  
[wgillespie@mmart.com](mailto:wgillespie@mmart.com)  
312.527.7581

**Jaclyn Kelly**  
Senior Director of Marketing  
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312.527.7764

**Madeleine Tullier**  
Manager of Temporary Show Sales  
[mtullier@mmart.com](mailto:mtullier@mmart.com)  
312.527.7583

### EXHIBITOR REGISTRATION

**Wendy Confrey**  
Director of Registration Services  
[wconfrey@mmart.com](mailto:wconfrey@mmart.com)  
312.527.7603

### OPERATIONS

**Megan Davidson**  
Director of Tradeshow Operations  
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312.527.7514

**Maribel Rodriguez**  
Exhibitor Services Supervisor  
[marodriguez@mmart.com](mailto:marodriguez@mmart.com)  
312.527.7078

### MEETING PLANNING & SPECIAL EVENTS

**Amy Killory**  
Event Manager  
[akillory@mmart.com](mailto:akillory@mmart.com)  
312.527.7587

**Liz Waters**  
Event Manager  
[ewaters@mmart.com](mailto:ewaters@mmart.com)  
312.527.7061

### OVERVIEW

#### DRAYAGE

Also known as “materials handling,” drayage is the labor to receive freight during move-in, delivering it to your booth, removing empty containers, storing and returning them after the show, and loading materials for outbound shipping. Drayage is charged at a rate of \$2.00 per square foot of contracted space.

#### BOOTH LIGHTING

Exhibit space includes a standard booth lighting package: (2) 75 watt halogen floodlights for every 100 sq. ft. of rented booth space. A maximum of 6 floodlights can be put in each 100 sq. ft. booth. We can provide more light fixtures, and electricity if needed. Please see the Booth Order Form.

#### BOOTH CLEANING

MMPI ensures that all booths will be vacuumed prior to the show at no charge.

#### WIRELESS INTERNET ACCESS

Available through Boingo Wireless for a daily charge, wireless internet access is available throughout the show floor for the convenience of exhibitors.

#### ADVANCE SHIPPING DATES

In order to ease your delivery process, we have set aside a designated receiving day specifically for ICFMA Exhibitors on Monday, August 22 – Friday, August 26. Freight will be delivered to your space and remain uncrated until a designated representative arrives on-site for move-in.

#### TARGETED/DEDICATED FREIGHT MOVE IN DATES

If you do not elect to use the advance shipping days, please arrange for your freight to arrive on Thursday, September 8 or Friday, September 9.

#### BOOTH IDENTIFICATION SIGN

All exhibitor spaces will be identified with a clean, simple booth sign that includes exhibitor name and booth number. As necessary, multiple signs will be available for large spaces to help attendees navigate the show floor.

## SCHEDULE

	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	11pm	12am	
Mon, Aug 22 - Fri, Aug 26	Advance Deliveries 8 am - 3 pm																	
Thurs, Sept 8 - Fri, Sept 9	Direct to Dock Deliveries 8 am - 3 pm																	
Sat, Sept 10	Set-up/Dock Closed 8 am - 4 pm																	
Sun, Sept 11	Set-up/Dock closed 8 am - 4 pm																	
Mon, Sept 12		Show Hours 9 am - 6 pm																
Tues, Sept 13		Show Hours 9 am - 6 pm																
Wed, Sept 14		Show Hours 9 am - 6 pm																
Thurs, Sept 15		Show Hours 9 am - 4 pm							Dismantling/ POV Load Out 4 pm - 10 pm									
Fri, Sept 16	Dismantling/Sold Merch, POV, & Common carrier Load Out 8 am - 4 pm/8 am - 3 pm																	
Sat, Sept 17 Sun, Sept 18	Floor Closed																	
Mon, Sept 19	Common Carrier Load Out only 8 am - 3 pm																	

### SCHEDULE (CONTINUED)

#### FREIGHT DELIVERY HOURS

##### Advance Deliveries:

Monday, August 22 – Friday, August 26 8:00 am – 3:00 pm

##### Direct Deliveries:

Thursday, September 8 8:00 am – 3:00 pm

Friday, September 9 8:00 am – 3:00 pm

\*In order to ease your delivery process, The Merchandise Mart has set aside designated receiving days for International Casual Furniture & Accessories Market Exhibitors. All exhibitors are required to submit the Shipment Notification Form. Please arrange for your freight to arrive within the designated time frames above.

Please note:

- Drayage is charged at a rate of \$2.00 per square foot per contracted space.
- Instruct your carrier to arrive early and not withdraw from the line until your merchandise has been delivered.
- A handling charge of \$55 per 100 lbs is applied to shipments that arrive outside the designated schedule.
- Merchandise Mart Properties, Inc. is not responsible for loss or theft of materials after they have been delivered to your Market Suite or after they have been picked up for loading out of the dock.

#### SET-UP HOURS

Friday, September 9 8:00 am – 4:00 pm (By appointment only)

• *Please note – Carpenters are available for Pre-Orders only on Friday, Sept. 9<sup>th</sup>*

Saturday, September 10 8:00 am – 4:00 pm

Sunday, September 11 8:00 am – 4:00 pm

#### SHOW HOURS

Monday, September 12 9:00 am – 6:00 pm

Tuesday, September 13 9:00 am – 6:00 pm

Wednesday, September 14 9:00 am – 6:00 pm

Thursday, September 15 9:00 am – 4:00 pm

**DISMANTLING HOURS** Thursday, September 15 4:00 pm – 10:00 pm (Return of Empties, dismantling, & POV load out)

Friday, September 16 8:00 am – 4:00 pm

Saturday and Sunday, September 17-18 FLOOR CLOSED

#### FREIGHT AND PERSONALLY OWNED VEHICLE (POV) LOAD OUT HOURS

Friday, September 16 8:00 am – 4:00 pm (POV's, Sold Merchandise, Common Carrier)

\* *Please note – all merchandise that is sold or picked up via POV must be cleared from the floor by Friday*

Saturday and Sunday, September 17-18 FLOOR CLOSED

Monday, September 19 8:00 am – 3:00 pm

### REGISTRATION

#### EXHIBITOR BADGES

Registering for exhibitor badges is a simple process. Please follow the steps below before your arrival in Chicago.

To register, please visit: [www.martreg.com/reg/ecasual/ecasual.cfm](http://www.martreg.com/reg/ecasual/ecasual.cfm) or visit [www.casualmarket.com](http://www.casualmarket.com) and click on "Register Now."

- Type in all required fields
- Click Accept
- Print your Barcoded Confirmation Page
- You MUST present this barcode at Exhibitor Registration to receive your Show Badge.
- BADGES WILL NOT BE MAILED IN ADVANCE OF THE SHOW

Note: To register more than one person from the same company follow the procedures above, print out Barcode Confirmation page, then select the link to "register additional people"

FAXED or XEROXED COPIES OF THE BARCODE PAGE WILL NOT SCAN.

Exhibitor badges will NOT be mailed in advance. Badges will only be issued on-site during move-in at Exhibitor Registration in the Sales Office.

When you arrive for move-in, Show Management will issue your authorized badge. Please follow the simple steps below.

- To pick up your badge, please proceed to the 8<sup>th</sup> Floors using the west elevator bank. Proceed to Exhibitor Registration for your badge.
- Please wear your badge at all times when on the show floor.

Deadline for Online Registration September 7<sup>th</sup>, 2011

The 2-D barcode contains all of your registration information. When scanned, your badge will be immediately printed.

All exhibitors working in the booth will need a Business Card. This registration process will better serve you with shorter lines and quicker service. If you have any questions regarding registration, please contact: Customer Service at 800-677-6278 or 312-527-7600.

#### CONTRACTOR BADGES

The Exhibitor Service Desk, located on the 8<sup>th</sup> floor, will issue temporary badges, valid only for set-up and dismantling, to contractors on a daily basis.

### BOOTH EQUIPMENT & SERVICES

#### BOOTH CLEANING

As part of our service, MMPI ensures that all booths will be vacuumed prior to the show at no charge. If you require additional cleaning services, please complete the [Booth Order Form](#) and we will gladly respond to your request.

#### BOOTH CUSTOMIZATION

If you would like to have MMPI customize your booth in any way that involves construction, painting, or flooring, please return the [Customization of Booth Request Form](#). MMPI will provide a quote that must be approved by the Exhibitor before the production of the custom work starts. Alternatively, you may contract an installer to do such work for you, consistent with the rules regarding Exhibitor Appointed Contractors.

#### BOOTH EQUIPMENT

Please see below for the lighting that comes with your booth space. Each exhibitor also receives booth identification signage. Please note that your booth is not equipped with any furniture. For questions regarding these services, call (312) 527-7078. In order to more quickly facilitate your on-site requests, we ask that all exhibitors submit the [Method of Payment Form](#) by August 19, 2011.

#### BOOTH FLOORING

All booths come with grey carpet and the corridors will be carpeted as well. If you would like to order install flooring, please submit the [Customization of Booth Request Form](#). **Please note that if you choose to install your own flooring you must install a transition strip as well.**

#### BOOTH LIGHTING AND ELECTRICAL SERVICES

Each 10' by 10' space will be provided with (2) 75 watt halogen floodlights, preinstalled in the overhead track and (1) 150 watt duplex outlet. Each exhibitor may request from the service desk one light adjustment free of charge. All electrical services will be provided and installed by The Merchandise Mart. To order additional lights, please see the [Booth Order Form](#). Questions regarding the acceptability of your electrical set-up may be directed to (312) 527-7078.

#### BUSINESS SERVICES/SERVICE DESK

The Exhibitor Service Desk, located on the 8<sup>th</sup> floor, offers business services, including photocopying and faxing. The Service Desk can also respond to questions about shipping, materials handling, and billing, and will be happy to assist you in placing orders for booth services or equipment.

### VENDORS AND SERVICES

#### AUDIO VIDEO

For audio visual rentals, please contact:

AV Chicago  
Contact: Jerry Bernachi  
Phone: (630) 943-9822  
Email: [jerry@avchicago.com](mailto:jerry@avchicago.com)  
[www.avchicago.com](http://www.avchicago.com)

#### CATERING

A number of food-service providers conveniently located within The Merchandise Mart are prepared to meet your catering requests. Please see most-used catering contacts below. For additional providers, please call (312) 527-7988.

- Artisan Cellar  
Wine & Cheese  
Contact: Phillip Bernstein  
(312) 527-5810
- Chopping Block  
Full Service  
Contact: Lisa Duryea  
312.644.6360
- Foodstuffs  
Full Service  
Contact: Jay Liberman  
(847) 328-7710
- Au Bon Pain  
Drop Off Service  
Contact : Lisa Duryea  
(312) 755-9779
- Holiday Inn Mart Plaza  
Full Service  
Contact: John Dexter  
(312) 529-1133
- Nick's Fishmarket Grill & Bar  
Contact: Chelle Leskovitch  
(312) 621-0211

#### CUSTOM SIGNAGE

Custom signs including vinyl lettering and other special requests can be ordered from Katherine Frank Creative at [www.katherinefrank.com/martsignage.htm](http://www.katherinefrank.com/martsignage.htm) or call Michael at (630) 620-7720.

#### FLORAL

The preferred vendor for floral arrangements is Kabloom, located on the 2<sup>nd</sup> floor of the Merchandise Mart. Please call (312) 329-1500 to place an order.

### FURNITURE RENTAL

For furniture needs, please contact Alex Displays at (312) 829-2948 or [sfelder@alexdisplays.com](mailto:sfelder@alexdisplays.com).  
For more information, visit [www.alexdisplays.com](http://www.alexdisplays.com).

### PEDESTALS

Easy Pedestal Rental  
888.350.1325  
[www.easypedestal.com](http://www.easypedestal.com)

Pedestal Plus (For Sale)  
1.336.887.2986  
[www.pedestalplus.com](http://www.pedestalplus.com)

### PHOTOGRAPHY, VIDEOTAPING & BROADCASTING

Photographing, videotaping, filming, or sound recording is prohibited without the prior written consent of Show Management.

### SECURITY

Show security will be on duty 24 hours a day from move-in to move-out, but cannot and should not be counted on to provide more than a presence to inhibit theft. Any exhibitors requiring special guard services may request such services only and with approval from Show Management.

Andy Frain Security Services      Phone: (312) 755-1701      Email: [hpayne@andyfrain.com](mailto:hpayne@andyfrain.com)

To help provide for the security of merchandise in your booth, we advise you to staff your booth at all times and not to leave valuables unattended.

### TABLE DRAPES

The Merchandise Mart does not provide draping for tables. You can make arrangements for table draping by contacting [Carousel Linens](http://www.carousellinens.com) at (847) 432-8182.

### TELECOMMUNICATIONS

For your convenience, wireless Internet service is available through Boingo Wireless for a daily charge. Please visit their website at [www.boingo.com](http://www.boingo.com). Hard line dial-up telephone service is not available.

### GRATUTITY

All members of the MMPI staff are a team. Show Management requests that exhibitors do not offer gratuity for labor.

### TRAVEL

Please contact MMPI Travel at (800) 528-8700 to reserve the lowest available airfare and discounted rates at Chicago's finest, most conveniently located hotels. You will receive 7% discount on the lowest published price on American Airlines flights, the official carrier for International Casual Furniture Market™ (some restrictions apply). Please visit [www.casualmarket.com](http://www.casualmarket.com) and click on Travel for more information.

**Please Note: We have been notified that some exhibitors have been contacted by travel companies not affiliated with MMPI. We advise against exhibitors making hotel reservations with any group other than MMPI Travel (powered by on Peak).**

**It is important to know: We continue to secure housing blocks for convenient access to MMPI trade shows and consumer shows and discounted room rates for your stay during the show. We provide this room block through MMPI Travel Official Housing (formerly Mart Travel Services), which is powered by on Peak.**

**By booking with MMPI Travel, you and your staff will receive the best rates for your stay and help MMPI meet its commitments with the contracted hotels. In the mean time, MMPI is addressing this situation directly with these travel companies. We apologize for any confusion or inconvenience their actions may have caused you.**

### STORAGE

#### EMPTY CONTAINER STORAGE

Due to City of Chicago Ordinances, packing materials may not remain on the show floor while the show is open. Flammable containers must be removed from the floor.

When your containers are empty, obtain "EMPTY" labels from the Exhibitor Service Desk. Use the labels to mark your crates, boxes and containers with your company name and booth number. Leave the containers in the aisle; for your convenience, these empty labeled containers will be picked up by MMPI staff and returned to you at the end of the Show. Please remember that you will not have access to these containers during the show.

#### Exhibiting Information Helpful Hints

- Register in advance for all your staff badges.
- Save money by being aware of deadlines for ordering equipment and labor.
- Ensure that you have submitted the Method of Payment Form by August 19.

### SHIPPING ADDRESS AND GUIDELINES

#### SHIPPING ADDRESS

2011 International Casual Furniture & Accessories Market  
(Your Company Name)  
(Your Booth Number Floor X-XXXX)  
c/o MMPI  
222 Merchandise Mart Plaza  
Chicago, IL 60654

Drayage will be billed at a rate of \$2.00 per square foot per contracted space.

#### SHIPPING GUIDELINES

1. Consolidate all freight—booth, merchandise, literature, etc.—into one shipment.
2. Clearly label all packages with show name, company name, and booth number. Remove all old labels.
3. **All freight must be no larger than 5' wide x 10' long x 5'8" high and weigh less than 2,000 pounds. Any freight that exceeds these measurements and MMPI does not feel safe to turn on its side will be charged a handling fee of \$55 per item, per trip. MMPI is not responsible for damage or loss to product during turning. Any items too large to move will be held at the loading dock for unpacking. An hourly surcharge will be applied and your booth set-up will be delayed.**
4. Create a detailed inventory sheet of every item you are shipping or bringing to the show. Be able to provide the number of units, item descriptions (i.e. cartons, cases, crates, and/or individual items), and weight for all shipments being delivered to the Show.
5. All shipments should include piece count to ensure proper tracking, manifesting, and delivery of freight.
6. Insure your merchandise against theft, damage, and loss from the time it leaves your facility until it returns.

**A handling charge of \$55.00 per 100lbs is applied to shipments that arrive outside the Advance Freight and Targeted Deliveries schedules OR to shipments that exceed the freight size limitations.**

#### DIRECTIONS TO THE MERCHANDISE MART LOADING DOCK

##### Directions to The Merchandise Mart Loading Dock (Common Carrier/Large Trucks):

From I-90/94, exit on Ohio Street. At the first light, turn right onto Orleans. Proceed for 3 blocks and turn right onto Hubbard. Proceed for 1 block and turn left onto Kingsbury. Continue for 1 block and turn left onto Kinzie. Continue on Kinzie for 1 block until you reach a stop sign. Turn right into the dock.

##### Directions to The Merchandise Mart Loading Dock (Cars and Small Trucks):

From I-90/94, exit on Ohio Street. At second light, turn right onto Franklin. Continue four blocks south on Franklin to Kinzie. Turn right onto Kinzie. At the first stop sign, turn left into the dock.

#### DOMESTIC SHIPPING

Yellow Freight Systems is the preferred shipper of the International Casual Furniture & Accessories Market. However, each exhibitor is free to choose their own means of shipping.

#### INTERNATIONAL SHIPPING

R.E. Rogers is the official customs broker and international freight forwarder for The International Casual Furniture & Accessories Market. For more information, contact them at (847) 806-9200 or [import@rerogers.com](mailto:import@rerogers.com).

### PERMANENT SHOWROOM TENANTS

If you are a permanent tenant and are showing merchandise in the Market Suites please return the [Tenant Move Form](#) no later than August 19.

### CUSTOMS INFORMATION

R.E. Rogers is the official customs broker and international freight forwarder for The 2011 International Casual Furniture & Accessories Markets. [Click here for additional information.](#)

MMPI is available to receive freight directly at the trade show facility and will operate all drayage services in the trade show facility.

However, pursuant to all applicable laws, MMPI is not the ultimate consignee or the appointed agent of any exhibitor or tenant of a trade show. Therefore, MMPI will not provide its federal tax identification number to act as the importer of record for US customs clearance of any international shipments for exhibitors or tenants of the trade shows it manages.

Each tenant or exhibitor must work directly with a customs broker to clear trade show shipments in the broker's name or in the exhibitor's name through a customs power of attorney form.

### UPS/FED EX/SMALL PACKAGE SERVICES

All packages will be received through the loading dock. **Please note that piece counts cannot be guaranteed for such shipments.** Where possible, exhibitors may avoid delays and extra charges by having express deliveries shipped to their hotel. Any packages received outside of the designated shipping schedule will be billed at a rate of \$55.00 per 100lbs.

### FREIGHT MOVE-IN

#### Advance Deliveries:

Monday, August 22 – Friday, August 26 8:00 am – 3:00 pm

#### Direct Deliveries:

Thursday, September 8 8:00 am – 3:00 pm

Friday, September 9 8:00 am – 3:00 pm

\* In order to ease your delivery process, The Merchandise Mart has set aside designated receiving days for both Common Carrier and Personally Owned Vehicle (POV) deliveries specifically for ICFMA exhibitors. If you have elected not to use the advance shipping day, please arrange for your freight to arrive on the direct shipping dates.

- Drayage will be charged at a rate of \$2.00 per square foot per contracted space.
- **There will be NO load in on Saturday, September 10 and Sunday, September 11.**
- All exhibitors must be set up by 4:00 pm on Sunday, September 11. Booths not set up by this time may be set up by Show Management and assessed a fee. We ask that no construction, arranging or setting up of booths – including deliveries or moving of product – take place during show hours.
- If you choose, you may carry small items via the regular show entrances, but please refrain from using handcarts, flatbeds or dollies.

### FREIGHT MOVE-OUT

Thursday, September 15	4:00 pm – 10:00 pm <b>Return of Empties, POV load out only</b>
Friday, September 16	8:00 am – 3:00 pm (POV's, Sold Merchandise, & Common Carriers)
<i>* Please note – all merchandise that is sold or picked up via POV.</i>	
Saturday, Sept. 17 -Sunday, Sept. 18	FLOOR CLOSED
Monday, September 19	8:00 am – 3:00 pm (Common Carriers only)

- **You may ship your materials from the show via any carrier.** You are required only to contact your carrier, pack your materials, and file a Bill of Lading with the freight desk. Merchandise Mart Properties, Inc. assumes no responsibility for shipments until they are collected from the exhibitor's booth. A representative of the exhibitor should remain with their property until this has been done.
- All booths must be left in a reasonable state that enables them to be easily repaired and repainted. All nails, Velcro, staples, paper or other materials applied to the booth walls must be removed prior to vacating the booth. Exhibitors will be assessed repair charges based on time and materials if they choose not to comply.
- Please note that every effort to return empty boxes as quickly as possible at the close of the show will be made, but it may take several hours for all empty containers to be returned. Please make travel plans accordingly.

### Helpful Hints for Shipping

- Utilize the advance shipping days.
- Make sure you are aware of the freight delivery and pick-up schedule.
- When preparing to ship, be conscious of the freight size limitations.  
Freight cannot exceed 5' wide x 10' long x 5'8" high or weigh over 2,000 lbs.
- Remember to include your Company Name and Booth Number on all shipments.

## SET-UP AND DISMANTLING INFORMATION

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### SET-UP PROCEDURES

#### SET-UP HOURS

Friday, September 9	8:00 am – 4:00 pm (By Appointment Only)
Saturday, September 10	8:00 am – 4:00 pm
Sunday, September 11	8:00 am – 4:00 pm

**All exhibits must be set up by 4:00 pm on Sunday, September 11. No construction, arranging, or setting up of exhibits, including deliveries or moving of products, are permitted during show hours.**

#### NOTE:

If you are unsure if your display requires labor, submit the [Customization of Booth Request Form](#) and our Operations Team will gladly respond.

Please note that display materials must adhere to City of Chicago Fire Department Rules and Regulations. Candles are permitted only if completely enclosed on all sides and the container extends 6 inches above the flame. If you require further information, please contact our Exhibitor Services Team at (312) 527-7695.

Exhibitors may hand-carry small items, but we ask that they refrain from using handcarts, flatbeds, or dollies. Our Material Handling Staff is on hand to facilitate such moves.

## SET-UP AND DISMANTLING INFORMATION

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### DISMANTLING PROCEDURES

#### DISMANTLING HOURS

Thursday, September 15	4:00 pm – 10:00 pm (Return of empties, packing, & POV load out)
Friday, September 16	8:00 am – 4:00 pm
<i>* Please note – All merchandise that is either sold or will be picked up via POV must be cleared by Friday</i>	
Saturday, Sept 17, and Sunday, Sept. 18	Floor Closed

MMPI will return your empty containers as soon as possible; however, it may take several hours for all empty containers to be returned. MMPI will handle the standard refurbishing of booth walls. Excessive damage to wall panels will be the responsibility of the individual exhibitors.

## SET-UP AND DISMANTLING INFORMATION

### CONTRACTOR AND LABOR INFORMATION

You have the option of employing your own union labor to assist with the installation of your booth.

#### CONTRACTOR GUIDELINES

Exhibitors who wish to employ EACs should make known to them the following guidelines:

1. The EAC shall be given the right to provide services requested of them by an exhibitor in set-up and dismantling on the show floor, and shall have the right to utilize qualified employees registered in advance.
2. Services shall not conflict with labor regulations or contracts including jurisdictions claimed by local labor unions. The EAC shall adhere to the rules and regulations in this manual.
3. The EAC shall possess a valid public liability and property damage insurance policy for at least \$2,000,000. The certificate of insurance must name Merchandise Mart Properties, Inc., Merchandise Mart L.L.C., 350 North Orleans L.L.C., Vornado Realty Trust and Vornado Realty L.P. as additional insured.
4. The EAC shall have a true and valid work order from an exhibitor in advance of the show move-in date and shall not solicit business on the show floor or during move-in or move-out dates.
5. The EAC will share with MMPI all reasonable costs related to their operation including overtime pay for stewards, restoration of the exhibit space to its initial condition, etc.
6. The EAC shall cooperate fully with MMPI, especially with regard to the efficient utilization of labor.

#### LABOR

Any labor personnel working in your booth must be one of the following:

- 1) Your own company personnel (depending on the type of work being done, union labor may be required). See Union Regulations for additional information.
- 2) Exhibitor appointed contractor. EACs must comply with guidelines regarding EACs. See Exhibitor Appointed Contractors for additional information.

To request MMPI Union Labor, please refer to the [Installation/Dismantle Labor Request Form](#). Additional guidelines regarding Labor should be reviewed on this form.

All orders for dismantling labor must be confirmed no later than 10:00 am on Wednesday, September 14.

#### UNION REGULATIONS

Various unions claim jurisdiction over all set-up and dismantling of exhibits including carpentry, electrical and material handling to name a few. Your personnel may work along with a union installer, if one is necessary.

Please call (312) 527-7078 for questions regarding union regulations.

#### Helpful Hints for Set-Up and Dismantling

- Review the Exhibitor Checklist for any Obligatory and Optional Forms.
- Be aware of the schedule for Set-Up and Dismantling. Make travel plans accordingly.

## EXHIBITOR CHECKLIST

### Obligatory Forms

Deadline: August 19, 2011

- Complimentary Sign Order Form p. 29
- Customization of Booth Request Form p. 30
- Booth Order Form p. 31
- Method of Payment p. 32
- Labor Request Form p. 33
- Shipment Notification Form p. 34
- Permanent Tenant Move Form p. 35
- Exhibitor Appointed Contractor Form p. 36

### Optional Forms

Deadline: See Forms

- Display Grid Order Form p. 37
- Bottled Water Order Form p. 38
- Display Case Order Form p. 39
- Floral Order Form p. 41
- Lead Retrieval Order Form p. 43

## COMPLIMENTARY SIGN ORDER FORM

**DEADLINE: August 19, 2011**

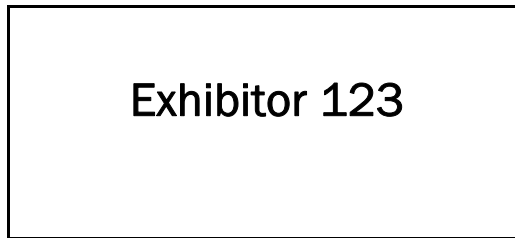
Each booth is provided with two 8-1/2" x 14" identification signs, installed by Merchandise Mart personnel. If the form is not completed, we will use the company name listed on your contract.

*PLEASE TYPE OR PRINT THE INFORMATION AS YOU WOULD LIKE IT TO APPEAR ON YOUR SIGN.*

Booth Name: \_\_\_\_\_

Booth Number: \_\_\_\_\_

City: \_\_\_\_\_ State/Country: \_\_\_\_\_



- SAMPLE -

NOTE: Management reserves the right to modify or shorten copy in order to fit within signage space constraints.

### Booth Information

Booth Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Ordered by: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Mail or Fax this form to: **International Casual Furniture & Accessories Market, Attn: Maribel Rodriguez, 222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654, (312) 527-7078, FAX: (312) 527-7998**  
[www.exhibitorinfo.com](http://www.exhibitorinfo.com)

## CUSTOMIZATION OF BOOTH REQUEST FORM

**DEADLINE: August 19, 2011**

If you would like to customize your booth in any way that involves construction (i.e. special flooring, painting, and custom lighting), please complete and return this form to us no later than **August 19, 2011**. If your request is not received by the deadline date, service cannot be guaranteed. An MMPI staff member will contact you about implementing your plan and give you quotes on the costs involved. If you have any questions, contact Maribel Rodriguez at (312) 527-7078.

**Note:** There may be some requests that cannot be accommodated.

Booth Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Please specify your needs. Include complete description (floor plan, drawings, etc.) to assist us in calculating the cost for this request.**

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Mail or Fax this form to: **International Casual Furniture & Accessories Market, Attn: Maribel Rodriguez, 222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654, (312) 527-7078, FAX: (312) 527-7998**  
[www.exhibitorinfo.com](http://www.exhibitorinfo.com)

## BOOTH ORDER FORM

**DEADLINE: AUGUST 19, 2011**

If you need additional equipment or services, complete and return this form.

Equipment	Preorder Rate (before 08/19/11)	On-Site Rate (after 08/19/11)	Quantity	Total
Table: 2'x4'x30" green laminate top	\$41.00	\$51.25		\$
Chair: arm chair-Black	\$25.75	\$32.00		\$
Riser: wooden, 11"x11"x4'	\$11.00	\$13.75		\$
Wastebasket	\$15.50	\$19.50		
			+8% rental	
		<b>(A) Total Equipment</b>		<b>\$</b>
<b>Lighting</b>				
75 Watt Halogen Floodlight	\$38.50	\$48.00		\$
75 Watt Halogen Spotlight	\$51.50	\$64.50		
			+8% rental	
		<b>(B) Total Lighting</b>		<b>\$</b>
<b>Wattage</b>				
151-500	\$96.50	\$96.50		\$
501-1000	\$186.75	\$186.75		
1001-1500	\$322.00	\$322.00		
1501-2000	\$469.00	\$469.00		
		<b>(C) Total Power</b>		<b>\$</b>

**Electrical equipment must conform to City of Chicago code requirements.**

1. Zip cords, taps, extension cords over 6', clamp lights or track lights are not permitted.
2. All wiring or flexible cords shall be 3-wire, "hard usage approved", 12-gauge, grounded, unless a component part of an assembly approved under City of Chicago Electrical Code.
3. Christmas tree lights are permitted only with the use of a GFI cord. GFI cords must be rented through MMPI.
4. All fixtures must be UL listed, though this does not ensure passage of Chicago Electrical Code.
5. Only MMPI light tracks and fixtures are to be used.
6. MMPI reserves the right to review all other lighting and electrical to ensure it meets City of Chicago Electrical Code and Building Code. Additional charges may be assessed.

HOUSEKEEPING	Dates	Price/sq. ft./Day	
Carpet Vacuuming-Night of (circle date)	9/12 9/13 9/14	\$.34	\$
		<b>(D) Total Cleaning</b>	
		<b>Total (A-D)</b>	
			<b>\$</b>

### Exhibitor Information

Booth Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Ordered by: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Mail or Fax this form to: International Casual Furniture & Accessories Market, Attn: Maribel Rodriguez  
 222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654, (312) 527-7078, FAX: (312) 527-7998  
[www.exhibitorinfo.com](http://www.exhibitorinfo.com)

# METHOD OF PAYMENT FORM

**DEADLINE: AUGUST 19, 2011**

**All exhibitors must complete a method of payment.**

Booth Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Address: (City/State/ZIP) \_\_\_\_\_

Ordered By: \_\_\_\_\_ Print Name: \_\_\_\_\_

Date: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**CREDIT CARD (Required of all exhibitors)**

For your convenience, we will use this for authorization to charge your credit card account for your advance orders, and any additional amounts incurred as a result of show site orders placed by your representative. These charges may include labor, equipment rental, material handling and any damages to the suite. An alternate method may be provided at show site.

AMERICAN EXPRESS

MASTERCARD

VISA

Account No: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

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

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

City/State/Zip: \_\_\_\_\_

While we require a credit card of all exhibitors, you may elect to pay for services by cash, check, or with an alternate credit card. If you plan to provide an alternate method of payment at show site, check the appropriate box below. Pre-orders will be charged to the card number provided above unless payment accompanies the order. No orders will be processed until credit card information has been provided.

**Pre-order rates apply only to orders received with payment before the AUGUST 19, 2011 deadline.**

COMPANY CHECK (must accompany order)

Make Checks Payable to:  
 MMPI

We have read, understand and agree to all terms as described and have advised our show site representative accordingly.

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

Print: \_\_\_\_\_

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

**IF YOU PLAN TO USE AN EXHIBITOR APPOINTED UNION CONTRACTOR:**

**THIRD PARTY AUTHORIZATION**

We understand and agree that we, the exhibiting firm, are ultimately responsible for payment of charges. In the event that the named third party does not discharge payment of the invoice prior to the last day of the show, charges will revert to the exhibiting company. All invoices are due and payable upon receipt, by either party. The items checked below are to be invoiced to the third party:

ALL SERVICES

RENTAL FURNITURE

I & D LABOR

SIGNS

MATERIAL HANDLING

OTHER (Please specify)

**THIRD PARTY AGENT:**

Personal Credit Card

Company Credit Card

AMERICAN EXPRESS

MASTERCARD

VISA

Account No.: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

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

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

City/State/Zip: \_\_\_\_\_

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

Fax: \_\_\_\_\_

Mail or Fax this form to: **International Casual Furniture & Accessories Market, Attn: Maribel Rodriguez 222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654, (312) 527-7078, FAX: (312) 527-7998**  
[www.exhibitorinfo.com](http://www.exhibitorinfo.com)

## LABOR REQUEST FORM

**DEADLINE: AUGUST 19, 2011**

Use this form if you will require assistance in installing or dismantling your display.

**LABOR RATES PER HOUR (25% surcharge applied to orders received after 08/19/11):**

	<b>Straight Time</b> (8 am-4:30 pm: M-F)	<b>Overtime</b> (After 4:30 pm: M-F 8 am-4:30 pm: Sat)	<b>Double Time</b> (After 4:30 pm: Sat All day Sunday)
Carpenter	\$115.70	\$173.55	\$231.40
Electrician	\$107.30	\$160.95	\$214.60

**\*Double Time Rates also apply to carpenter labor after 6:30 pm Monday – Friday.**

All labor before 8:00 am and after 4:30 pm Monday through Friday, and all hours Saturday, Sunday and holidays will be charged at the posted overtime and double time rates. (One (1) hour minimum per worker thereafter ½ hr. increments.)

**Note: Starting time can be guaranteed only in those instances where personnel are requested for the start of the working day, which is 8:00am, and only for orders placed by the deadline date. All the other orders will be filled as labor is available. All labor must be signed in/out at the Service Desk. Exhibitors not checked in by their requested starting times are subject to a charge of ½ the total time scheduled, per man ordered (one hour minimum), unless we receive written cancellation 24 hours prior to starting time.**

Please indicate the service desired and number of personnel required.

<b>INSTALLATION</b>	No. of Personnel	Date	Start Time	*Estimated Duration
<b>CARPENTER</b>				
<b>ELECTRICIAN</b>				

\*Type of work to be performed:

<b>DISMANTLE</b>	No. of Personnel	Date	Start Time	*Estimated Duration
<b>CARPENTER</b>				
<b>ELECTRICIAN</b>				

\*Type of work to be performed:

**Exhibitor Information**

Booth Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Ordered by: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Mail or Fax this form to: **International Casual Furniture & Accessories Market, Attn: Maribel Rodriguez, 222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654, (312) 527-7078, FAX: (312) 527-7998**  
[www.exhibitorinfo.com](http://www.exhibitorinfo.com)



## SHIPMENT NOTIFICATION FORM

DEADLINE: AUGUST 19, 2011

SHIPMENTS WILL BE RECEIVED AND HANDLED IN ACCORDANCE WITH THE INFORMATION SET FORTH IN THE EXHIBITOR MANUAL. A METHOD OF PAYMENT FORM MUST ACCOMPANY THIS ORDER.

Booth Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

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

### SHIPMENTS TO THE MERCHANDISE MART DOCK

Shipper name: \_\_\_\_\_ From City/ State \_\_\_\_\_

How will you ship: Common Carrier  Personally Owned Vehicle  Company Truck  Air Freight

Delivery Date to Dock: \_\_\_\_\_ Number of Pieces: \_\_\_\_\_ Total Weight: \_\_\_\_\_

Carrier (If known): \_\_\_\_\_ PRO Number (if known): \_\_\_\_\_

Comments/Special Handling Requirements: \_\_\_\_\_

*Attach separate sheet for multiple shipments if necessary.*

### OUTBOUND SHIPMENTS

Shipper name: \_\_\_\_\_

How will you ship out: Common Carrier  Personally Owned Vehicle  Company Truck  Air Freight

Shipping Date: \_\_\_\_\_ Number of Pieces: \_\_\_\_\_ Weight: \_\_\_\_\_

Carrier (If known): \_\_\_\_\_ PRO Number (if known): \_\_\_\_\_

Mail or Fax this form to: International Casual Furniture & Accessories Market, Attn: Maribel Rodriguez, 222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654, (312) 527-7078, FAX: (312) 527-7998  
[www.exhibitorinfo.com](http://www.exhibitorinfo.com)



# PERMANENT TENANT MOVE FORM

If you are a Tenant of the Merchandise Mart and your exhibit material is coming from your permanent showroom to your Temporary Market Suite, please complete and return this form to us no later than August 19, 2011. MMPI staff must complete all moves. Tenants will not be able to check out carts or dollies from the dock. Actual date and time of the tenant moves will be determined by Show Management and cannot be guaranteed. An MMPI staff member will contact you about the actual time your material will be moved to your booth number. In order to ensure proper handling of your material, a company representative must be present in your showroom at the time of move. MMPI and its staff are not responsible for any loss or damage during the move. If you have any questions, contact Maribel Rodriguez 312.527-7078.

PLEASE FAX THIS FORM BY AUGUST 19, 2011 to (312) 379-6056.

Permanent Showroom # \_\_\_\_\_ Move Date: \_\_\_\_\_

Booth Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Ordered by: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Please specify your needs. Include complete description of material that will be moved (Attach detailed page if necessary). All material must be packed and ready to be moved. **A service charge will be assessed if material is not packed and ready to move when MMPI staff arrives.**

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Mail or Fax this form to: International Casual Furniture & Accessories Market , Attn: Maribel Rodriguez  
222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654, (312) 527-7078, FAX: (312) 527-7998  
[www.exhibitorinfo.com](http://www.exhibitorinfo.com)



# EXHIBITOR APPOINTED CONTRACTOR (EAC) FORM

**DEADLINE: AUGUST 19, 2011**

**TO THE EXHIBITOR: Forward this Form to the contractor after completing the top portion.**

If you plan to use the services of an independent set-up contractor or display house, rather than those services offered by The Merchandise Mart, Show Management must be notified, using this form, by the deadline date.

Booth: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Ordered by: \_\_\_\_\_

Exhibitor Responsible at the Show Site: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

**TO THE CONTRACTOR: Return this form with certificate of insurance to the address below by August 19, 2011.**

Provide below the names of full-time employees who will be working in the Market Suite listed above, and the dates work is contracted for. Services provided must not conflict with existing labor regulations or contracts, and the independent contractor shall adhere to the regulations set up by Show Management regarding entrance.

This form, accompanied by a Certificate of Insurance showing possession of a public liability and property damage insurance policy of not less than \$2,000,000, and Workmen's Compensation Insurance to cover employees, must be submitted by the contractor and approved by Show Management or access will be denied. The certificate of insurance must name MMPI, Merchandise Mart L.L.C., 350 North Orleans L.L.C., Vornado Realty Trust and Vornado Realty L.P. as additional insured. By submitting this form, the independent contractor named below hereby agrees to conform to guidelines contained in the exhibitor kit. If your client has not supplied to you a copy of the Exhibitor Guidelines, you may request a copy from Show Management.

Name of Contractor: \_\_\_\_\_

Name of Supervisor: \_\_\_\_\_

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

Phone Number: \_\_\_\_\_ Dates For Contracted Work: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Name of Authorized Personnel \_\_\_\_\_ Name of Authorized Personnel \_\_\_\_\_

Name of Authorized Personnel \_\_\_\_\_ Name of Authorized Personnel \_\_\_\_\_

Mail or Fax this form to: International Casual Furniture & Accessories Market , Attn: Maribel Rodriguez  
222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654, (312) 527-7078 FAX: (312) 527-7998  
[www.exhibitorinfo.com](http://www.exhibitorinfo.com)

Alex Displays  
401 North Leavitt Street  
Chicago, IL 60612  
Ph. 312.829.2948

Email [sfelder@alexdisplays.com](mailto:sfelder@alexdisplays.com)  
Web [www.alexdisplays.com](http://www.alexdisplays.com)  
Fx. 312.829.8505

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Grid Rentals:                    2' x 8'            grid    \$50.00 per grid

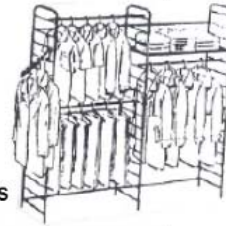
- grids available in black, chrome, and white
- orders filled upon receipt and based on availability
- price includes delivery, installation, mounting hardware, and removal
- hardware available for grids at an additional expense, please inquire
- grids can be installed horizontally or vertically
- please include diagram showing how grids are to be installed



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Ladder Rack Rentals:        4' x 8' unit    \$150.00  
    8' x 8' unit    \$175.00

- units are available in black and silver finish
- orders filled order received and based on availability
- units are adaptable for shelves and hanging bars or both
- please include a diagram showing layout of shelves and hang bars



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Keep Alex Displays in Mind for all of Your Trade Show Exhibit Needs:

- |                     |                 |            |
|---------------------|-----------------|------------|
| -hard wall exhibits | -tables         | -chairs    |
| -cabinets           | -clothing forms | -pedestals |
| -panels             | -counters       | -slatwall  |

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Show Name \_\_\_\_\_ Market Suite # \_\_\_\_\_

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

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

Phone # \_\_\_\_\_ Fax Number \_\_\_\_\_

Email Address \_\_\_\_\_

Quantity of grids \_\_\_\_\_ Color of Grids \_\_\_\_\_

Payment due with order, This Order Form is your Invoice, accepted payment of check, cash or credit card.



Complete the information below and fax or mail to:

**Hinckley Springs**

6055 S. Harlem, Chicago, IL 60638

ATTN: Special Events

Phone: 773-586-8600 x 237

Fax: 773-586-6314

or visit our website at [www.hinckleyspringsevents.com](http://www.hinckleyspringsevents.com)

Deadline date: \_\_\_\_\_

Event: \_\_\_\_\_

Event Dates: \_\_\_\_\_

Equipment Rental*	Quantity	Price	Tax	Total Dollars
Cold Only Water Cooler(s)		\$ 75.00	\$ 4.50	\$ .
Hot & Cold Cooler(s)		\$ 90.00	\$ 5.40	\$ .
Hot & Cold w/Refrigerated Compartment		\$ 150.00	\$ 9.00	\$ .
Microwave(s)		\$ 95.00	\$ 5.70	\$ .
Refrigerator(s)		\$ 95.00	\$ 5.70	\$ .

Refrigerator Capacity: 3.7 Cubic ft., Floor Space: 35"H x 21"D x 19"W, Electricity Required: 110 outlet, Amps: 2.0.

\*Does not include bottles of water – equipment type and color may vary.

Water**	Quantity	Price	Tax	Total Dollars
3-Gallon Drinking Water		\$ 7.50	\$ .08	\$ .
5-Gallon <input type="checkbox"/> Drinking <input type="checkbox"/> Distilled		\$ 10.00	\$ .10	\$ .
5-Gallon Premium Spring Water		\$ 16.00	\$ .16	\$ .
6 1-Gallon Bottle Case of Drinking Water		\$ 11.00	\$ .11	\$ .

\*\*Additional types/sizes available upon request; bottle deposits not included.

Cups	Quantity	Price	Tax	Total Dollars
Cone-Shaped Cold Cups (5.0 oz) 1,000 per package		\$ 20.00	\$ 1.75	\$ .
Flat-Bottom Cold Cups (9.0 oz) 500 per package		\$ 20.00	\$ 1.75	\$ .
Styrofoam Hot Cups (8.0 oz) 500 per package		\$ 20.00	\$ 1.75	\$ .
			Total	\$ .

**Prepay with your check or major credit card**

Firm Name \_\_\_\_\_ Booth# \_\_\_\_\_

Contact on Site \_\_\_\_\_ Ordered by: \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Business Phone ( ) \_\_\_\_\_ Business Fax ( ) \_\_\_\_\_

MC, Visa, Discover or American Express # \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature \_\_\_\_\_

- I understand/agree to the following:
1. I must provide a 110 volt A/C electrical outlet.
  2. I assume full responsibility for damage or loss of equipment other than that resulting for normal use.
  3. Ordering Deadline: Orders received after stated deadline will result in an additional \$25.00 rush charge.
  4. Cancellation Policy: A charge of 50% of the original price will be incurred if cancellation occurs after contract receipt. A charge of 100% of the original price will be incurred if cancellation occurs after equipment is installed.

Company Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

FOR OFFICE USE ONLY									
Date Received	By	Credit	Account #				Billed		

Show Name: **International Casual Furniture & Accessories Market 2011**

Show Date: September 12-15, 2011

Show Location: THE MERCHANDISE MART, MARKET SUITES ON 8

VU CASE RENTALS, INC.  
 P.O. BOX 743  
 WOOD DALE, IL, 60191  
 TELEPHONE(630)766-7443  
 FAX: (630) 766-6113

## SHOWCASE ORDER FORM

<u>Description</u>	<u>Size</u>	<u>QTY.</u>	<u>Pricing</u>	<u>Total</u>
Full Vision Case	5ft.	_____	\$215.00	_____
	6ft.	_____	\$215.00	_____
Includes 1-8" and 1-10" glass shelf with adjustable brackets, 26" high front glass display section.				
Half Vision Case	5ft.	_____	\$215.00	_____
	6ft.	_____	\$215.00	_____
Includes 1-10" glass shelf with adjustable brackets, 18" high front glass display section				
Quarter Vision Case	5ft.	_____	\$215.00	_____
	6ft.	_____	\$215.00	_____
With 12" high front glass display section				
Corner Vision Case	Full	_____	\$265.00	_____
	Half	_____	\$265.00	_____
	Quarter	_____	\$265.00	_____
Rear access, glass shelves, same as above cases.				
Wallcases	Solid	_____	\$265.00	_____
	See-Thru	_____	\$265.00	_____
Dimensions are 48"L x 20"D x 66"H, with 4-12" glass shelves, adjustable brackets, lights, locks, and 60" high sliding glass				
Tower Case	20x20 Square	_____	\$285.00	_____
Dimensions are 20"L x 20"D x 80"H, with 3 glass shelves, lights, and locks				
			<b>Total Cost:</b>	_____

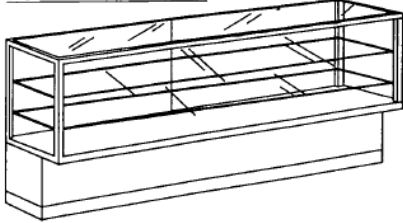
All showcases are 20"D x 38"H, have lights, locks, sliding mirror doors, gray exterior, off-white interior aluminum frames.  
 4' showcases available upon request (limited quantities)  
 A \$50.00 charge per showcase for late orders and changes made at showsite.  
 All keys must be left with showcase or a charge of \$10.00 will be assessed.  
 Electrical hook-up is not included. Please order the outlet from electrical contractor

Firm Name: \_\_\_\_\_ Booth#: \_\_\_\_\_  
 Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 City & State: \_\_\_\_\_ Fax Number: (\_\_\_\_) \_\_\_\_\_  
 Print Name: \_\_\_\_\_ Phone Number: (\_\_\_\_) \_\_\_\_\_  
 Credit Card (AMEX, Visa, M/C)#: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
 Name on Card: \_\_\_\_\_  
 Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
 Check # \_\_\_\_\_

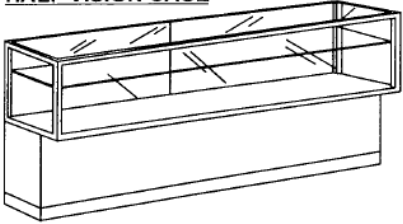
# VU CASE RENTAL ORDER FORM

Cases are rented for display purposes only and we do not warrant the safety or security thereof.  
We are not liable for contents, damage or breakage after cases have been delivered.

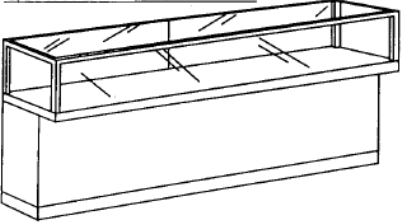
**FULL VISION CASE**



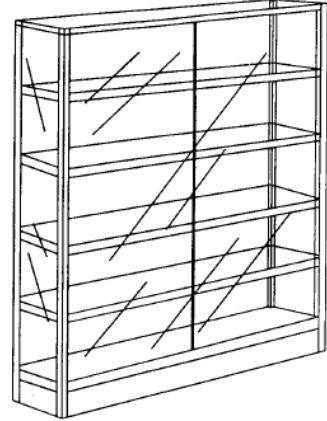
**HALF VISION CASE**



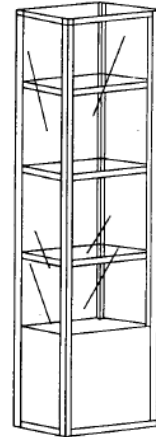
**QUARTER VISION CASE**



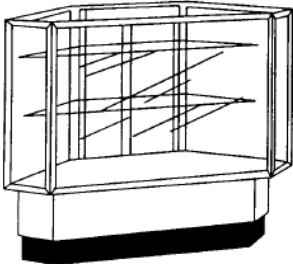
**WALLCASE  
SOLID AND SEE-THRU**



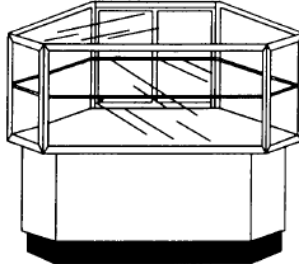
**TOWER CASE**



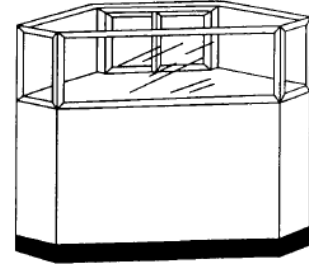
**CORNER  
FULL VISION**



**CORNER  
1/2 VISION**



**CORNER  
1/4 VISION**



H24 VU CASE (BACK) 2/8/01



We are pleased to provide your floral needs for your display at the upcoming Show. Come visit our shop conveniently located at the 2<sup>nd</sup> floor at the Mart across the food court. Our store hours during the show are:

8:00 a.m. - 5:30 pm Monday thru Friday  
Saturday and Sunday by appointment only

- \*No minimum order
- \*FREE delivery to your booth or showroom
- \*FREE floral design consultation
- \*Rental vases are available

**KaBloom of Merchandise Mart**

222 Merchandise Mart Plaza, Suite 212

Chicago, Illinois 60654

Tel. 312.329.1500 Fax.312.329.1507

Email: [MerchMartChicago@KaBloom.com](mailto:MerchMartChicago@KaBloom.com)

Website: <http://kabloomofchicago-merchandisemart.com>



**KaBloom of Merchandise Mart**  
222 Merchandise Mart Plaza, Suite 212  
Chicago, IL 60654  
Phone: 312.329.1500 Fax: 312.329-1507  
Website: [www.KaBloom.com](http://www.KaBloom.com)  
Email: [MerchMartChicago@KaBloom.com](mailto:MerchMartChicago@KaBloom.com)

## Order Form

### Delivery information

Delivery

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

Time: \_\_\_\_\_

### **CUSTOMER INFORMATION**

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

Booth or Showroom #: \_\_\_\_\_

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

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

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

Payment:    Cash        Check        Credit Card        Charge Account

Credit Card information:        MC    Visa    Amex    Discover

# \_\_\_\_\_ Exp Date \_\_\_\_\_

Name in the credit card: \_\_\_\_\_

**Payment must be received prior to delivery**

### **Flower arrangement description**

FREE delivery. No minimum order.

**Price:**

International Casual Furniture & Accessories Market  
 September 12 - 15, 2011  
 Chicago, Illinois

**Expo Data Capture, Inc.**  
 Lead Retrieval Order Form ICF11-K

Please Read the Rental Terms and Conditions on the Next Page Before Submitting This Form.

**Company Information:** *Please PRINT clearly and legibly. You will receive an email confirmation/receipt within 48 hours.*

Company Name \_\_\_\_\_ Booth # \_\_\_\_\_ Floor #: \_\_\_\_\_  
 Business Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Phone #: \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_

	<u>Early Order Price</u> <u>Expires 8.12.11</u>	<u>Standard Price</u> <u>Expires 8.29.11</u>	<u>On-Site Price</u> <u>After 8.29.11</u>	<u>Quantity</u>	<u>Total Price</u>
<b>NOMAD-2D:</b> A handheld, battery powered device with a built-in bar code scanner. Leads will be uploaded and e-mailed to address given above within 24 hours after end of show.	<b>\$320.00 per unit</b>	\$395.00 per unit	\$420.00 per unit	_____	\$ _____
<b>SmartScan System*</b> A self-contained, desktop data collection terminal with hand held laser scanner, internal printer and USB drive. USB is included with unit. *Unit requires electricity of 120V AC.	<b>\$340.00 per unit</b>	\$415.00 per unit	\$440.00 per unit	_____	\$ _____
<b>-Additional Options-</b>					
<b>Custom Lead Qualifiers:</b> Both units can be programmed with up to 20 custom lead qualifiers. See third page for details.	<b>\$50.00 per unit</b>	\$50.00 per unit	Not Available	_____	\$ _____
<b>-Additional Options for NOMAD-2D-</b>					
<b>USB pen drive:</b> At the end of the show your leads are downloaded onto a USB drive. Plus your leads are e-mailed.	<b>\$25.00 per unit</b>	\$25.00 per unit	\$50.00 per unit	_____	\$ _____
<b>Mobile Printer:</b> Battery operated printer for use with the NOMAD-2D reader.	<b>\$50.00 per unit</b>	\$50.00 per unit	\$100.00 per unit	_____	\$ _____

Amount Due \$ \_\_\_\_\_  
 \*Prices are good for entire length of show.

**Payment Options:**     Credit Card:     MasterCard     Visa     American Express  
 Check:            Checks must be in \$US dollars payable to Expo Data Capture, Inc.

**IMPORTANT: All orders for NOMAD-2D units require a credit card number as a security deposit in case the unit is lost, damaged or stolen. Please read the "Rental Terms & Conditions" on the next page for additional information.**  
**You are responsible for picking up your unit before the start of the show from the Lead Retrieval desk.**  
 Any units not picked up within 4 hours of the start of show will be re-rented and no refunds will be provided. Your order cannot be processed without payment. **No refunds after 8.29.2011!**

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_  
 Printed Cardholder Name: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

**If information is different from above:**  
 Cardholder Billing Address: \_\_\_\_\_  
 Cardholder City/State/Zip: \_\_\_\_\_ Cardholder Phone #: \_\_\_\_\_

What prompted you to order?     Exhibitor Manual     Event Web Site     EDC Sales Rep  
 E-mail reminder

Ordering Options:    **Mail Completed Form and Payment To:**    **Fax Completed Form To:**  
 Expo Data Capture, Inc.    5275 S. Arville Street, Suite 348    Las Vegas, NV. 89118    702-476-1042  
 Questions? Call: 702 487-5876

## 2D Lead Retrieval Rental Terms and Conditions

**In case of sell out of a particular lead retrieval unit Expo Data Capture, Inc. reserves the right to substitute at the same or lower price.**

Advance deadlines are stated on the order form. Orders must be completed and payment must be received on or before the deadline date to partake in any special pricing/promotions. If orders are received after the deadline and indicate pre-deadline pricing, Expo Data Capture, Inc. (EDC) reserves the right to charge the post-deadline price. When placing an order, it is requested that the contact person will not fax and mail the same order. The contact person has been informed by EDC that the NOMAD-2D unit and SmartScan Systems can be used to collect information provided by attendees on their registration forms, from the registration database such as; Attendee Name, Title, Company, Address, Phone, Fax, E-Mail (if provided to EDC), etc. Only select fields will display on the NOMAD-2D screen and print out on the SmartScan System but all attendee info will be provided on the web-site or diskette after the show. Information included is subject to the information designated by each event's management to be captured and may vary from event to event. Contact/User person understands and accepts that some badges issued by show management, at on-site registration, may not have bar codes and unique id numbers to allow for expedience during on-site registration. This is at the discretion of show management and is no fault of EDC. No reimbursement will be given if such matter occurs.

By properly using the NOMAD-2D unit and/or SmartScan System, the user will be able to scan and record bar coded information available on the badges of individuals who are interested in the company's product or service. All lead retrieval units must be picked up at the show site from the "Lead Retrieval" booth. Units not picked up within 4 hours after the start of the show may be re-rented without any refund. At the end of the rental period, the contact person will return the NOMAD-2D and/or SmartScan unit(s) to EDC personnel. Units that are not returned within 1 hour of the close of the show will be subject to a late charge beginning the night the show closes. Lead Retrieval equipment that is not returned within 1 hour of the close of the show will be subject to a \$150.00 late charge beginning the night the show closes, and \$150.00 every day thereafter until the Lead Retrieval unit is returned to EDC. Late charges are not to exceed the amount of \$1500.00 for the NOMAD-2D and \$2500.00 for the SmartScan System. Equipment inadvertently taken from show site may be returned to EDC prepaid, at the address on this agreement.

Expo Data Capture, Inc. is dependant upon show management to provide complete and full information of all attendees at the show who were assigned a bar coded badge. If that information is not complete and correct it is no fault of EDC. Any questions, concerns, or refunds will not be addressed or provided by EDC but instead must be addressed to show management.

**NEVER REMOVE THE SCANNING MODULE OR BATTERIES FROM THE NOMAD-2D. THIS MAY RESULT IN LOSS OF ALL SCANNED DATA FROM THE UNIT.**

As with any electronic equipment, the NOMAD-2D unit must be handled properly and used as directed in order to achieve the desired results. The contact person acknowledges that he/she has been instructed by EDC on the correct use and care of the NOMAD-2D unit and that he/she understands how to operate the NOMAD-2D unit. EDC will provide at no extra cost initial and any additional instruction as requested by the contact person or authorized employee of the named company. DEI will have extra batteries on-site should user's unit run low on battery power. EDC suggests user attain new batteries from the EDC on-site staff person when batteries get to 50% or less, or when "low battery " reading appears on NOMAD-2D screen. Improper use or care of the unit can result in the equipment's failure to scan the bar codes and record the desired information. Renter risks losing any/all leads if they allow the NOMAD-2D to run out of battery power and EDC is not responsible for subsequent refunds should such a situation occur. Renter risks losing any/all scanned leads by failure to return NOMAD-2D unit after the close of the show. Should renter accidentally take the EDC NOMAD-2D device with them after the show has ended EDC is not responsible for any lost data if the battery power runs out. The contact person further acknowledges and agrees that, by this agreement, the liability to EDC for the NOMAD-2D unit's failure to record and retain bar coded information, for whatever reason, is limited to the return of the rental costs. The contact person and their company hereby waive all other rights and remedies that they may have against EDC if the unit(s) do not scan and record all bar coded information which they attempt to obtain by scanning.

**Security Deposit Information:** The NOMAD-2D unit was made available to the above named contact person of the above named company at a rental fee. All orders for NOMAD-2D units require a credit card number as a security deposit. Security deposit charges WILL NOT be processed UNLESS the unit is lost, stolen, or damaged. If a unit is lost or damaged the card will be charged up to, but not exceeding, \$1500.00. A credit card number is required and must be received when the order is placed. If the need should arise to charge this credit card and it comes back as declined or invalid, EDC will invoice the company on record for the corresponding charges and will add an additional six (6) percent interest charge accruing monthly for non-payment.

**Force Majeure.** EDC shall not be held responsible for refunds in the event of acts of God, war, government regulations, disaster, terrorism, strikes or threat of strikes, lockouts, civil disorder, curtailment of transportation facilities or services, fires, floods, epidemics, accidents, shortages, acts of any governmental authority or other catastrophic events hinder the ability to program, or provide lead retrieval equipment or services to show site or exhibitors.

### Ordering Options:

### Mail Completed Form and Payment To:

Expo Data Capture, Inc.  
5275 S. Arville Street, Suite 348  
Las Vegas, NV. 89118

### Fax Completed Form To:

702-476-1042

### Questions? Call:

702 487-5876

## With Both Your NOMAD-2D and SmartScan Lead Retrieval Units You Can Customize Your Follow-Up Qualifiers

Standard Codes	Custom (20 Characters ONLY!)
1. Send Literature	
2. Send Samples	
3. Send Pricing	
4. Add to mailing list	
5. Technical Info Required	
6. Detail Specs Required	
7. Provide Quote	
8. Product Demo Required	
9. Immediate Contact Required	
10. Have Salesperson Call	
11. Recommends	
12. Final Say	
13. Makes Purchase Decision	
14. Partial Interest	
15. Purchase in 30 Days	
16. Purchase in 3 Months	
17. Purchase in 6 Months	
18. Ready to Purchase	
19. Immediate Need	
20. Order Placed at Show	

There is a limit of 20 Custom Codes which you may request and each code contains a maximum of 20 characters including spaces.

Please submit this form at least **3 weeks before the start of the event.**

### Exhibitor Information:

Show Name: International Casual Furniture and Accessories Market (ICF 11)

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

Contact Person: \_\_\_\_\_

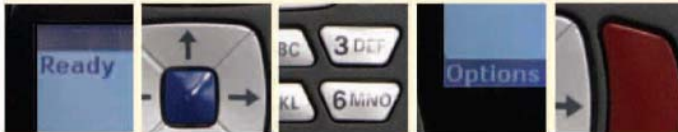
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Ordering Options: **Mail Completed Form and Payment To:**  
Expo Data Capture, Inc.  
5275 S. Arville Street, Suite 348  
Las Vegas, NV. 89118

**Fax Completed Form To:**  
702-476-1042  
**Questions? Call:**  
702 487-5876

PDF417 EXHIBITOR LEAD RETRIEVAL SYSTEM

# NOMAD-2D



## NOMAD-2D Features

- ▶ NOMAD-2D is a hand-held, pocket sized, battery powered, full-feature packed bar code reading terminal with custom lead retrieval software.
- ▶ Designed for "ease of use," NOMAD-2D utilizes a key pad to scan badges, select lead qualifiers, add notes and print leads.
- ▶ Battery lasts for full length of show without recharging.
- ▶ 4MB of non-volatile, internal memory assures no data loss.
- ▶ Physical description: Size 1.6" x 4.4" x 1.6" Weight 4.2 oz.
- ▶ Capture leads any where, any time and any place.

## How NOMAD-2D Lead Retrieval Works

- ▶ Hold the NOMAD-2D reader about 6 - 8 inches away from the bar code on the name badge.
- ▶ Press one of the red "SCAN" buttons located on the face of the unit. You will hear an audible beepsignal after the bar code has been read. Full attendee data is captured, stored in memory and displayed on the back-lit screen.
- ▶ All scanned, qualified and note information is saved to the internal memory of the NOMAD 2-D unit.
- ▶ Prioritize your sales efforts by area of interest! Add Lead Qualifiers with simple use of arrow buttons. Add notes using text messaging keystrokes.

- ▶ After close of the show, return your NOMAD 2-D unit to the exhibitor lead retrieval service desk.
- ▶ For easy 24/7 access and distribution by you and your staff, your captured leads are uploaded to our secure web site. For an additional fee you may have your leads copied to a USB drive right at the service desk.



P 702.487.5876 F 702.476.1042 W EXPODATAcapture.COM  
5275 S. Arville #348 Las Vegas, NV 89118

## Lease Rules and Regulations

1. Tenant acknowledges that Merchandise Mart Properties, Inc. (herein "Show Management") is an agent of MTS-MM LLC ("Landlord"), and has been retained to perform all management, leasing and operational aspects of the Show, including but not limited to leasing space, setting up or altering market suites, producing the Show, providing construction, materials handling, equipment rental and security services, and coordinating marketing services, on behalf of Landlord during the Term of this Lease. Tenant acknowledges that all such services will be performed by or on behalf of Show Management and not Landlord.
2. Landlord reserves the right to alter or correct the current square footage and configuration of the market suite and the floor prior to the Show. By entering and occupying the booth space, Exhibitor shall be deemed to have accepted the space "AS IS", in its then condition, and Exhibitor hereby releases the Trade Show Entities, as defined below, for any liability or loss caused by any latent or patent defect therein.
3. Tenant agrees to cooperate with any security programs adopted for the Building or the Show, including, without limitation, procedures and limitations established for the movement of personal property and persons into and out of the Building and the floor the market suite is on. Show Management specifically reserves the right to control ingress to and egress from the Show area at all times.
4. Landlord reserves the right in its sole discretion to change the Show dates and venue.
5. Landlord reserves the right to reject any and all applications for any reason or no reason at all, and to prohibit, close, correct, remove or eliminate any exhibit, part of an exhibit, product, sign, card, printed matter, souvenir, catalog, or other material, or any circumstance, conduct or action, or cause thereof, which is not suitable to or in keeping with the character of the Show or which violates these rules or law.
6. If Tenant or an employee or representative of Tenant is a current or former tenant of a property managed by Show Management, as a precondition to participation in the Show all accounts must be current and Tenant or such employee or representative must be in good standing in such property.
7. Tenant participation will be limited to those companies whose products are of specific interest to those attending the Show in the sole discretion of Show Management.
8. Payment for the space must be received in full prior to the Show. If payments are not made by Tenant as required, Landlord may at its option terminate this application without notice, or consider Tenant last in priority when assigning available market suites or, if a market suite has been assigned, reassign Tenant to a different market suite.
9. Landlord shall be entitled to close any market suite or exhibit at any time for failure by Tenant or any of its officers, agents, employees, or other representatives to perform, meet or observe any term or condition set forth herein, and such Tenant shall not be entitled to a refund of any part of any rent or fee.
10. Tenant shall not be entitled to a refund of any part of any rent or fees should it for any reason be unable to exhibit at the Show. Show Management reserves the right at any time to cancel the Show and in such an event the Tenant's sole remedy if the Show is not rescheduled, shall be a refund of any rent or fees paid to Landlord for a market suite.
11. Tenant may begin moving in and setting up its displays at the scheduled time and date in accordance with the Tenant Manual. All exhibits MUST BE COMPLETED prior to the opening of the Show. No construction, arranging or setting up of exhibits will be permitted during official Show hours or after the opening.
12. Tenant's market suite must be staffed during the specified hours of the Show with complete display intact. Tenant may not enter the exhibit area before one hour prior to the Show and must be out of the exhibit area at the close of the Show.
13. Tenant will NOT be permitted to dismantle displays before the official closing time. Tenant agrees not to disturb or begin packing exhibits or parts of their displays prior to the official closing time. Any Tenant who moves out of the exhibit area before the official close of market will forfeit exhibit space for future markets and agrees to pay an additional rental fee of \$1,000. Future participation is prohibited until this fee is paid in full.
14. No neon, flashing, or display lights will be permitted without prior written approval from Show Management. Tenant shall not open any windows or place anything against or near the windows.
15. No Tenant shall use any flammable decorations or covering for display fixtures and all fabrics or other material used for decoration or covering of tables shall be flameproof.
16. Tenant may, with prior written approval by Show Management, contract with outside union display houses or trimmers for set-up and installation. Tenant must supply the name and address of contractor/trimmer/display house, name of the supervisor to be in attendance, a certificate of insurance, and a statement that the service contractor/trimmer/display house will comply with all rules and regulations of the show or will forfeit his/her company's access to the Building. Tenant must employ members of the appropriate trade unions where required.
17. Tipping and cash payments for services are not allowed in the Building.
18. Tenant must confine its activities to its own market suites during Show hours.
19. Show Management reserves the right to refuse admission to any person or persons including children of tenants, their employees or representatives, attendees or visitors, in the interest of welfare and safety.
20. Tenant may not display or distribute signs, brochures, flyers, samples, advertising devices etc. outside its market suites. Tenant may not advertise in its market suite for spaces at any other buildings in which it may occupy space.
21. No Tenant or group of tenants may sponsor any event that conflicts with Show Management's sponsored programs during the Show. No sample sales are allowed during the Show.
22. Photography, filming, or electronic recording or transmission or use of any such related equipment in the Building by Tenant, groups or individuals other than Show Management is strictly prohibited.
23. Tenant shall not make noises, cause disturbances or vibrations, or use or operate any wireless device, electrical or electronic devices or other devices that emit sound or other waves, or cause disturbances, or create odors or noxious fumes, any of which may be offensive to other tenants and occupants of the Building or that would interfere with the operation of any device or equipment or radio or television broadcast or reception from or within the Building or elsewhere, and shall not place or install any projections, antennae, aerials or similar devices inside or outside of the market suite.
24. Any product/service that is not listed on the application or which does not relate to the purpose of the Show may not be exhibited in the Show. Tenant is not permitted to share its suites with other individuals, Tenants, manufacturers or representatives without Show Management's prior consent. No subletting is permitted.
25. Tenant shall timely provide to Show Management for listing in the Official Directory of the Show requested information for its booth. The Official Show Directory is a listing of merchandise being shown, and although strict precautions are taken in proofreading, Landlord and Show Management are not liable for any errors or omissions in Tenant listings, suite number(s), telephone numbers, company, and product listings. Tenants whose applications arrive after the deadline date will not be listed.
26. By signing an application for a market suite, Tenant agrees that Show Management, Landlord, the owners of the building, and their respective partners, directors, members, shareholders, trustees, officers, agents, employees, beneficiaries, insurers, lenders, successors, and assigns (hereinafter collectively the "Trade Show Entities") shall not be held accountable or liable for, and the same are hereby released from accountability or liability for, any damage, loss, harm, or injury to the person or property of the applicant and any of its partners, directors, members, trustees, officers, agents, employees, beneficiaries, successors, and assigns resulting from theft, fire, water, accident or any other cause and the Trade Show Entities will not obtain insurance against any such damage, loss, harm or injury. Tenant and the Trade Show Entities agree that all property of the Tenant is to remain in the Tenant's custody and control in transit to, from, and within the Building.
27. By signing an application for a market suite, Tenant agrees, except to the extent prohibited by law, to indemnify, defend and protect the Trade Show Entities, and each of them, against, and hold them harmless from, any and all claims, demands, suits, liability, damages, loss, costs, attorney fees, and expenses of every kind and nature, which may result from or arise out of any action or failure to act on the part of the applicant or any of its partners, directors, members, officers, agents, employees, beneficiaries, successors, and assigns, including but not limited to claims for damage or loss to property and for harm, injury or death to persons, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of any trademark.
28. By signing an application for a market suite, Tenant agrees to purchase and keep in effect during the period when its property is in the Building and in transit to and from said premises, insurance against loss, damage or destruction to such property, however caused, for the full value of such property, and to cause the insurer to waive subrogation against the Trade Show Entities.
29. Landlord has the right to limit the suites assigned to any Tenant, and cannot guarantee suite assignment. There are no rights to sight lines or locations. All or any part of the market suite designated is subject to reassignment and rearrangement by Landlord for the purpose of consolidation of display space, expansion of the exhibit area, or for any reason, prior to commencement of the lease term. Tenant acknowledges that the particular suite and overall configuration of the designated suites may change from time to time prior to the Show. Any such reconfiguration may require the suite assigned to Tenant be reassigned and rearranged by Landlord. Landlord may also assign or reassign suites to Tenants as it deems to be required by virtue of the availability of special services. If Tenant is assigned to these suites but does not require these services, it may be reassigned other suite locations at the discretion of Landlord.
30. If Tenant will be serving alcoholic beverages, as a condition to the granting of this Lease, Show Management must receive from Tenant or its caterer

## Lease Rules and Regulations

- evidence of insurance satisfactory to Show Management showing that appropriate liability insurance or Dram Shop coverage indemnifying the Trade Show Entities and naming the Landlord, Show Management, and the building owners as additional insured parties has been procured and is in force.
31. If Tenant shall fail or refuse to remove its property upon the expiration or termination of its Term hereunder, Landlord may treat such failure or refusal as conclusive evidence that Tenant has abandoned the property and Landlord may retain or dispose of all or any part of such property in any manner that Landlord shall choose. In no event shall Landlord become a bailee or trustee, or accept or be charged with the duties thereof (either voluntary or involuntary) of the property. If Show Management employees are required to remove or handle the property, a charge for the same at customary rates on a time and material basis will be payable by Tenant.
  32. Tenant shall not, without the prior written consent of Show Management assign or otherwise transfer any right under this Lease to any third party or allow any third party to operate from the market suite, and any attempt to do so shall result in automatic revocation of this Lease.
  33. Tenant must comply with all local, state, and federal laws, codes, rules, regulations and ordinances (collectively "Legal Requirements") in force from time to time affecting the market suite or Tenant's activities therein. Show Management shall have the full power to interpret and/or amend rules and to make any additional rules and regulations which in its discretion shall be in the best interest of the Show.
  34. Applications from outside the United States, no matter where they originate, will not be accepted unless accompanied by payment in U.S. dollars and paid by certified check, cashier's check, money order, Show Management approved credit card or wire transfer on a U.S. bank. Payments by wire transfer must include an additional amount of \$25.00 (subject to change and increases for international wires) to cover bank charges. If Show Management receives two (2) or more checks from Tenant which are returned by Tenant's bank for insufficient funds, Show Management may require that all checks thereafter be bank certified or cashier's checks. All bank service charges resulting from any returned checks shall be borne by Tenant.
  35. Tenant shall not, without the prior written consent of Landlord or Show Management in each instance obtained, make any repairs, replacements, decorations, alterations, improvements or additions to the market suite. Each suite must be left in its original condition. If Tenant shall fail or refuse to restore the suite to the above-described condition on or before the end of the exhibition period, Show Management may enter into and upon the suite and put the suite in such condition, and recover from Tenant Show Management's cost of so doing.
  36. Tenant agrees that the Trade Show Entities or any of them, shall not be liable to Tenant, or any of Tenant's employees, agents, representatives, customers or invitees or anyone claiming through, by or under Tenant, for any damages, including but not limited to all fees paid by Tenant, injuries, losses, expenses, claims or causes of action, because of any interruption, diminution, delay or discontinuance at any time in the furnishing of any services or operating, maintaining, repairing or supervising the Building when such interruption, diminution, delay or discontinuance is occasioned, in whole or in part, by repairs, renewals, fire, emergencies, improvements or additions, by any strike, lockout or other labor disputes, war, acts of God, by inability to secure gas, electricity, water or other fuel at the Building, by any accident or casualty whatsoever, by government action or order, by act or default of Tenant or other parties, labor or material shortages, transportation delays, or by any other cause beyond Landlord's or Show Management's reasonable control; nor shall any such interruption, diminution, delay or discontinuance be deemed an eviction or disturbance of Tenant's use or possession of the suites or any part thereof, nor shall any such interruption, diminution, delay or discontinuance relieve Tenant from full performance of Tenant's obligations under this Lease.
  37. Tenant shall pay all attorneys' fees and expenses of Landlord, Show Management or the Trade Show Entities incurred in enforcing any of the obligations of Tenant under this Lease.
  38. If the suite or the Building (including machinery and equipment used in its operation) shall be destroyed or damaged by fire or other casualty then Landlord shall have the option to repair and restore the same with reasonable promptness; or elect to terminate this Lease as of the date of such damage.
  39. As applicable solely to retail shows, Tenant may sell food and prepare food for consumer consumption in a limited fashion in the Building in accordance with Building rules. All food sales and service of complimentary foods by Tenant to its guests must be done in full compliance with all applicable Legal Requirements and Exhibitor must obtain all applicable permits and licenses in compliance therewith.
  40. Tenant agrees to pay for all costs incurred prior to the move out date. All amounts due and payable from Tenant under this Lease or under any work order or other agreement relating to the suite, if unpaid when due, shall bear interest from such date until paid at the maximum legal rate of interest allowable by law.
  41. All rights and remedies under this Lease shall be cumulative and none shall exclude any other rights and remedies allowed by law. Tenants in violation of the above conditions, rules, and regulations governing the Show are subject to prompt disqualification from participation in this and future Shows. Tenant shall comply with all conditions, rules and regulations regarding the Show and with the requirements set forth in the Exhibitor Manual.
  42. The laws of the state where the Building is located shall govern the validity, performance and enforcement of this agreement. The invalidity or unenforceability of any provision of this agreement shall not affect or impair any other provision.
  43. If there is more than one Tenant herein named, all shall be jointly and severally liable for the payment of rent and the full and complete performance of all of the terms, covenants and conditions of this Lease.
  44. All telegraph, telephone, wireless devices, and electric connections which Tenant may desire shall be first approved by Show Management in writing, before the same are installed, and the location of all wires and the work in connection therewith shall be subject to the direction of Show Management.
  45. Tenant must list all furniture and fixtures to be taken from the Building upon a form furnished by Show Management. Such list shall be presented at the Service Desk for approval before acceptance by the security officer or elevator operator. All charges and fees must be paid before product can leave the floor.
  46. No bicycle or other vehicle and no animal (other than assistive dogs) shall be allowed in the suites, offices, halls, corridors or any other parts of the Building. Landlord shall at all times keep a pass key and be allowed admittance to the suite to cover any emergency, fire or other casualty that may arise and in other appropriate instances. Tenant shall not peddle, canvass, solicit or distribute handbills or flyers on or about the Property except as specifically authorized by Landlord. Tenant's suite may constitute a portion of a larger area which includes the suite, other areas for the exclusive use of other occupants, and common areas. Tenant may use such common areas on a non-exclusive basis in common with other occupants of the area. Tenant expressly agrees that such non-exclusive use of the area shall be subject to all of the terms, covenants and restrictions set forth in this Lease. There will not be a demising wall between the suite and other suites for the exclusive use of other occupants and Tenant expressly assumes the entire risk of damage or loss to, or theft of, any of its property placed in or upon the suite.
  47. In the event the Show involves the apparel industry, modeling of display merchandise will be permitted only in Tenant's assigned market suite. Model enclosures must be provided and will be at the expense of Tenant.
  48. Tenant accepts full and sole responsibility for any injury or damage to persons or property resulting from failure to distribute the placement of exhibit material to conform to the floor loading specification.
  49. No modification, waiver or amendment to this Lease shall be binding unless such modification, waiver or amendment is in writing and signed by both parties. Submission of this instrument for examination shall not bind Landlord or Show Management in any manner, and subject to all other rules and regulations, no obligation of Landlord shall arise unless and until Tenant has an assigned space in the Show.
  50. This Lease shall be subject and subordinate at all time to (a) any underlying master leases, and all modifications, amendments or renewals, currently in place or subsequently executed, and (b) any mortgages or deeds of trust affecting the Building.
  51. Tenant represents and warrants that it is not listed, nor is it owned or controlled by, or acting for or on behalf of any person or entity, on the list of Specially Designated Nationals and Blocked Persons maintained by the Office of Foreign Assets Control of the United States Department of the Treasury, or any other list of persons or entities with whom Landlord is restricted from doing business with ("OFAC List"). Notwithstanding anything to the contrary herein contained, Tenant shall not permit the Premises or any portion thereof to be used, occupied or operated by or for the benefit of any person or entity that is on the OFAC List. Tenant shall provide documentary and other evidence of Tenant's identity and ownership as may be reasonably requested by Landlord at any time to enable Landlord to verify Tenant's identity or to comply with any Legal Requirement.
  52. The failure of Show Management at any time or times to require the performance of any provision in the exhibitor contract or of these Rules and Regulations, shall in no manner affect its right at a later time to enforce the same provision.
  53. Signatures of Exhibitor on copies of the exhibitor contract transmitted by electronic or telephonic means shall be deemed originals for all purposes hereunder, shall have the same legal effect as an originally drawn signature, and shall be binding upon Exhibitor.
  54. Exhibitor hereby grants to Show Management an irrevocable, non-exclusive license to use Exhibitor's Trade Name, together with a description of the nature of Exhibitor's business, in any television, radio, print, electronic or other media advertising or marketing programs of Show Management, and Exhibitor shall cooperate with Show Management in carrying out such advertising and marketing.