

## ***SER exposition services***

35B New Street  
Worcester, MA 01605  
(508) 757-3397  
(508) 757-9136 (Fax)  
www.serexpo.com

Eastern Connecticut Home Show  
Mystic Marriott Hotel  
Groton, CT  
April 20-21, 2013

Dear Exhibitor:

We are pleased to announce that *SER logistics* is now available to assist you with all of your tradeshow transportation needs!

*SER logistics* can arrange to move all of your tradeshow materials into and out of your next event. From Same Day to Truckload to everything in between, we can provide hassle free options to get your materials where they need to be, when they need to be there!

For assistance with quoting your tradeshow shipment, you may contact *SER logistics* by emailing [logistics@serexpo.com](mailto:logistics@serexpo.com), or call our helpful specialist at 508-757-3397. We look forward to exceeding your expectations regarding your tradeshow needs.



# **SER exposition services**

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Eastern Connecticut Home Show  
Mystic Marriott Hotel  
Groton, CT  
April 20-21, 2013

TO ALL EXHIBITORS:

We are pleased to inform you that *SER exposition services* has been selected by Eastern Connecticut Home Show to serve as your Official Service Contractor.

**BOOTH EQUIPMENT:** Each booth will be set with an 8' high back wall, 3' high side rails, one 6' skirted table, two folding chairs, one wastebasket with liner and one 7" x 44" Exhibitor ID sign with booth number.

**SHOW COLORS:** Beige

**BOOTH SIZE:** Varies

**EXHIBIT HALL CARPETED:** Yes

**EXHIBITOR MOVE-IN:** Friday, April 19, 2013, from 12:00 PM to 10:00 PM – Tent and Marriott Ballroom  
Friday, April 19, 2013, from 8:00 PM to 11:59PM -Mystic Ballroom and Foyer

**SHOW OPEN:** Saturday, April 20, 2013, from 10:00 AM to 9:00 PM  
Sunday, April 21, 2013, from 10:00 AM to 5:00 PM

**EXHIBITOR MOVE-OUT:** Sunday, April 21, 2013, at 5:00 PM  
ALL CARRIERS MUST CHECK IN BY 6:00 PM

**SHIPPING: ADVANCE RECEIVING AT THE WAREHOUSE:**  
*SER exposition services* will accept crated, boxed or skidded materials beginning thirty (30) days prior to show set-up date.

**DIRECT SHIPMENTS TO EXHIBIT FACILITY:**  
*SER exposition services* will receive shipments at the exhibit facility beginning on move-in day only. Shipments sent directly to the Mystic Marriott Hotel earlier than move-in day **will be refused**.

For additional information, please refer to the "Material Handling Information/Rate Schedule" form within the Exhibitor Services Manual.

**SAFETY:** Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. *SER exposition services* cannot be responsible for injuries from falls caused by the improper use of this furniture.

For services other than what is included in your booth, please see our show service order forms within the Exhibitor Services Manual. **ALL ORDERS AND PAYMENT MUST BE RECEIVED BY APRIL 12, 2013.** A credit card on file with *SER exposition services* is required for all exhibitor orders. Please include 6.35% CT Sales and Use Tax.

If you need assistance, additional information or special services, please contact us at (508)757-3397 or fax (508)757-9136. **You may also find answers to your questions by visiting our website at serexpo.com.**



Complete Order Form - Mail to:

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**THIRD PARTY AUTHORIZATION/BILLING**

Exhibiting Company Name \_\_\_\_\_ Booth No. \_\_\_\_\_

Address \_\_\_\_\_ Telephone \_\_\_\_\_

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

Authorized By \_\_\_\_\_ Signature \_\_\_\_\_  
(Print Name)

**ITEMS TO BE BILLED TO THIRD PARTY: (MUST BE COMPLETED)**

"WE UNDERSTAND AND AGREE THAT WE, THE COMPANY NAME, ARE PRIMARILY RESPONSIBLE FOR PAYMENT OF CHARGES AND AGREE TO BE BOUND BY ALL TERMS AND CONDITIONS AS DESCRIBED IN THE TERMS AND CONDITIONS SECTION OF THIS SERVICES MANUAL. IN THE EVENT THE NAMED THIRD PARTY DOES NOT DISCHARGE PAYMENT OF THE INVOICE PRIOR TO THE LAST DAY OF THE SHOW, CHARGES WILL REVERT BACK 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
- \_\_\_\_\_ Furniture Rental and Carpet
- \_\_\_\_\_ Drayage/Material Handling/In & Out
- \_\_\_\_\_ Floral
- \_\_\_\_\_ Booth Cleaning
- \_\_\_\_\_ Installation & Dismantle Labor/Supervision
- \_\_\_\_\_ Signs
- \_\_\_\_\_ Other (Specify)

**Your signature below denotes acceptance of all terms and conditions included in this Exhibitor Services Manual.**

**EXHIBITING COMPANY INFORMATION**

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

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

Date \_\_\_\_\_

**THIRD PARTY AGENT:**

Charge to:  American Express  Discover  Visa  MasterCard

	Exp Date:	Sec. Code*
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\*Amex 4 digit, MC/Visa/Disc 3 digit

Cardholder Name \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Third Party Company Name \_\_\_\_\_

Third Party Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

# FURNITURE & BOOTH ACCESSORIES ORDER FORM

Complete Order Form - Mail to:

## SER exposition services

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RENTAL of special booth furnishings listed below are for use during the show and INCLUDE delivery to and removal from the Booth.

**ALL ORDERS & PAYMENT MUST BE RECEIVED BY APRIL 12, 2013**

### TABLES

#### UNSKIRTED 30" HIGH

Qty		Discount Price	Regular Price	Subtotal
	2' x 4'	33.80	48.20	
	2' x 6'	41.30	58.95	
	2' x 8'	48.80	69.10	
	30" Round Tables	44.50	57.90	
	40" Extension Legs Set	14.00	17.20	
	Ln ft of white Vinyl Covering	1.90	2.70	

#### SKIRTED TABLE 30" HIGH - VINYL TOP - SKIRT 3 SIDES

	2' x 4'	74.45	96.40	
	2' x 6'	90.00	117.85	
	2' x 8'	106.50	138.20	
	30" Round Tables (Skirted all around)	80.35	104.45	

#### SKIRTED TABLE 40" HIGH - VINYL TOP - SKIRT 3 SIDES

	2' x 4'	88.40	114.90	
	2' x 6'	106.50	137.95	
	2' x 8'	116.80	151.85	
	30" Round Tables	99.10	128.80	

#### SPECIAL DRAPERY/SKIRTING

	Ft of 8' high drape per linear foot	10.75	13.65	
	Ft of 3' high drape per linear foot	8.90	11.55	
	Table Skirt Only	26.80	37.50	
	Order 4 <sup>th</sup> Side skirting **Draped on 3 sides only	26.80	37.50	

**Circle Skirt/Drapery Color:** White - Blue - Navy Blue - Red - Dusty Rose - Burgundy - Black - Silver - Teal - Green - Gold - Plum - Violet - Terracotta - Beige

#### TABLE TOP RISERS VINYL TOP - SKIRT 3 SIDES

	One Step 10" x 4'	64.80	83.30	
	Two Step 20" x 4'	126.90	165.60	
	One Step 10" x 6'	76.55	88.25	
	Two Step 20" x 6'	150.50	195.15	
	Order 4 <sup>th</sup> Side skirting **Draped on 3 sides only	5.25	8.40	

**Circle Skirt Color:** White - Blue - Red

### FURNITURE & ACCESSORIES

QTY		Discount Price	Regular Price	Subtotal
	Folding Chairs	12.90	16.75	
	Upholstered Arm Chair	54.65	71.05	
	Upholstered Side Chair	47.15	61.30	
	Upholstered Stool with back	58.95	76.65	
	Wastebasket (7 Gallon)	14.50	18.85	
	Tripod Display Easels	29.45	38.30	
	Chrome Stanchion Post	70.78	92.00	
	Velour Cord 8' Length	35.40	46.00	
	Garment Rack	58.10		
	Bag Rack	57.70		
	Literature Rack	88.00		
	4' x 8' Posterboard Double Sided	187.45		
	Park Bench	157.50		

**Advance Only**

### STANDARD CARPET

	9' x 10' Carpet	118.00	153.00	
	9' x 20' Carpet	236.00	305.00	
	9' x 30' Carpet	353.00	457.00	
	9' x 40' Carpet	471.00	609.00	
	Custom Size Carpet*	2.70	3.00	
	Enter Size _____ x _____	Per sq ft	Per sq ft	
	Carpet Padding	1.10	1.30	
	Enter Size _____ x _____	Per sq ft	Per sq ft	
	Front Rug Taping	\$0.90	\$0.95	
	Enter Booth Width _____	Per lin ft	Per lin ft	

\*Price includes cutting, laying and taping seams and front edges.

### Circle Carpet Color:

Red Black Gray Green Plum Blue Burgundy Teal Violet

### TOTAL ORDER:

Subtotal.....\$ \_\_\_\_\_  
6.35% CT Tax .....\$ \_\_\_\_\_  
Total Due.....\$ \_\_\_\_\_

**ALL ORDERS & PAYMENT MUST BE RECEIVED BY APRIL 12, 2013**

Company Name \_\_\_\_\_ Booth number \_\_\_\_\_

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

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

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

**CANCELLATION POLICY:** Items ordered & delivered to booth but subsequently canceled will be charged at 50% of price. All adjustments to charges are to be made at Mystic Marriott Hotel. **NO CREDITS WILL BE ISSUED AFTER CLOSE OF SHOW.** ■ Discount prices are only available on or before April 12, 2013. ■ Sales tax must be included ■ To guarantee item or color, orders must be received 14 days prior to event. ■ Equipment is on a rental basis and remains the property of SER exposition services.

SER118

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## Grid Walls and Accessories

Grid wall has become one of the industries most popular and versatile ways to utilize both the wall mounted application and the free standing display. It is a lightweight, durable fixture, constructed of 1/4 inch thick wire spaced 3 inches on center. Grid wall is available in chrome.

Cost includes delivery, set-up and tear down of selected rental unit.

**RENTAL ORDERS MUST BE RECEIVED WITH FULL PAYMENT BY APRIL 5, 2013 TO QUALIFY FOR DISCOUNT PRICING. LATE ORDERS...ADD 30% and are subject to availability.**


	<p>2' x 8' Grid Sections</p> <p>Grid connectors included with each attached section.</p> <p>Please include total number of connectors needed</p> <p><b>\$41.00 each</b></p>	<b>ORDER TOTAL</b>	
		<p>Grid Sections _____ @ \$41.00 each \$ _____</p> <p>Grid Connectors 3 per 2 sections @ No Charge _____</p> <p>T-Base legs _____ @ \$31.00 per set \$ _____</p> <p>Square 12" Face Out _____ @ \$7.00 each \$ _____</p> <p>Waterfall Ball Hooks _____ @ \$7.00 each \$ _____</p> <p style="text-align: right;">Sub Total \$ _____</p> <p style="text-align: right;">6.35% CT Tax \$ _____</p> <p style="text-align: right;">Order Total \$ _____</p> <p style="text-align: center;">RENTAL ORDERS MUST BE RECEIVED WITH FULL PAYMENT BY  <b>APRIL 5, 2013</b> TO QUALIFY FOR ABOVE PRICING.                  LATE ORDERS...ADD 30% and are subject to availability.</p>	



T-Base legs  
**Set of Two \$31.00 per set**



Waterfall Ball Hooks  
**\$7.00 each**

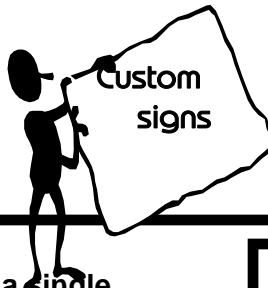


Square 12" Face Out  
**\$7.00 each**

COMPANY		BOOTH NUMBER	
ADDRESS	CITY	STATE	ZIP
AUTHORIZED NAME	TELEPHONE NUMBER	FAX NUMBER	

**CANCELLATION POLICY: Items ordered & delivered to booth but subsequently canceled will be charged at 50% of price. All adjustments to charges are to be made at Mystic Marriott Hotel. NO CREDITS WILL BE ISSUED AFTER CLOSE OF SHOW. ■ Discount prices are only available or before date. ■ Sales tax must be included. ■ To guarantee item or color, orders must be received 14 days prior to event. ■ Equipment is on a rental basis and remains the property of SER exposition services.**

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**PRICING/ORDER FORM**

The following prices are based on a single color of text, 20 words or less, on white stock.

7" x 11"	\$28.60	\$ _____
7" x 44"	\$33.70	\$ _____
9" x 44"	\$36.75	\$ _____
11" x 14"	\$38.80	\$ _____
14" x 44"	\$42.85	\$ _____
22" x 28"	\$66.30	\$ _____
28" x 44"	\$86.70	\$ _____
24" x 36"	\$88.75	\$ _____
36" x 48"	\$95.90	\$ _____
Cardboard Easels	\$6.15 each	\$ _____
Additional Words	\$1.55 each	\$ _____
Multi-colored Text	\$8.20 per additional color	\$ _____
Directional Arrow (Velcro)	\$4.35 each	\$ _____
Border (one color)	\$12.25	\$ _____
Choose Color	_____	
Logo*	\$51.00	\$ _____
One time set-up fee		
Logo*, B & W	\$20.40	\$ _____
Logo*, Color	\$30.60	\$ _____

\*Logo must be provided by exhibitor

**SUBTOTAL** \$ \_\_\_\_\_  
**6.35% CT Tax** \$ \_\_\_\_\_  
**TOTAL** \$ \_\_\_\_\_

ORDERS RECEIVED AFTER APRIL 5, 2013 WILL BE CHARGED AN ADDITIONAL 50% OF ABOVE PRICES.

ANY ORDERS RECEIVED LESS THAN FOURTEEN (14) DAYS PRIOR TO SHOW DATE CANNOT BE GUARANTEED. PLEASE CALL FOR DETAILS.

**OPTIONS**

**Substrate**     Cardstock    Foamcore

**Text Color**    Black    Dark Green  
                      Blue      Teal  
                      Red       Yellow  
 Call for other colors

**Layout**  
 Horizontal                       Vertical

Use SER judgment to choose layout

**Font** \_\_\_\_\_

**SIGN COPY**

(attach separate sheet if you prefer)

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Our full service Graphics Department can assist you with all graphic needs, making your exhibit stand out from the crowd! Call or email Customer Service at exhibitorservices@serexpo.com with your questions and comments.

We will be happy to work with you!

Email your graphics files to [graphics@serexpo.com](mailto:graphics@serexpo.com). We accept PC based files formatted as: \*.tiff, \*.pdf, \*.eps (Illustrator), \*.jpg, or \*.bmp. Questions? Please call.

Company Name \_\_\_\_\_ Booth # \_\_\_\_\_  
 Address \_\_\_\_\_ City/State \_\_\_\_\_ Zip \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_

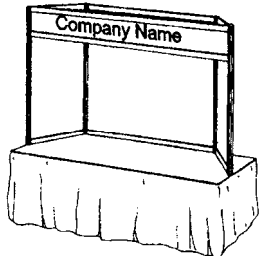
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# MODULAR RENTAL EXHIBITS

**TABLETOP**

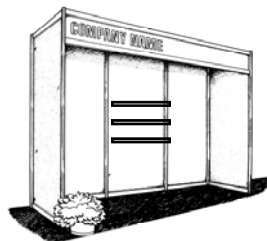


\$525.00

**INCLUDES**

- Labor to install and dismantle
  - 6' skirted table
  - Header with your company name
  - Choice of backwall panels
- Lighting not included**

**10' BACKWALL**

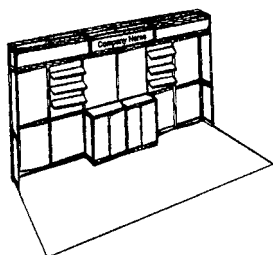


\$1250.00

**INCLUDES**

- Labor to install and dismantle
  - Header with your company name
  - Choice of backwall panels
  - Three 39" shelves
  - Choice of carpet color
- Lighting not included**

**20' BACKWALL**



\$2500.00

**INCLUDES**

- Labor to install and dismantle
  - Header with your company name
  - Choice of backwall panels
  - Six 39" shelves, plus two display counters
  - Choice of carpet color
- Lighting not included**

**CHOOSE YOUR BACKWALL**

Blue Velcro \_\_\_\_\_ White Hardwall \_\_\_\_\_ Pegboard \_\_\_\_\_

**CHOOSE YOUR CARPET COLOR**

(10' & 20' EXHIBITS ONLY)

Blue \_\_\_\_\_ Red \_\_\_\_\_ Green \_\_\_\_\_ Teal \_\_\_\_\_  
 Grey \_\_\_\_\_ Plum \_\_\_\_\_ Burgundy \_\_\_\_\_ Violet \_\_\_\_\_

**INDICATE YOUR HEADER COPY**

*Includes text in black block lettering. Special graphics and logos available-please send us your specifications for a price quote.*

\_\_\_\_\_

**ADDITIONAL SHELVES (39") \_\_\_\_\_ @ \$21.00 each**

**ADDITIONAL DISPLAY COUNTERS**

(39"X40"X18") \_\_\_\_\_ @ \$250.00 each

**LIGHTING FIXTURES**

\_\_\_\_\_ \$100.00 (TABLETOP)  
 \_\_\_\_\_ \$100.00 (10' DISPLAY)  
 \_\_\_\_\_ \$200.00 (20' DISPLAY)

*(NOTE! Above prices are for fixtures only, electrical power must be ordered separately.)*

RENTAL ORDERS MUST BE RECEIVED WITH FULL PAYMENT BY  
**APRIL 5, 2013** TO QUALIFY FOR ABOVE PRICING.  
**LATE ORDERS...ADD 30%.**

EXHIBIT COST \$ \_\_\_\_\_  
 OPTIONS \$ \_\_\_\_\_  
 6.35% CT TAX \$ \_\_\_\_\_  
 TOTAL \$ \_\_\_\_\_

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

ADDRESS \_\_\_\_\_

CITY/STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_



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**MATERIAL HANDLING INFORMATION/RATE SCHEDULE**

**SHIPMENTS TO WAREHOUSE:** SER exposition services will receive crated, boxed or skidded shipments at SER warehouse and will provide 30 days storage prior to show, delivery to booth, storage of empty packing materials and return of out-bound shipment from booth to loading dock. The warehouse will receive shipments Monday through Friday from 8:00 AM to 4:30 PM (except holidays).

**All rates are per hundred weight (cwt) and rounded off to the next cwt, 200 lbs. minimum per shipment, taken from the Bill of Lading and subject to reweighing by SER exposition services.**

*Example 2400 pounds = 24 cwt's x \$\$\$\$ per cwt = material handling charge.*

The charge for this service will be \_\_\_\_\_ pounds = \_\_\_\_\_ cwt's (round to next cwt) x \$69.00 per cwt = \$\_\_\_\_\_.  
There is a minimum charge \$138.00.

Label each piece and address all documents as follows: **COMPANY NAME AND BOOTH #**  
**ARRIVAL ON or BEFORE: APRIL 12, 2013** **EASTERN CONNECTICUT HOME SHOW:**  
c/o SER exposition services  
35B New Street  
Worcester, MA 01605

**SHIPMENTS DIRECT TO MYSTIC MARRIOTT HOTEL:** SER exposition services will receive shipments at Mystic Marriott Hotel **only during scheduled exhibitor move-in.** Includes delivery to booth, storage of empty packing materials and return of outbound shipment from booth to loading dock. **All rates are per hundred weight (cwt) and rounded off to the next cwt, 200 lbs. minimum per shipment, taken from the Bill of Lading and subject to reweighing by SER exposition services.**

The charge for this service will be \_\_\_\_\_ pounds = \_\_\_\_\_ cwt's (round to next cwt) x \$65.00 per cwt = \$\_\_\_\_\_.  
There is a minimum charge of \$130.00.

Label each piece and address all documents as follows: **COMPANY NAME AND BOOTH #**  
**ARRIVAL ONLY ON: APRIL 20, 2013** **EASTERN CONNECTICUT HOME SHOW:**  
c/o SER exposition services  
Mystic Marriott Hotel  
625 North Road, Rte. 117  
Groton, CT 06340

**All common carriers, van line or air freight charges are the sole responsibility of the exhibiting company.**

Rates are based on incoming weight only, whether the above services are used completely or in part. All weights are taken from INBOUND BILL-OF-LADING and subject to reweighing by SER exposition services. Shipments arriving without a bill-of-lading will be assigned a weight by SER exposition services.

**SPECIAL HANDLING** Uncrated, unskidded or unwrapped shipments, non-standard carriers (including UPS and FedEx), or crated shipments that require special handling will be charged an additional **30%** to above rates.

**OVERTIME** hours are Monday through Friday, before 8:00 AM and after 4:30 PM; anytime Saturday, Sunday and observed holidays; any outbound shipments where driver has not checked in before 3:30 PM; additionally, when warehouse freight is moved into or out of exhibit site on overtime. All handling performed on overtime will be charged an additional **30%** each way.

**LATE DELIVERY:** Shipments received at the warehouse less than one week prior to show move-in day will be charged an additional **\$7.00 per cwt, \$50.00 minimum.** Deliveries made to the warehouse after exhibitor move-in has started will be billed an additional charge for delivery to Mystic Marriott Hotel.

**RETURN TO WAREHOUSE:** Shipments returned to SER warehouse at close of show for reforwarding or storage will be charged an additional **\$10.00 per cwt, \$75.00 minimum.**

**SPECIAL SERVICES AND RATES** Steel banding or shrink wrap for the packaging of displays and equipment is available through SER exposition services at prevailing rates. This service must be ordered in advance by April 12, 2013.

## MATERIAL HANDLING INFORMATION/RATE SCHEDULE (CONTINUED)

**LIABILITIES:** The terms and conditions of *SER exposition services* Liability and Insurance Bulletin apply to all shipments. Shipments made according to the above instructions shall constitute acceptance by the exhibitor of said limits.

**SHIPMENTS ARRIVING WITHOUT ADVANCE WRITTEN ORDER** will automatically be handled and charged as described herein and the consignment or delivery of a shipment to *SER exposition services* by an exhibitor (and/or other shipper acting on behalf of an exhibitor) shall be construed as an acceptance of the terms and conditions set forth herein.

**END OF SHOW** Outbound material handling agreement must be filled out and returned to the Exhibitor Service Desk. If designated carriers are to be used, the exhibitor must make those arrangements directly with the carrier. If designated carrier fails to arrive at Mystic Marriott Hotel during the required time frame, shipment will be reconsigned to house carrier. If no return information is provided, freight will be returned to warehouse and storage charges will be applied.

**ABANDONED EXHIBIT MATERIALS AT CLOSE OF SHOW** left without reforwarding instructions will be shipped out or returned to our warehouse at the discretion of *SER exposition services*. Exhibitors whose freight is returned to the warehouse will be contacted by *SER exposition services*. NO LIABILITY WILL BE ASSUMED AS A RESULT OF SUCH RE-ROUTING OR HANDLING.

### LIABILITY AND INSURANCE BULLETIN

*SER exposition services* shall not be responsible for damage to uncrated materials improperly packed or concealed damage.

*SER exposition services* shall not be responsible for loss, theft or disappearance of exhibitor's material after same have been delivered to the exhibitor's booth.

*SER exposition services* shall not be responsible for loss, theft or disappearance of materials before they are picked up from exhibitor's booth for re-loading after the show. Bills of lading covering outgoing shipments which are furnished to *SER exposition services* by exhibitors will be checked at time of actual pickup from booth and corrections made where discrepancies occur.

*SER exposition services* shall not be responsible for loss, damage or delay due to fire, Act of God, strikes, lockouts or work stoppages of any kind or to any causes beyond its control.

*SER exposition services* is not a motor carrier or broker and does not perform transportation or brokerage services. With respect to any request for transportation by the exhibitor, *SER exposition services* will refer exhibitor's request to a transportation broker, who will arrange for the transportation of exhibitor's booth via duly registered motor carriers. *SER exposition services* is not a party to any bills of lading issued by motor carriers to exhibitor for the transportation of exhibitor's booth or goods, and the terms of any bills of lading shall be determined as between the motor carrier and exhibitor. Under no circumstances will *SER exposition services* have any liability for loss, damage, or delay to any shipment caused by or resulting from the transportation services of a motor carrier.

**DAMAGE TO SHIPMENTS:** *SER exposition services* liability shall be limited to the physical loss or damage to the specific article which is lost or damaged and in any event *SER exposition services'* maximum liability shall be limited to \$0.30 per pound, maximum \$50.00 per claim. *SER exposition services* shall not be liable to any extent whatsoever, for any actual, potential or assumed loss of profits or revenues, or for any collateral costs, which may result from any loss or damage to an exhibitor's materials which may make it impossible or impractical to exhibit same.

### INSURANCE

It is understood that *SER exposition services* is not an insurer, that insurance, if any, should be obtained by the exhibitor. It is suggested that exhibitors arrange all risk coverage. This can be done by endorsements to existing policies. Exhibitor's materials should be insured from the time that they leave their firm until they are returned after the close of the Show. The consignment or delivery of a shipment to *SER exposition services* by an exhibitor, or by any shipper on behalf of the exhibitor, shall be construed as an acceptance by such exhibitor (and/or other shipper) of the terms and conditions set forth in this Bulletin.

# ***SER exposition services***

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Mystic Marriott Hotel  
Groton, CT  
April 20-21, 2013

## **Shipping Definitions**

### **CRATED SHIPMENTS**

• Containerized freight, items shipped in protective containers.

### **UNCRATED SHIPMENTS**

• Items shipped outside of protective containers, typically shipped either loosely loaded and/or pad wrapped in trailers.

### **VAN LINE SHIPMENTS**

• Shipment of exhibit properties via van lines, often consisting of large pieces, crated or uncrated, such as furniture or exhibit materials.

### **SPECIAL HANDLING**

• Applies to exhibit shipments requiring extra labor, equipment, or time for delivery to exhibit space.  
• Shipments via **Non Standard Carriers** such as FedEx, UPS and DHL are included in this category due to their delivery procedures.

### **OVERTIME**

• Monday - Friday prior to 8:00 AM and after 4:30 PM. Also, all day Saturday, Sunday and observed holidays.  
• Additionally, shipments are subject to overtime if moved into or out of Mystic Marriott Hotel during overtime hours.

The Material Handling charge from *SER exposition services* for handling your freight should not be confused with the cost from your carrier to transport your freight to and from the show.

## **Money Saving Tips**

***Helpful Hint for Small Shipments!***  
***To reduce material handling costs, ship all materials in one shipment, not several shipments.***  
**See example of savings below.**

***Before the show...***

**THE WRONG WAY**



— Shipped as three separate shipments —

#### **RECEIVED:**

54 lb charged @ 200 lb min x \$88.00/cwt.....	\$176.00
59 lb charged @ 200 lb min x \$88.00/cwt.....	\$176.00
72 lb charged @ 200 lb min x \$88.00/cwt.....	\$176.00
<b>185 lb TOTAL COST: .....</b>	<b>\$528.00</b>

**THE MONEY SAVING WAY**



**-Shipped everything together as a single shipment-**

#### **RECEIVED:**

3 pieces totaling 185 lb @ 200 lb min x \$88.00/cwt =	\$176.00
<b>185 lb TOTAL COST...\$</b>	<b>\$176.00</b>

**TOTAL SAVINGS...\$352.00**

***After the show...***

- 1) Obtain a Bill of Lading from the *SER exposition services* Service Desk.
- 2) Once your freight is packed and ready to ship, complete and return the Bill of Lading form to the *SER exposition services* Service Desk.
- 3) If not using *SER Logistics*, you must make and confirm arrangements for pick-up with your choice of carriers.
- 4) Be sure your chosen carrier is declared on the Bill of Lading.
- 5) Make sure all crates, packages, etc. are clearly addressed (remove all old address labels).

\*Failure to follow these steps could result in freight being re-routed through *SER Logistics* and assessed additional shipping or handling charges.

# ***SER exposition services***

35B New Street  
Worcester, MA 01605  
(508) 757-3397  
(508) 757-9136 (Fax)

Eastern Connecticut Home Show  
Mystic Marriott Hotel  
Groton, CT  
April 20-21, 2013

## ***FAQ'S (frequently asked questions)***

### **HOW DO I SHIP TO THE ADVANCE WAREHOUSE?**

- We will accept freight beginning 30 days prior to show move-in.
- To ensure timely arrival of your materials for the show, freight should arrive by the deadline date listed on the Material Handling Order Form. Your freight will be accepted after the deadline date, but additional charges will be incurred.
- The warehouse will receive shipments Monday through Friday 8:00 a.m. to 4:30 p.m. No appointment is necessary.
- The warehouse will accept crates, cartons, skids, trunks/cases and carpets.
- All shipments must have a bill of lading or delivery slip showing the number of pieces, type of merchandise and weight.
- Certified weight tickets must accompany all shipments.

### **HOW DO I SHIP TO MYSTIC MARRIOTT HOTEL**

- Freight will be accepted only during exhibitor move in. Please refer to the Exhibitor Information page at the beginning of this Exhibitor Services Manual for specific exhibitor move-in dates and times.
- All shipments must have a bill of lading or delivery slip showing the number of pieces, type of merchandise and weight.
- Certified weight tickets must accompany all shipments.
- Be sure to check your service manual if you are targeted for a specific date or time.

### **WHAT ABOUT PREPAID OR COLLECT SHIPPING CHARGES?**

- We do not accept collect shipments. Collect shipments will be returned to the delivery carrier.
- To ensure that your freight does not arrive collect, mark your bill of lading prepaid.
- Prepaid designates that the transportation charges will be paid by the exhibitor or a third party.

### **HOW SHOULD I LABEL MY FREIGHT?**

- The label should contain the exhibiting company name, booth number and the name of the event.
- The specific shipping address for either the warehouse or Mystic Marriott Hotel is located on the Material Handling Information page.
- We have also included in your service manual labels for both warehouse and Mystic Marriott Hotel shipments for you to copy and attach to pieces as needed.
- Try to label every piece that is skidded with at least your name and booth number.

### **WHAT HAPPENS TO MY EMPTY CONTAINERS DURING THE SHOW?**

- Pick up "STORAGE" labels at the *SER exposition services* Service Desk. Place a label on each container. Please consolidate containers if possible. Labeled containers will be picked up periodically and stored during the show.
- At the close of the show, the empty containers will be returned to the booths in random order. Depending upon the size of the show, this process may take several hours.

### **HOW DO I PROTECT MY MATERIALS AFTER THEY ARE DELIVERED TO THE SHOW OR BEFORE THEY ARE PICKED UP AFTER THE SHOW?**

- Consistent with trade show industry practices, there may be a lapse of time between the delivery of your shipment(s) to your booth and your arrival. The same is true for the outbound phase of the show - the time between your departure and the actual pickup of your materials. During these times, your materials will be left unattended. *SER exposition services* will not be responsible or liable for any loss, damage, theft or disappearance of exhibitor's material after it has been delivered to the booth. We recommend that you hire security services from the facility or Show Management

### **HOW DO I SHIP MY MATERIALS AFTER THE CLOSE OF THE SHOW?**

- For your convenience, *SER Logistics* will be on site to handle outbound transportation.
- Each shipment must have a completed Bill of Lading form in order to ship materials from the show. All pieces must be labeled individually. (You can pick up a bill of lading from the *SER exposition services* Service Desk.)
- After materials are packed, labeled, and ready to be shipped, the completed Bill of Lading must be turned in at the *SER exposition services* Service Desk. DO NOT leave the bill of lading in your booth.
- Provide your designated carrier with pickup information.
- Please refer to the Exhibitor Information page at the beginning of this Exhibitor Services Manual for specific dates and times. In the event that your selected carrier fails to show on final move-out day your shipment will be rerouted through *SER Logistics*.
- You must notify your carrier of the dates and times of pick-up if you are not using *SER Logistics*.

### **DO I NEED INSURANCE?**

Be sure your materials are insured from the time they leave your firm until they are returned after the show. It is suggested that exhibitors arrange all-risk coverage. This can be done by adding riders to your existing policies.

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April 20-21, 2013

**MATERIAL HANDLING ORDER FORM**

Complete this order form and return promptly to *SER exposition services*. **All shipments must be prepaid** and should be shipped to arrive at our warehouse no later than one week prior to the initial installation date to avoid late delivery charges. **Late shipments** are subject to additional handling and delivery charges. **Direct shipments** sent to **Mystic Marriott Hotel** prior to exhibitor set up **will be refused**.

**ALL MATERIAL HANDLING CHARGES MUST BE PREPAID PRIOR TO SHOW OPENING**  
**Collect Shipments will not be accepted**  
**ALL ORDERS & PAYMENT MUST BE RECEIVED BY APRIL 12, 2013**

**INBOUND SHIPMENTS**

We will be shipping to warehouse

We will be shipping direct to Mystic Marriott Hotel  
(must arrive only on the official exhibitor move in day)

Shipped from: \_\_\_\_\_ Date Shipped: \_\_\_\_\_

Carrier\*: \_\_\_\_\_ PRO#/Tracking #: \_\_\_\_\_  
(\*FedEx, UPS & DHL additional charges apply)

Description: \_\_\_\_\_ Arrival Date: \_\_\_\_\_

# of pieces: \_\_\_\_\_ Estimated total weight: \_\_\_\_\_

\*All orders are subject to the Liability and Insurance Bulletin and the Terms and Conditions as set forth on page 2 of the Material handling Information/Rate Schedule.

**OUTBOUND SHIPMENTS – AFTER THE SHOW:** All freight will be shipped third party, prepaid at the close of the show. If you want to ship your freight by any other means, it will be your responsibility to make ALL arrangements. Freight being handled by an outside carrier **MUST BE** picked up at break of show during the specified times.

CHECK appropriate arrangement:

- Will not ship out at the end of the show.
- Freight arrangements will be handled by exhibitor.  Van Line  Air Freight  Other \_\_\_\_\_
- Freight arrangements will be handled by *SER Logistics*. (fill in below, freight charges will be added to your invoice)

Ship To (consignee Name) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Attention/Phone \_\_\_\_\_

# / type of pieces \_\_\_\_\_ Estimated total weight \_\_\_\_\_

- Steel banding at \$1.10 per linear foot, including labor. \$50.00 MINIMUM
- Shrink wrap at \$25.25 per skid \_\_\_\_\_ # x \$25.25 = \_\_\_\_\_

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

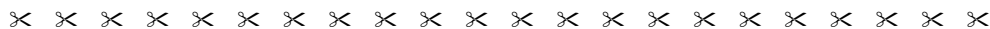
**IMPORTANT:** Whether you are shipping common carrier or other means, you must complete a Bill of Lading and return it to the *SER exposition services*. Also, please have all freight properly secured and **LABELED**.  
**100% OF ESTIMATED CHARGES MUST BE REMITTED WITH ORDER**

**ADVANCE SHIPPING TO WAREHOUSE LABELS**

<b>ADVANCE TO WAREHOUSE</b>	<p align="center"><b>EXHIBIT MATERIAL</b></p> <p align="center"><i>Rush to:</i></p>   <p align="center">EASTERN CONNECTICUT HOME SHOW MYSTIC MARRIOTT HOTEL GROTON, CT APRIL 20-21, 2013</p>	<p align="center"><b>SER exposition services</b> <i>"Where every great show begins."</i></p> <hr/> <p>Exhibitor _____</p> <p>Booth # _____ of _____ # of Pieces</p> <p align="center"><b>SER exposition services</b> <b>35B New Street</b> <b>Worcester, MA 01605</b></p> <p align="right"><i>Late to warehouse charges apply after:</i> <b>APRIL 12, 2013</b></p>
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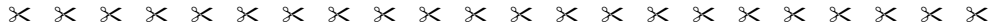
<b>ADVANCE TO WAREHOUSE</b>	<p align="center"><b>EXHIBIT MATERIAL</b></p> <p align="center"><i>Rush to:</i></p>   <p align="center">EASTERN CONNECTICUT HOME SHOW MYSTIC MARRIOTT HOTEL GROTON, CT APRIL 20-21, 2013</p>	<p align="center"><b>SER exposition services</b> <i>"Where every great show begins."</i></p> <hr/> <p>Exhibitor _____</p> <p>Booth # _____ of _____ # of Pieces</p> <p align="center"><b>SER exposition services</b> <b>35B New Street</b> <b>Worcester, MA 01605</b></p> <p align="right"><i>Late to warehouse charges apply after:</i> <b>APRIL 12, 2013</b></p>
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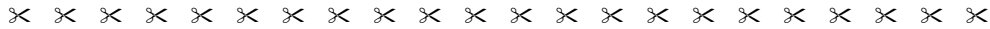
- These shipping labels are provided for your convenience to assist in preparing shipments to the advance warehouse.
- Please cut where indicated and affix one to each piece of your shipment.
- Please make additional copies of these labels as needed.
- Note the warehouse is not temperature controlled.

**DIRECT SHIPMENTS TO MYSTIC MARRIOTT HOTEL LABELS**

<b>DIRECT TO SHOW SITE</b>	<p align="center"><b>EXHIBIT MATERIAL</b></p> <p align="center"><i>Rush to:</i></p>   <p align="center">EASTERN CONNECTICUT HOME SHOW MYSTIC MARRIOTT HOTEL GROTON, CT APRIL 20-21, 2013</p>	<p align="center"><b>SER exposition services</b> <i>"Where every great show begins."</i></p> <hr/> <p>Exhibitor _____</p> <p>_____ of _____</p> <p>Booth # _____ # of Pieces _____</p> <p><b>c/o SER exposition services</b> <b>Mystic Marriott Hotel</b> <b>625 North Road, Rte. 117</b> <b>Groton, CT 06340</b></p> <p align="right"><b><i>Exhibitor move-in begins:</i></b> <b><i>APRIL 20-21, 2013</i></b></p>
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<b>DIRECT TO SHOW SITE</b>	<p align="center"><b>EXHIBIT MATERIAL</b></p> <p align="center"><i>Rush to:</i></p>   <p align="center">EASTERN CONNECTICUT HOME SHOW MYSTIC MARRIOTT HOTEL GROTON, CT APRIL 20-21, 2013</p>	<p align="center"><b>SER exposition services</b> <i>"Where every great show begins."</i></p> <hr/> <p>Exhibitor _____</p> <p>_____ of _____</p> <p>Booth # _____ # of Pieces _____</p> <p><b>c/o SER exposition services</b> <b>Mystic Marriott Hotel</b> <b>625 North Road, Rte. 117</b> <b>Groton, CT 06340</b></p> <p align="right"><b><i>Exhibitor move-in begins:</i></b> <b><i>APRIL 20-21, 2013</i></b></p>
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- These shipping labels are provided for your convenience to assist in preparing shipments direct to Mystic Marriott Hotel.
- Please cut where indicated and affix one to each piece of your shipment.
- Please make additional copies of these labels as needed.

**SER exposition services**

35B New Street  
Worcester, MA 01605  
(508) 757-3397  
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Eastern Connecticut Home Show  
Mystic Marriott Hotel  
Groton, CT  
April 20-21, 2013

**ADVANCE LABOR ORDER FORM**

STRAIGHT TIME RATES: \$68.00 per man-hour  
8:00 AM to 4:30 PM weekdays  
OVERTIME RATES: \$102.00 per man-hour  
Before 8:00 AM and after 4:30 PM weekdays and all hours Saturday,  
Sunday and Holidays

**ALL ORDERS & PAYMENT MUST BE RECEIVED BY APRIL 12, 2013**  
**ONE-HOUR MINIMUM CHARGE PER MAN. LABOR THEREAFTER IS CHARGED IN 1/2 HOUR**  
**INCREMENTS. LATE AND FLOOR ORDERS ADD 30%**

Advance Labor Order	Date	Time	#Laborers Requested	# of Hours per man
Labor to Set Up _____				
Labor to Dismantle _____				
Special Requirements _____				

**SUPERVISION OF ALL LABOR IS REQUIRED. PLEASE INDICATE SUPERVISION PLAN:**

**Plan A - Exhibitor Supervision**

All work is performed under the supervision of the Exhibitor. Starting time can be guaranteed only in those instances where men are requested for the start of the working day, 8:00 AM. One-hour minimum charge per man if not canceled with 24-hour notice. One-hour minimum charge per laborer for failure to check-in at specified time. **The exhibitor representative must CHECK-IN at the SER exposition services service desk to pick-up labor ordered and must CHECK OUT labor at the SER exposition services service desk upon completion of the work. SER exposition services is not allowed to proceed without exhibitor representative.**

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

**Plan B - SER exposition services Installation and Dismantle Supervision without exhibitor present.**

All work is done under the direction of SER exposition services personnel. Our charge for this service is 30% of your total labor bill. (\$45.00 minimum).

SER exposition services is authorized to set-up exhibit.  SER exposition services is authorized to dismantle exhibit.

**\*\*\* In order to complete the work without your representative present, we must have set-up instructions! We must also have a outbound bill of lading provided and/or turned into the SER exposition services Exhibitor Service Desk.**

-----

BOOTH NO. \_\_\_\_\_

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

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

CITY/STATE \_\_\_\_\_ ZIP \_\_\_\_\_ DATE \_\_\_\_\_

AUTHORIZED BY \_\_\_\_\_ SIGNATURE \_\_\_\_\_

**100% OF ESTIMATED CHARGES MUST BE REMITTED WITH ORDER**



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serexpo.com

Eastern Connecticut Home Show  
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April 20-21, 2013

**NOTIFICATION OF INTENT TO USE  
NON-OFFICIAL SERVICE CONTRACTOR**

If your company plans to use a firm who is not the official service contractor as designated by Show Management, please complete this form and mail to the address listed below.

Company Name: \_\_\_\_\_ Booth No. \_\_\_\_\_

Authorized by: \_\_\_\_\_ Phone No. \_\_\_\_\_

Contact at show: \_\_\_\_\_

“Non-Official” Contractor: \_\_\_\_\_

Address of Service Contractor: \_\_\_\_\_

Telephone number of Contractor: \_\_\_\_\_

Type of Service to be performed: \_\_\_\_\_

The “Non-Official” Service Contractor MUST send a copy of the required Insurance Certificate, with a minimum \$1,000,000 liability coverage, no later than 30 days prior to April 20-21, 2013 or they will not be permitted to service your exhibit.

It is the responsibility of the exhibitor to see that each representative of a Non-Official contractor abides by the official rules and regulations of this event.

This form must be received no later than: **MARCH 20, 2013**

**Send to: SER exposition services  
35B New Street  
Worcester, MA 01605**



**MYSTIC HOTEL & SPA**

**VENDOR POWER ORDER REQUEST**

Mystic Marriott Hotel, 625 North Road, Route 117  
Groton, CT 06340 – 860/446-2600 / FAX 860/446-2696

CONVENTION NAME/EVENT: Eastern Connecticut Home Show DATE ORDERED: \_\_\_\_\_

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

CONTACT PERSON & PHONE NUMBER: \_\_\_\_\_

FAX NUMBER: \_\_\_\_\_ EMAIL: \_\_\_\_\_

INSTALLATION (DATE & TIME): \_\_\_\_\_ REMOVAL (DATE & TIME): \_\_\_\_\_

ON-SITE CONTACT: \_\_\_\_\_ BOOTH #: \_\_\_\_\_

**PAYMENT INFORMATION**

CREDIT CARD \_\_\_\_\_ *Please complete the section below.*

MARRIOTT GUEST ROOM \_\_\_\_\_ *If market all vendor power charges will be billed to your guestroom.*  
 \_\_\_\_\_ *Name on Guest Reservation:*

CHECK \_\_\_\_\_ *If marked check must be received one week prior to event.*

CARDHOLDER \_\_\_\_\_ TELEPHONE # \_\_\_\_\_

Print Name as It Appears on Card Email Address \_\_\_\_\_

Credit Card Type – Please Circle VISA MC AMEX DINER'S DISCOVER

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

AGREED \_\_\_\_\_ DATE \_\_\_\_\_

Cardholder's Signature

**115 / 120 VOLT SINGLE PHASE SERVICE PER DAY**

QUANTITY	AVAILABLE SERVICE	ADVANCE ORDER	FLOOR ORDER	TOTAL PER DAY
	ACCESS TO 20 AMP CIRCUIT WITH 1 OUTLET	\$50	\$75	
	DEDICATED 20 AMP CIRCUIT WITH QUAD BOX	\$90	\$125	
	POWER STRIPS	\$15	\$25	

Note: Standard 4 Computers and 1 Printer per 20 amp circuit

**TYPE OF ITEMS TO BE POWERED**

Empty box for listing items to be powered.

**OTHER SERVICES PER DAY**

QUANTITY	AVAILABLE SERVICE	ADVANCE ORDER	SUBTOTAL	TOTAL
	BANNERS UP TO 8 FEET LONG	\$30 EA		
	BANNERS OVER 8 FEET LONG	\$50 EA		
	LABOR 4 HOUR MINIMUM	\$55 / HOUR		



**VENDOR TELEPHONE ORDER REQUEST**

MYSTIC MARRIOTT HOTEL, 625 NORTH ROAD, ROUTE 117  
GROTON, CT 06340 – 860/446-2600 / FAX 860/446-2696

CONVENTION NAME: Eastern Connecticut Home Show DATE ORDERED: \_\_\_\_\_  
COMPANY NAME: \_\_\_\_\_  
CONTACT PERSON & PHONE NUMBER: \_\_\_\_\_  
FAX NUMBER: \_\_\_\_\_ EMAIL: \_\_\_\_\_  
REMOVAL (DATE & TIME): \_\_\_\_\_  
INSTALLATION (DATE & TIME): \_\_\_\_\_  
ON-SITE CONTACT: \_\_\_\_\_

**SERVICE REQUESTED**

**EXTENSION LINE – DIAL 9 LINE**

\$50.00 PER DAY PHONE LINE USAGE, PLUS CALLS \_\_\_\_\_  
FOR USA AS: MODEM \_\_\_\_\_ FAX: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

**DIRECT INWARD DIAL – DID (ANALOG LINE):**

\$75.00 PER DAY PHONE LINE USAGE, PLUS CALLS \_\_\_\_\_  
FOR USA AS: MODEM \_\_\_\_\_ FAX: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

**HIGH SPEED INTERNET ACCESS:**

PER LINE: \$250.00 PER DAY ACCESS (INCLUDES SET UP) \*  
WIRELESS PER ACCESS: \$50 \_\_\_\_\_

**PAYMENT INFORMATION**

CREDIT CARD \_\_\_\_\_ *Please complete the section below.*  
MARRIOTT GUEST ROOM \_\_\_\_\_ *If market all vendor power charges will be billed to your guestroom.*  
\_\_\_\_\_ *Name on Guest Reservation:*  
CHECK \_\_\_\_\_ *If marked check must be received one week prior to event.*

CARDHOLDER \_\_\_\_\_ TELEPHONE # \_\_\_\_\_  
Print Name as It Appears on Card Email Address \_\_\_\_\_

Credit Card Type – Please Circle VISA MC AMEX DINER'S DISCOVER

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

AGREED \_\_\_\_\_ DATE \_\_\_\_\_  
Cardholder's Signature