

Prime Advantage Conference

McCormick Place, S 100 Ballroom

October 20 - 22, 2010

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GES Information and Order Forms

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

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GES Exposition Services is now Global Experience Specialists (GES). While our name and logo have changed, one thing will remain and that is our commitment to you. Find out more at <http://www.ges.com/about/press/>.

Official Service Provider

Global Experience Specialists® 7050 Lindell Road Las Vegas, NV 89118-4702	Phone (in USA): 800.475.2098 FAX (in USA): 866.329.1437 Contact us Online: www.ges.com/chat	International Calls: 702.515.5970 International Faxes: 702.263.1520
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Show Information

Prime Advantage Conference
Booth Size: 10' x 10'
Backwall Drapes: Black
Sidewall Drapes: Black
Facility Carpet Color: Multicolored
Table Skirt Color: Black
1 - 6' Skirted table
2 - Plastic contour chairs
1 - One line ID sign (7"x44") provided automatically

Important Dates *Be sure to check all order forms for additional deadlines*

Wednesday, September 29 Discount Deadline Date for GES orders received with payment

Thursday, September 16 Advance Shipments may begin arriving at the Warehouse
Friday, October 15 Last day for Advance Shipments to arrive at the Warehouse without surcharges
Advance Warehouse Hours for receiving are Monday - Friday, 8:00 AM to 2:30 PM

Wednesday, October 20 Direct Shipments to arrive at the Exhibit Site, from **8:00 AM - 3:00 PM**

Wednesday, October 20 Installation 2:00 PM - 3:30 PM

Wednesday, October 20 Show Hours 4:00 PM - 6:00 PM
Thursday, October 21 8:00 AM - 5:00 PM
Friday, October 22 8:00 AM - 5:00 PM

Friday, October 22 Dismantle 5:00 PM - 6:00 PM

Friday, October 22 Carriers must be checked in by: **2:00 PM**
Friday, October 22 All exhibitor materials must be removed by: **8:00 PM**

Shipping Addresses *Use Provided Shipping Labels in this Exhibitor Services Manual to Expedite Handling*

Consign all **domestic** shipments c/o Global Experience Specialists. Please do **not** consign **international** shipments c/o Global Experience Specialists; however, please contact our international division at: GESLogistic_international@ges.com.

Advance Shipments to Warehouse: c/o Global Experience Specialists
5448 W. 47th St
Chicago, IL 60638
USA

Shipments should arrive on or between:
September 16 - October 15, 2010

Direct Shipments to Exhibit Site: c/o Global Experience Specialists
McCormick Place, S 100 Ballroom
2301 South Lake Shore Drive
Chicago, IL 60616-1490
USA

Shipments should arrive ONLY on:
October 20, 2010; 8:00 AM - 3:00 PM

GES Servicenter®

GES is here to take care of your on-site needs. All contractors and production personnel will be available, along with any services you might desire such as Furniture and Material Handling.

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We have designed this form to help you better understand the role of the Official Service Provider, the services we offer and to provide tips to maximize your cost savings.

What is an Official Service Provider?

GES has been selected as the Official Service Provider by the show organizer to design and produce your show. Because of the many areas that GES is involved in at the show, we are familiar with the key individuals managing your event. If at any time during the planning process you are unsure where to turn, just ask us – we're at your service.

Many Exhibitors are not aware of the depth and breadth of products and services offered by GES. Because we have insight into and control of the entire show process, we can generally save you time and money by assisting in your pre-show planning.

GES Show Services**Booth Furniture & Accessories**

The booth furniture & accessories brochure showcases a wide variety of both standard and specialty furniture. All items rented from GES will automatically be delivered to your booth and picked up at the close of the show, with no material handling charges incurred by you.

Custom Exhibits

Let GES design and build an extraordinary custom exhibit that will deliver your marketing message. Please visit our design gallery at www.ges.com.

Shipping

GES can manage your transportation without a hassle. We offer simplified rates, online tracking, and single invoicing. Call to have your "shipping made easy."

How Can I Order My Show Services?**GES National Servicer®**

The GES National Servicer® provides consistency and continuity of customer service for all GES exhibitors at all GES shows, offering the following services:

- Single point of contact for all GES shows
- Coast to coast time zone coverage
- Personalized exhibitor service for all pre- and post-show orders

7050 Lindell Road
Las Vegas, NV 89118
Phone: 800.475.2098
Fax: 866.FAX.1GES (866.329.1437)
International Phone: 702.515.5970 / Fax: 702.263.1520
Online Chat: www.ges.com/chat

GES Servicer®

Once you are at the show, the GES Servicer® is onsite to place any last minute orders and provide show information.

Work Zone

Customer acknowledges that the show site and surrounding areas are active work zones. Customer, its agents, employees and representatives are present at their own risk.

Exhibitor Services

Our Exhibitor Services organization is the service team responsible for answering exhibitor questions, processing your orders and handling any special requests. They are the conduits between production, operations and your exhibiting needs. Regardless of your request, you can contact them for advice and information about the show – if they don't know the answer, they will find it!

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As your tradeshow partner, our goal is to provide you with hassle-free service so you can get on with your show. Even if you use an Exhibitor Appointed Contractor, you should have a basic working knowledge of the Exhibitor Services Manual contents and information.

By following the information below, you will enjoy a smooth trade show experience.

Ordering Trade Show Services.

- Please include your complete customer information on each order form including address with zip code, phone and fax numbers, e-mail addresses, company, and contact name and most importantly, booth number. If you have multiple booth locations, please complete separate order forms for each location (booth, meeting room, etc.).
- Please ensure that the credit card information is complete and correct including the expiration date.
- When ordering draped tables or counters remember to select the colors you desire.
- Keep the total square footage of your booth space in mind when you order your decorating items. Don't order more than will comfortably fit in your booth and still allow you to do business.

Inbound - Move In.

- Confirm your furnishings orders with the GES National Servicenter® www.ges.com/chat. You should receive a confirmation of your order within 3-5 days of placement.
- **Confirm target dates with GES and communicate them to your carrier. Refer to the Special Handling brochure enclosed to ensure that you do not incur special handling charges. You may want to share this brochure with your carrier.**
- Keep the phone number of your carrier with you, including weekend contact.
- Have your hotel information available, including phone number, address etc.
- After emptying crates, place empty labels on all sides of your crates and cases. Remember to remove old empty labels. Additionally, empty labels are sometimes color coded, so make sure you get the correct color and be sure your booth number is on each label.

Showsite.

Put together a trade show survival kit to include in your freight or carry with you, including:

- Small Tool Kit
- Staples, Scissors, Tape
- Pens & Markers for labels
- First Aid Kit
- Bottled Water

Work Zone.

- Customer acknowledges that the show site and surrounding areas are active work zones. Customer, its agents, employees and representatives are present at their own risk.

Outbound - Move Out.

- Keep in mind, the return of empty containers varies depending on the size of the show, so coordinate your outbound flight to accommodate this. GES does not provide security at show site. It is the Customer's responsibility to stay with their property. GES is not responsible for loss or damage to property left in the Customer's booth at any time for any reason.

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Safety is very important for everyone working in the exhibit hall.

Global Experience Specialists values safety throughout our organization and demonstrates it in the work we perform. By following the safety guidelines below you will be doing your part in creating a safe work environment.

Safety Guidelines:

- Only authorized personnel and employees allowed, all others are prohibited.
- This is an active work zone.
- All exhibitors and attendees enter at their own risk. Do not enter the dock/yard areas.
- Stay clear of heavy machinery.
- Never stand on furniture.
- Wear closed toe shoes.
- Clean up or report spills.
- Keep aisles free and clear of any and all debris.
- Practice good housekeeping.
- Check electrical cords for damage.
- Protect valuables at show site.
- Report any fires immediately.

If you notice anything unsafe please contact a GES employee immediately.

During move in and move out individuals under the age of 18 are prohibited from being on or around the show floor. Show sites during these times are similar to a construction zone and considered to be hazardous. OSHA regulations prohibit minors from being present in a hazardous work environment.



STOP. THINK. SAFETY.

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Union Information

To assist you in planning your participation in your Chicago area show, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling.

There are six major unions which have jurisdiction over trade shows. The following guidelines will help you in preparing your exhibit to conform to union jurisdiction. Adherence to these guidelines can save you a substantial amount of money.

Teamsters

Responsible for handling all material in and out of the hall. Exhibitors are permitted to carry small packages into the hall without the use of wheeled carts and /or dollies.

Riggers

Responsible for handling machinery in and out of the hall. Riggers also handle the uncrating, unskidding, positioning and leveling of all machinery and reskidding of all machinery.

Carpenters and Decorators are now organized into a single unified work force who will work across traditional union jurisdictional lines. As a result, exhibitors will only need to place one request for labor to set up a booth.

Carpenters

Responsible for uncrating of exhibits and display materials, installation and dismantle of exhibits including cabinets, fixtures, shelving units, furniture, etc. laying of floor tile, carpet, recrating of exhibits and closing of machinery crates. Installation and dismantling of scaffolding, bleachers and binding of chairs.

Decorators

Responsible for hanging all non-electrical signs, drape and cloth installation and tacked fabric panels. Decorators are also responsible for Velcro signs used in a booth that requires tools or more than one person for installation.

Electricians

Responsible for assembly, installation and dismantle of anything that uses electricity as a source of power. This includes electrical wiring, hook-ups, interconnections, etc.

Plumbers

Responsible for all plumbing work such as compressed air, water, drain or natural gas.

Helpful Hints

Exhibitors may perform the following functions as long as they are a full-time employee of the exhibiting company:

- w Hand carry small items and pop-up displays. No hand trucks or carts are permitted.
- w Install and dismantle displays within a 300 sq. ft. or less booth space without the use of tools.
- w Install graphics and small signs, using any other type of fastener as long as no tools or ladders are required and the total time to hang the sign does not exceed 1/2 hour.
- w Remove small computers and appliance from crates or boxes provided work is done without a forklift or any power equipment.
- w Make technical, electrical connections and interwire equipment for computers providing the cables do not exceed 10' in length.
- w Perform simple electrical requirements, such as installing light bulbs.

If you encounter any difficulty with any laborer or if you are not satisfied with the work performed, please bring this to the attention of Global Experience Specialists. Please refrain from voicing complaints directly to labor.

Gratuities

Our work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). Our employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

Work Zone

Customer acknowledges that the show site and surrounding areas are active work zones. Customer, its agents, employees and representatives are present at their own risk.

Always Honest Hotline

GES requires the highest standards of integrity from all employees. Please call our confidential Always Honest hotline at 866.225.8230 to report fraudulent or unethical behavior.

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GES Terms & Conditions of Contract are subject to change at GES' sole discretion without notice to any parties.

I. Definitions

GES: Global Experience Specialists is hereinafter referred to as GES. GES as referenced hereinafter shall include, but is not limited to the following services: electrical (a/k/a TSE/Trade Show Electrical), rigging, material handling, installation and dismantle, and logistics provided by GES personnel to exhibitor pursuant to any purchase of Services. **Agents:** GES' agents, sub-contractors, carriers, and the agents of each; **Customer:** Exhibitor or other party requesting Services from GES; **Goods:** Exhibits, property, and commodities of any type for which GES is requested to perform Services; **Carrier:** Motor carrier, van line, air carrier, or air or surface freight forwarder; **Shipper:** Party who tenders Goods to Carrier for transportation; **Cold Storage:** Holding of Goods in a climate controlled area; **Accessible Storage:** Holding of Goods in an area from which Goods may be removed during shows; **Services:** Warehousing, transportation, drayage, un-supervised labor, supervised labor and/or related services; **Show Site:** The venue or place where an exposition or event takes place; **Supervised Labor (OK TO PROCEED):** Union labor that is provided to a Customer to install or dismantle a booth or exhibit space, and is supervised and/or directed by GES; **Un-Supervised Labor (DO NOT PROCEED):** Union labor that is provided to a Customer to install or dismantle a booth or exhibit space and pursuant to Customer's election is not supervised and/or directed by GES. Customer assumes the responsibility and any liability arising therefrom, for the work of union labor when Customer elects to use un-supervised labor.

II. Scope

These Terms and Conditions shall be binding upon Customer, GES, and their respective Agents and representatives, including but not limited to Customer contracted labor such as Customer Appointed Contractors and Installation and Dismantle Companies, and any other party with an interest in the Goods. Each shall have the benefit of and be bound by all provisions stated herein, including but not limited to time limits and limitations of liability.

III. Customer Obligations

- a. **Payment for services.** Customer shall be liable for all unpaid charges for services performed by GES or Agents. Customer authorizes GES to charge its credit card directly for services rendered on Customer's behalf after departure, by placing an order on-line, via fax, phone or through a work order on site.
- b. **Credit Terms.** All charges are due before Services are performed unless other arrangements have been made in advance. GES has the right to require prepayment or guarantee of the charges at the time of request for Services. A failure to pay timely will result in Customer having to pay in cash in advance for future services. GES retains its right to hold Customers' Goods for non-payment. If a credit card is provided to GES, GES is authorized to bill to such credit card any unpaid charges for services provided to Customer, including charges for return shipping. Any charges not paid within 30 days of delivery will be subject to interest at 1½% per month until paid.

IV. Mutual Obligation Indemnification

- a. **Customer to GES:** Customer shall defend, hold harmless and indemnify GES from and against any claims, lawsuits, demands, liability, costs and expenses, including reasonable attorney's fees and court costs, resulting from any injury to or death of persons, or damage to property other than Goods, relating to or arising from performance of Services herein. Customer agrees to indemnify and hold GES harmless for any and all acts of its representatives and agents, including but not limited to Customer Appointed Contractors and Installation and Dismantle Companies, any subcontractor or other user of its space or any agents or employees engaged in business on behalf of Customer or present at Customer's invitation, including supervision of labor secured through GES. Customer's obligations under this provision shall not apply to GES' own negligence and/or willful misconduct. **CUSTOMER ACKNOWLEDGES THAT THE SHOW SITE IS AN ACTIVE WORK ZONE AND CUSTOMER, ITS AGENTS, EMPLOYEES AND REPRESENTATIVES ARE PRESENT AT THEIR OWN RISK.**
- b. **GES to Customer:** To the extent of GES' own negligence and/or willful misconduct, and subject to the limitations of liability below, GES shall defend, hold harmless and indemnify Customer from and against any claims, lawsuits, demands, liability, costs and expenses, including reasonable attorney's fees and court costs, resulting from any injury to or death of persons, or damage to property other than Goods. GES' obligations under this provision shall not apply to claims for bodily injury arising a) from Customer's presence in areas which have been marked as "off limits to exhibitors"; and b) when exhibitors are present in the facility prior or subsequent to the effective dates or hours of Exhibitor's space lease with show management.

V. DISCLAIMER AND LIMITATION OF LIABILITY

UNDER NO CIRCUMSTANCES WILL ANY PARTY BE LIABLE FOR SPECIAL, INCIDENTAL, CONSEQUENTIAL INDIRECT OR PUNITIVE DAMAGES, INCLUDING BUT NOT LIMITED TO LOSS OF PROFITS OR INCOME. GES SHALL BE LIABLE, SUBJECT TO THE LIMITATIONS CONTAINED HEREIN, FOR LOSS OR DAMAGE TO GOODS ONLY IF SUCH LOSS OR DAMAGE IS CAUSED BY THE DIRECT NEGLIGENCE OR WILLFUL MISCONDUCT OF GES. CLAIMS PRESENTED FOR LOSS OR DAMAGE ARISING OUT OF INCIDENTS REFERENCED IN SECTION VI HEREIN WILL BE DENIED.

VI. No Liability for Loss or Damage to Goods

- a. **Condition of Goods:** GES shall not be liable for damage, loss, or delay to uncrated freight, freight improperly packed, glass breakage or concealed damage. GES shall not be liable for ordinary wear and tear in handling of Goods or for damage to shrink wrapped Goods. All Goods shall be able to withstand handling by heavy equipment, including but not limited to forklifts, cranes, or dollies. It is the Customer's responsibility to ensure that Goods are packaged correctly prior to shipment or movement on or off the Show floor.
- b. **Receipt of Goods:** GES shall not be liable for Goods received without receipts, freight bills, or specified piece count on receipts or freight bills, or for bulk shipments (i.e., UPS, air freight, or van lines). Such Goods shall be delivered to booth without the guarantee of piece count or condition.
- c. **Force Majeure:** GES shall not be liable for loss or damage that results from Acts of God, weather conditions, act or default of Customer, shipper, or the owner of the Goods, inherent nature of the Goods, public enemy, public authority, labor disputes, and acts of terrorism or war.
- d. **Cold Storage:** Goods requiring cold storage are stored at Customer's own risk. GES assumes no liability or responsibility for Cold Storage.
- e. **Accessible Storage:** GES assumes no liability for loss or damage to Goods while in Accessible Storage. Storage charges are for the use of space and are not a form of insurance, or a guarantee of security.
- f. **Unattended Goods:** GES assumes no liability for loss or damage to unattended Goods received at Show Site at any time from the point of receipt of inbound Goods until the loading of the outbound Goods, including the entire term of the respective show or exhibition. Customer is responsible for insuring its own Goods for any and all risk of loss.
- g. **Empty Storage:** GES assumes no liability for loss or damage to Goods or crates, or the contents therein, while containers are in Empty Storage. It is Customer's sole responsibility to affix the appropriate labels available at the GES Service Desk for empty container storage, and ensures that any pre-existing empty labels are removed.

h. **Forced Freight:** GES is not liable for Customer Goods left on the show floor after the show closing deadline, with or without a Material Handling Services/Straight Bill of Lading signed by Customer. It is Customer's responsibility to complete accurate paperwork for shipping and to ensure Customer Goods are properly labeled. If Customer Goods remain on the floor after the show closing deadline, GES has the right to remove the Customer Goods. GES is authorized by Customer to proceed in the manner chosen by Customer on the Order of Material Handling Services/Straight Bill of Lading, if one has been completed, or otherwise to ship Customer Goods at the discretion of GES and at Customer's expense. GES shall incur no liability for such shipment. GES retains the right to dispose of Customer Goods without liability if left on the show floor unattended, without labels or not correctly labeled.

i. **Concealed Damage:** GES shall not be liable for concealed loss or damage including but not limited to; glass, electronic equipment, prototypes, original art, uncrated Goods, or improperly packaged or labeled Goods.

j. **Unattended Booth:** GES shall not be liable for any loss or damage occurring while the Goods are unattended in Customer's booth at any time, including, but not limited to, the time the Goods are delivered to the dock until the time the Goods are received by Customer's chosen carrier. All Material Handling Forms and/or Straight Bills of Lading covering outgoing Goods submitted to GES will be checked at the time of pickup from the booth and corrections to the count or condition will be documented where discrepancies exist.

k. **Hanging items from Booth:** Customer shall not hang any articles, merchandise, product, advertisements, or other similar items from GES supplied booth materials, (this includes but is not limited to GEM panels or pipe and drape), utilized in Customer's own booth set up or in areas occupied by the show organizer or third parties. If Customer does hang any prohibited items, Customer alone shall be held liable for any damages, costs, actions or injuries resulting from the hanging of such item (s). GES shall have no liability for any damages, costs, actions or injuries arising out of Customer's failure to comply with this provision.

VII. Measure of Damage

- a. **Sole Relief:** If found liable for any loss, GES' sole and exclusive maximum liability for loss or damage to Customer's Goods is limited to \$.50 (USD) per pound with a maximum liability of \$100.00 (USD) per container, or \$1,500.00 (USD) per shipment whichever is less.
- b. **Labor:** GES assumes no liability for loss, damage, or bodily injury arising out of Customer's supervision of GES provided union labor. If GES supervises labor for a fee, GES shall be liable only for actions or claims arising out of its negligent supervision. Such liability shall be limited to the cost to Customer of the supervised labor or the depreciated value of the Goods, whichever is less. If Customer elects to use un-supervised labor, then Customer assumes all liability for the actions or claims that arise out of such work, including but not limited to loss, damage or bodily injury and shall provide GES and show management with an indemnity, including defense costs, for any claims that result from Customers' supervision or failure to supervise assigned labor.

VIII. Miscellaneous

- a. **Insurance. GES IS NOT AN INSURANCE COMPANY AND DOES NOT OFFER OR PROVIDE INSURANCE.** It is the obligation of Customer to ensure Goods are insured at all times. Loss or theft of the Goods in storage or in transit to and from the show and or while on the show floor is the sole responsibility of Customer. GES recommends Customer arrange for all Risk Coverage.
- b. **Notice of Loss or Damage:** In order to have a valid claim, notice of loss or damage to Goods must be given to GES or its agent within 24 hours of occurrence (as evidenced in an Incident Report completed at Show Site by GES) or delivery of outbound Goods.
- c. **Filing of Claim:** Any claim for loss or damage to Goods must be in writing, containing facts sufficient to identify the Goods, asserting liability for alleged loss or damage, and making claim for the payment of a specified or determinable amount of money. Such claim must be filed with the appropriate party within the time limits specified herein. Damage reports, incident reports, inspection reports, notations of shortage or damage on freight bills or other documents, do not constitute filing of a claim. Claims for Goods alleged to be lost, stolen or damaged at the Show Site must be received in writing by GES within **thirty (30)** days after the close of the show. Claims for Goods alleged to be lost or damaged **during transit** must be received by the responsible party within nine (9) months of date of delivery of Goods. GES Logistics subcontracts the movement of Goods to third party carriers. Claims for damage in transit should be made directly with your carrier as shown on the Material Handling form/ Bill of Lading. In the event of a dispute with GES, Customer will not withhold payment or any amount due GES for Services as an offset against the amount of the alleged loss or damage. Customer agrees to pay GES prior to the close of the show for all such charges and further agrees that any claim Customer may have against GES shall be pursued independently by Customer as a separate action to be resolved on its own merits. GES retains the right to pursue collection on amounts owed after show close, without regard to any amount alleged to be owed for damage, or loss.
- d. **Filing of Suit:** Any action at law regarding loss or damage to Goods must be filed within one (1) year of the date of declination of any part of a claim (logistics claims excluded).

IX. Jurisdiction, Choice of Forum

These Terms and Conditions of Contract shall be governed by and construed in accordance with the applicable laws of the United States or, alternatively, and depending on jurisdiction, the laws of the State of Nevada. The parties hereby submit to jurisdiction and venue in the United States Federal District Court of Nevada, or as applicable depending upon jurisdiction, the County Circuit Court in Clark County, Nevada.

X. Advanced Warehousing/Temporary Storage/Long Term Storage

All terms and conditions relative to Advanced Warehousing/Temporary Storage/Long Term Storage are contained in separate agreements titled "Storage Agreement". In the event that a Storage Agreement is not executed between the parties, the following shall apply with respect to GES' liability for Customer's Goods. The responsibility of GES with respect to Customer's Goods is limited to the exercise of ordinary care and diligence in handling and storing of Customer's Goods. GES shall be liable only for loss or damage to Goods caused by GES' sole negligence. GES' liability is limited to \$.60 (USD) per pound with a maximum liability of \$100.00 (USD) per container, or \$1,500.00 (USD) per shipment whichever is less. In case of partial loss or damage, the maximum liability shall be prorated based on weight. GES is not responsible for any loss or damage to Goods caused by, but not limited to fire, theft, the elements, vandalism, moisture, vermin, mechanical breakdown or failure, freezing or changes in temperature, as well as any other causes beyond GES' immediate control. GES is not responsible for the marring, scratching or breakage of glass or other fragile items. GES is not liable for the mechanical functions of instruments or appliances even if such articles are packed or unpacked by GES. In no event shall GES be liable for special, incidental, indirect or consequential damages, including business loss of any kind, resulting from any damage to or loss of the Goods or from any act or failure to act. Customer pays storage fees or costs for advance warehousing for use of the space only. There is no guarantee of security or representations made by GES as to appropriateness of the conditions for Customer's Goods. The risk of loss remains Customer's alone and GES recommends the Customer carry and maintain insurance in amounts sufficient to cover its risk.

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All material used in construction and decoration of an exhibit must be flame retardant. Fabrics must be certified as flame retardant or a sample must be available for testing. Materials which cannot be treated to meet the requirements may not be used.

All exits and exit aisles must be kept clear and unobstructed. No furniture, signs, easels, chairs or displays may protrude into aisles. All aisles must be maintained at a minimum of eight (8) feet in width unless otherwise approved on a floor plan.

Designated "no freight" aisles must be maintained clear of crates and exhibit materials during move-in and move-out. These aisles are required for emergency access throughout the hall and to expedite freight and empty crate moving.

All fire hose racks, fire extinguishers and emergency exits must be visible and accessible at all times. This includes fire protection equipment located within exhibits. Exits and exit signs must not be covered by drapes nor obscured from view by exhibit components.

Vehicles on display must have fuel filler caps locked or sealed to prevent escape of vapors and to avoid tampering. Batteries must be disconnected. Auxiliary batteries not connected to engine starting system may be left connected. External chargers are recommended for demonstration purposes. Fuel in the fuel tank shall not exceed one quarter (1/4) of the tank capacity or five (5) gallons, whichever is less.

Combustible materials cannot be stored beneath display vehicles. Space beneath vehicles must be clear and visible except for permitted electrical supplies.

Vehicles in building for unloading must not be left with engine idling. Exhaust gases present extreme hazards to workers on catwalks. If an engine cannot be shut down, the vehicle must be removed from the building as quickly as possible.

Compressed air cylinders, including LPG, are prohibited unless approved by the fire prevention office. Flammable gases, i.e., butane, propane, natural gas, et al; are subject to prior approval. Nonflammable compressed gas cylinders must be secured in an upright position with gauges and regulator protected against physical damage.

All 110 volt extension cords shall be three-wire (grounded), #14 or larger AWG, copper wire. Connectors must not be supported by cords. Two wire "Zip Cords" are not permitted other than factory installed appliance connectors, these may not exceed six (6) feet in length and must be UL approved.

Cube tap adapters are prohibited (Uniform Fire Code 8507). Multi-plug adapters must be UL approved and have built-in overload protection. Connectors must not be used to exceed their listed ampere rating.

Electrical work under carpets must be done, or supervised, by the decorator's electrical contractor. All wiring on the floor must be Type "SO" cord, insulated to qualify for "extra hard usage", must be No. 12AWG or larger, and must be protected against injury or damage.

All temporary wiring must be accessible and free from debris and storage materials. Hard backed booths must have power supplies dropped within the booth.

No storage of any kind is allowed behind booths or near electrical service. Materials for handouts must be limited to one day supply and stored neatly within the booth. Violators will be notified and if the materials are not removed by show opening, show decorator will remove and store them at exhibitors expense, without access until the break of the show.

Areas enclosed by solid walls and ceilings must be equipped with approved smoke detectors.

All empty cartons or crates must be labeled and removed for storage or they will be removed as trash. Crates are not to be used as exhibit supports.

Flammable or combustible liquids are prohibited inside of buildings except as approved by the fire prevention office. Flammable thinners, solvents and paints including aerosol cans are strictly prohibited within the building.

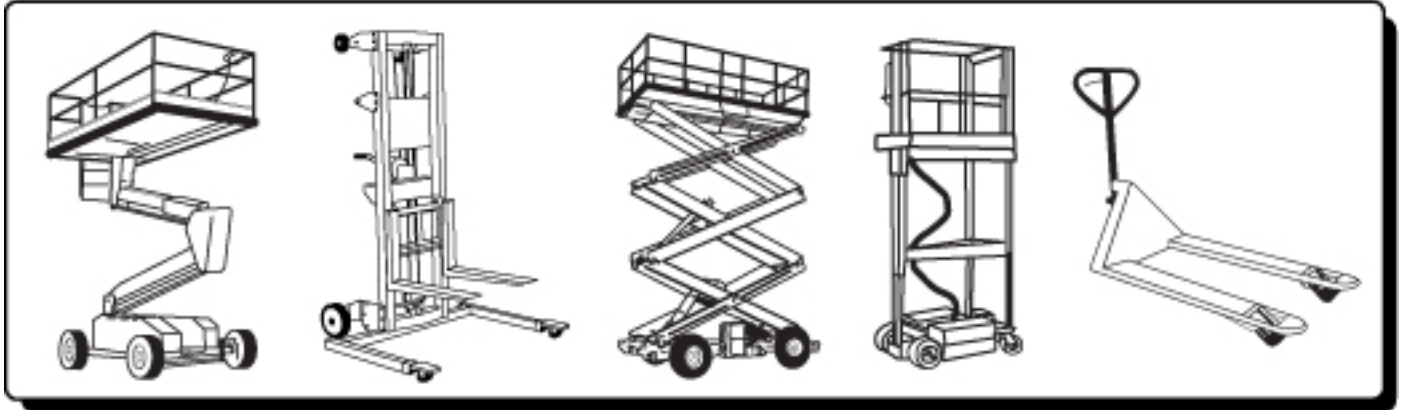
Cooking and warming devices shall be electric. Sterno may be used for warming trays. Cooking devices shall be approved by a recognized testing laboratory; e.g., U.L., F.M. Cooking, warming devices, and/or heated products shall be isolated from the public by either placing the device a minimum of four (4) feet back from the front of the booth or provide a plexiglass shield 18 inches high, ¼ inch thick across the front, and down both sides of the demonstration area. Decorative candles are not permitted.

Heat producing equipment is prohibited. Examples of prohibited equipment include, welding, soldering, or any open flame devices.

Prime Advantage Conference

McCormick Place, S 100 Ballroom

October 20 - 22, 2010

ATTENTION ALL EXHIBITORS!

The operation or use of all motorized lifting equipment for installation of booth structures or signs is not permitted by exhibitors or their appointed contractors.

The operation or use of motorized or mechanical material handling equipment is not permitted by exhibitors or their appointed contractors. This also includes all mechanical scooters and carts.

ALL LIFTS, SCOOTERS, PALLET JACKS, DOLLIES AND MANPOWER MUST BE PROVIDED BY THE OFFICIAL SERVICE PROVIDER.

Scooters and carts may only be used by the individuals to whom the scooters and carts are issued. GES equipment is for use by GES employees only. Please **do not** take it for your use.

Customer acknowledges that the show site and surrounding areas are active work zones. Customer, its agents, employees and representatives are present at their own risk.

Thank you for your complete cooperation.

Prime Advantage Conference

McCormick Place, S 100 Ballroom

October 20 - 22, 2010

ATTENTION:

PETROLEUM SURCHARGE INFORMATION

Increased petroleum costs have impacted every facet of our business, from the cost of carpeting, plastics, visqueens, graphic substrates, propane & diesel fuel.

While the cost of gasoline has fluctuated greatly in recent months, the costs for other petroleum based products still are at record levels. GES has enacted a petroleum surcharge to partially recover the increased costs related to petroleum.

The Petroleum Surcharge will result in a 3% increase on all services published in the exhibitor services manual with the exception of GES[®] Logistics, which already has a fuel surcharge built into the rates. These charges will be shown as a separate line item on your GES invoice.

GES thanks you for your continued support and patience during this critical time.

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

Prime Advantage Conference

McCormick Place, S 100 Ballroom
October 20 - 22, 2010

Material Handling is the unloading of your exhibit materials, delivery to your booth, handling of empty containers to and from storage, and removal of your materials from your booth for reloading onto your outbound carrier. This is not to be confused with the cost to transport your exhibit material to and from the event.

Benefits of Advance Shipping to the GES Warehouse

- Storage of materials for up to 34 days prior to your show.
- Delivery of Shipments to your booth by your published set-up time.
- Some convention centers and hotels do not have facilities for receiving or storing freight.
- Saves valuable set-up time.

How to Ship in Advance to the GES Warehouse

- Remove all old shipping and empty storage labels.
- Fill out and attach enclosed Advance Shipping labels.
- Complete the enclosed Material Handling Order Form.
- Remember to confirm receipt of your shipment prior to leaving for the show.
- All shipments must have a bill of lading or delivery slip showing the number of pieces, weight, and type of merchandise.
- Certified weight tickets must accompany all shipments.
- Take the time to ensure that your display and products are packed neatly and securely.
- Do not ship uncrated materials to warehouse.
- For a rate quote please call GES Logistics at 1.888.454.4437.

How to Ship to Exhibit Site

- Consign all **domestic** shipments c/o Global Experience Specialists.
- Do **not** consign **international** shipments c/o Global Experience Specialists; however, please contact our international division at: GESLogistic_international@ges.com.
- Remove all old shipping and empty storage labels.
- Fill out and attach enclosed Direct Shipping labels.
- Complete the enclosed Material Handling Information Sheet.
- All shipments must have a bill of lading or delivery slip showing the number of pieces, weight, and type of merchandise.
- Certified weight tickets must accompany all shipments.
- Take the time to ensure that your display and products are packed neatly and securely.
- If you are shipping your carpet and/or lighting truss, make sure it is loaded last so it can be unloaded first.
- For a rate quote please call GES Logistics at 1.888.454.4437.

Freight Carriers

Select a carrier with experience in handling exhibition materials. Make sure to give your carrier explicit information as to where and when to check in. Delivery and pick up times are often out of the range of "normal" delivery hours, make sure your carrier is committed to meeting your target dates and times. While making shipping plans to the Show, also plan for the return shipment. For a rate quote please call GES Logistics at 1.888.454.4437.

Tracking Shipments

Confirm your delivery date and time with your carrier, and have all pertinent shipping information in the hands of your representative at show site. You may also want to review the return of your Goods at the end of the show. GES Logistics domestic shipments can be tracked online by going to: www.ges.com/everything/logistics/tracking/.

Estimating Material Handling Charges

Handling charges are based on the weight of the freight. Shipments are billed by the hundred weight and rounded up to the nearest hundred. Minimum per Shipment may apply, see enclosed Material Handling Order Form for details. Please prepay all shipping charges - GES cannot accept or be responsible for collect shipments. Crated and uncrated shipments must be separated and clearly identified on separate bills of lading with separate weight tickets - otherwise GES will invoice the entire load at the Uncrated rate.

- **Crated** – Material that is skidded, or is in any type of shipping container that can be unloaded at the dock with no additional handling required.
- **Uncrated** – Material that is shipped loose or pad-wrapped, and/or unskidded machinery without proper lifting bars or hooks.

Estimating Material Handling Charges, *continued*

- **Special Handling** - Defined as shipments that are loaded by cubic space and/or packed in such a manner as to require special handling, such as ground loading, side door loading, constricted space loading and designated piece loading or stacked shipments. Also included are mixed shipments and shipments without proper delivery receipts.
- **Overtime Surcharges** - Shows that move-in or move-out on weekends or after 4:30 PM during the weekday, may be subject to additional overtime surcharges. See enclosed Material Handling Order Form for details.
- **Late Surcharges** – May be charged an additional overtime surcharge
 - a. If advance freight is received before or after the published deadline date for shipments to arrive at the warehouse. See enclosed Material Handling Order Form for details.
 - b. Freight shipments sent to the show after it has opened.
 - c. Freight shipments that are received at showsite that do not meet their published date & time.
- **Shipment Surcharges** – A surcharge will be incurred per shipment for those that are received with incomplete information on shipping labels identifying company name and booth number and/or shipments that are left on the show floor at the end of the show with no labels and no bill of lading turned in.

Machinery Labor and Equipment

Labor and equipment for uncrating, unskidding, positioning, leveling, dismantling, recrating, and reskidding machinery and/or equipment must be ordered separately. Place your order for this labor using the In-Booth Forklift & Labor Order Form. If your material requires specialized rigging equipment, please notify us promptly so that we can make arrangements. When possible, supply your own rigging equipment with shipments and pre-rig your material.

Storing Empty Containers

Properly labeled empty shipping cartons will be picked up, stored, and returned after the show. Labels are available at the **GES Servicer**® or from your GES Service Executive and are for empty storage only. Depending on the size of the show, it can take from two to twelve hours to return empty crates. Do not store any items in crates marked "empty." GES has no liability for damage to crates or items sent to empty storage in crates.

Outgoing Shipments

An OMHF (Outbound Material Handling Form / Bill of Lading) must accompany all outgoing shipments. Shipping information, outbound forms and labels will be available at the **GES Servicer**®. Exhibitors selecting non-official carriers will need to make their own arrangements for pickup. Make sure that someone from your company will be on-site to oversee the outbound shipment of your display and product.

Measure of Damage

- **Liability** – GES is liable for loss or damage to your Goods only if the loss or damage is caused by GES negligence.
- **Sole Relief** – If found liable for any loss, GES' sole and exclusive maximum liability for loss or damage to Customer's Goods is limited to \$.50 (USD) per pound with a maximum liability of \$100 (USD) per container, or \$1,500.00 (USD) per shipment, whichever is less.

Insurance

All of your Goods should be insured by your own insurance policy. Although we do our best to handle your Goods as our own, there are many variables in shipping and handling that can affect your exhibit and products. GES has published GES Terms & Conditions of Contract that are in this exhibitor service manual. Please read them carefully. It is recommended that your Goods be insured.

Work Zone

Customer acknowledges that the show site and surrounding areas are active work zones. Customer, its agents, employees and representatives are present at their own risk.

RETURN TO: Global Experience Specialists • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Fax: 866.329.1437 or 702.263.1520 for international exhibitors
 Contact us Online: www.ges.com/chat Phone: 800.475.2098 or 702.515.5970 for international exhibitors

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

Prime Advantage Conference

McCormick Place, S 100 Ballroom
 October 20 - 22, 2010

Form Deadline Date:

September 29, 2010

Go to below link to view images and information:
<http://ges.com/ecomm/info/specialhandling.pdf>

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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Price List

Advance Shipment to Warehouse (200 lbs. minimum per shipment)

Crated Materials		Special Handling Materials	
ST/OT	\$ 163.25 cwt	ST/OT	\$ 212.23 cwt
OT/OT	\$ 200.75 cwt	OT/OT	\$ 260.98 cwt

Direct Shipment to Exhibit Site (200 lbs. minimum per shipment)

Crated Materials		Special Handling Materials		Uncrated Materials	
ST/OT	\$ 100.00 cwt	ST/OT	\$ 130.00 cwt	ST/OT	\$ 160.00 cwt
OT/OT	\$ 123.25 cwt	OT/OT	\$ 160.23 cwt	OT/OT	\$ 197.20 cwt

How To Know What Rates To Use Based On Show Move-In/Move-Out:

This is a **ST/OT** rate show; however, please read the below definitions to make sure these rates are applicable to your freight schedule.

Straight Time: Monday through Friday 8:00 AM to 4:30 PM. Trucks loaded / unloaded after 4:30 pm will be charged at the overtime rate.

Overtime: All other times, Saturdays, Sundays, Holidays.

ST/ST: If freight will be handled on straight time into the show and out of the show.

ST/OT: If freight will be handled one way on straight time and one way on overtime, either into the show or out of the show.

OT/OT: If freight will be handled on overtime into the show and out of the show.

Certified Weight Tickets Are Required For All Shipments:

Drivers with inbound shipments must check in at the GES warehouse or exhibit site by 2:00 PM to be guaranteed same day unloading. Warehouse receiving hours are Monday - Friday, 8:00 AM - 2:30 PM; Closed 11:30 AM - 12:30 PM & Holidays.

Important Information

Advance Shipments to Warehouse: GES will receive uncrated carpet and pad at the warehouse. A special handling charge will apply on these shipments. **Price includes:** unloading crated freight (the warehouse cannot receive uncrated shipments); storing at warehouse for up to 34 days (any materials stored beyond 34 days will incur additional costs applied to your invoice); reloading onto trucks and delivery to the exhibit site; unloading freight and delivery to your booth; picking up, storing, and returning empty shipping containers; and reloading freight for return to your specified destination from exhibit site.

Direct Shipments to Exhibit Site: Price includes: unloading freight and delivery to your booth; picking up, storing, and returning empty shipping containers; and reloading freight for return to your specified destination from exhibit site. However, any materials shipped back to warehouse from exhibit site will incur additional costs applied to your invoice.

Small Packages: Cartons and envelopes received without documentation will be delivered without guarantee of piece count or condition. Maximum weight is 50 lbs. per shipment, per delivery. This includes UPS and Federal Express shipments. All shipments received via air carrier that do not fall under the small package category may be subject to special handling charges.

Measure of Damage: If found liable for any loss, GES' sole and exclusive maximum liability for loss or damage to Customer's Goods is limited to \$.50 (USD) per pound with a maximum liability of \$100 (USD) per container, or \$1,500.00 (USD) per shipment, whichever is less.

Arrival Dates and Surcharges for Shipments: A 30% (\$100.00 minimum) late arrival surcharge based on the above rates will apply to each shipment received not within the below deadlines.

Advance Dates:

Thu, Sep 16, 2010: Advance shipments may begin arriving at warehouse.

Fri, Oct 15, 2010: Last day for shipments to arrive at warehouse.

Direct Dates:

Wed, Oct 20, 2010: Direct shipments may begin arriving at exhibit site after 8:00 AM.

Wed, Oct 20, 2010: Last day for shipments to arrive at exhibit site by 3:00 PM.

Please Indicate Below

Calculate Total CWT (Enter in increments of 100's only; round up to the next 100 mark if your weight is more than 8 lbs. over the previous 100 mark. **200** pound minimum per shipment.)

_____ pounds ÷ 100 = _____ Total CWT

Shipment Will Be Sent To:

Exhibit Site Warehouse

On Date: _____

By Carrier: _____

Total Number of Pieces: _____

We understand that your calculation is only an estimate. Invoicing will be done from the actual weight. Adjustments will be made accordingly.

GES is unable to receive flatbed shipments or any single piece weighing over 5,000 pounds at the Advance Warehouse.

Place Order Here

(Please Complete R-8 or R-20 for Using GES Logistics)

SMALL PACKAGE DESCRIPTION	PRICE	X QUANTITY =	TOTAL PRICE
Small Package, 1st Carton	\$ 46.00	1	\$
Small Package, Each Additional Carton	\$ 23.00		\$

MATERIAL HANDLING DESCRIPTION	PRICE	X	CWT =	TOTAL PRICE
				\$
A. Total All Items Ordered				\$
B. Petroleum Surcharge Assessment: 3%		A x 3% = B		\$
C. Payment Enclosed		A + B = C		\$

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

Authorized Signature - Please Sign: X

AUTHORIZED NAME - PLEASE PRINT	DATE
--------------------------------	------



FROM:



TO:

FULL EXHIBITING COMPANY NAME AT SHOW

Prime Advantage Conference

NAME OF EXHIBITION

071002948

BOOTH NUMBER

C/O Global Experience Specialists
5448 W. 47th St
Chicago, IL 60638
USA

SHIPMENT SHOULD ARRIVE ON OR BETWEEN:

Thursday, Sep 16, 2010 - Friday, Oct 15, 2010

CERTIFIED WEIGHT TICKETS ARE REQUIRED FOR ALL SHIPMENTS. Drivers must check in by 2:00 PM to be guaranteed same day unloading. Warehouse receiving hours are Monday - Friday, 8:00 AM - 2:30 PM; Closed 11:30 AM - 12:30 PM & Holidays.

Carrier _____
Number _____ of _____ pieces



FROM:



TO:

FULL EXHIBITING COMPANY NAME AT SHOW

Prime Advantage Conference

NAME OF EXHIBITION

071002948

BOOTH NUMBER

C/O Global Experience Specialists
5448 W. 47th St
Chicago, IL 60638
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Carrier _____
Number _____ of _____ pieces





FROM:



TO:

FULL EXHIBITING COMPANY NAME AT SHOW

Prime Advantage Conference

NAME OF EXHIBITION

071002948

BOOTH NUMBER

**C/O Global Experience Specialists
 McCormick Place, S 100 Ballroom
 2301 South Lake Shore Drive
 Chicago, IL 60616-1490
 USA**

**SHIPMENT SHOULD ARRIVE ONLY ON:
 Wednesday, Oct 20, 2010 8:00 AM - 3:00 PM**

CERTIFIED WEIGHT TICKETS ARE REQUIRED FOR ALL SHIPMENTS. Drivers must check in by 2:00 PM to be guaranteed same day unloading.

Carrier _____
 Number _____ of _____ pieces



FROM:



TO:

FULL EXHIBITING COMPANY NAME AT SHOW

Prime Advantage Conference

NAME OF EXHIBITION

071002948

BOOTH NUMBER

**C/O Global Experience Specialists
 McCormick Place, S 100 Ballroom
 2301 South Lake Shore Drive
 Chicago, IL 60616-1490
 USA**

**SHIPMENT SHOULD ARRIVE ONLY ON:
 Wednesday, Oct 20, 2010 8:00 AM - 3:00 PM**

CERTIFIED WEIGHT TICKETS ARE REQUIRED FOR ALL SHIPMENTS. Drivers must check in by 2:00 PM to be guaranteed same day unloading.

Carrier _____
 Number _____ of _____ pieces



RETURN TO: Global Experience Specialists • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Fax: 866.329.1437 or 702.263.1520 for international exhibitors
 Contact us Online: www.ges.com/chat Phone: 800.475.2098 or 702.515.5970 for international exhibitors

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

Prime Advantage Conference

McCormick Place, S 100 Ballroom
 October 20 - 22, 2010

Form Deadline Date:
 September 29, 2010

MANDATORY FORM*

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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Please complete this form and return it to GES before the above Deadline Date so we can provide you with printed outbound material handling documents and shipping labels at the close of the show for you to review and sign. To take advantage of this service, please complete and return this form. If this form is not received by GES by the time of above Deadline Date, this pre-printing service will not be provided.

Shipping Information

FROM:

COMPANY/CONSIGNEE:	ATTENTION:			
STREET ADDRESS:	CITY:	STATE:	ZIP:	COUNTRY:
PHONE:	FAX:	BOOTH NUMBER:		

SHIPPING DESTINATION 1:

Number of Labels Needed:

COMPANY/CONSIGNEE:	ATTENTION:			
STREET ADDRESS:	CITY:	STATE:	ZIP:	COUNTRY:
PHONE:	FAX:	BOOTH NUMBER:		

SHIPPING DESTINATION 2:

Number of Labels Needed:

COMPANY/CONSIGNEE:	ATTENTION:			
STREET ADDRESS:	CITY:	STATE:	ZIP:	COUNTRY:
PHONE:	FAX:	BOOTH NUMBER:		

Method of Shipment

Please Select Desired Method of Shipment Below:

- GES Logistics:**
 - Ground
 - Air
 - Next Day Delivery
 - 2nd Day Delivery
 - Deferred Delivery
 - Van Line - Full Pad Partial Pad Crated
 - Specialized Service: _____

Measure of Damage:

If found liable for any loss, GES' sole and exclusive maximum liability for loss or damage to Customer's Goods is limited to \$.50 (USD) per pound with a maximum liability of \$100.00 (USD) per container, or \$1,500.00 (USD) per shipment, whichever is less.

- Other:** _____
- Common Carrier**
- Air**
 - Next Day Delivery
 - 2nd Day Delivery
 - Deferred Delivery
- Van Line**
 - Full Pad
 - Partial Pad
 - Crated

Once your shipment is packed and ready to be picked up, please return the outbound material handling order form to the **GES Servicenter®**. Verify the piece count, weight, and that the signature is on the outbound material handling order form prior to shipping out. **Shipments without paperwork turned in will be returned to GES Warehouse or forced onto another carrier at Exhibitor's expense.**

GES does not accept responsibility for any exhibitor property left on the show floor unattended at any time for any reason.

*This form must be returned to GES for your order(s) to be processed.

RETURN TO: Global Experience Specialists • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Fax: 866.329.1437 or 702.263.1520 for international exhibitors
 Contact us Online: www.ges.com/chat Phone: 800.475.2098 or 702.515.5970 for international exhibitors

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Prime Advantage Conference

McCormick Place, S 100 Ballroom
 October 20 - 22, 2010

COMPANY NAME		EMAIL ADDRESS			BOOTH NUMBER:
SHOWSITE CONTACT		SHOWSITE CONTACT PHONE #		DATE/TIME OF ARRIVAL	CONTACT'S HOTEL (OPTIONAL)
Pick Up Information					
DATE:		SHIPPING / RECEIVING HOURS (4 HOUR WINDOW REQUIRED):			
STREET ADDRESS:		CITY:	STATE:	ZIP:	COUNTRY:
PICK UP CONTACT:		PHONE NUMBER:		FAX NUMBER:	
SHIPPING INSTRUCTIONS (ADDITIONAL CHARGES MAY APPLY):					<input type="checkbox"/> Pick Up <input type="checkbox"/> Delivery WEEKEND:

Delivery Information					
DATE:		RECEIVING HOURS:			
DESTINATION:		EXHIBITOR NAME:			
SHOW NAME:		BOOTH NUMBER:			
STREET ADDRESS:		CITY:	STATE:	ZIP:	COUNTRY:
SHOW CONTRACTOR:		CONTACT:		PHONE NUMBER:	

Method of Shipment		
Ground: <input type="checkbox"/> LTL <input type="checkbox"/> Truck Load Rates (Price Per Shipment) Shipments 0-100 lbs.* Shipments 101 lbs. and up* _____ *Subject to Applicable Surcharges	Air: <input type="checkbox"/> Next Day <input type="checkbox"/> 2nd Day <input type="checkbox"/> Deferred * Dim weight or actual weight, whichever is greater, will apply to Next Day and 2nd Day.	Special Instructions (Additional Charges May Apply)

Weight & Dimensions (Final Weight Subject to Correct Weight & Dimensions)											
Mark "X" in the H/M column to designate hazardous materials as defined in Department of Transportation Regulations.											
LIST EACH PIECE	H/M	DIMENSIONS IN INCHES			EST. WEIGHT	LIST EACH PIECE	H/M	DIMENSIONS IN INCHES			EST. WEIGHT
		L x	W x	H				L x	W x	H	
		L x	W x	H				L x	W x	H	
		L x	W x	H				L x	W x	H	
		L x	W x	H				L x	W x	H	
		L x	W x	H				L x	W x	H	
		L x	W x	H				L x	W x	H	
		L x	W x	H				L x	W x	H	
		L x	W x	H				L x	W x	H	

Total Pieces:	Total Weight:	Hazardous Materials Contact Number () _____ - _____
You must read the Terms and Conditions of Contract under which GES provides transportation services to you, our valued customer. The Terms and Conditions may be downloaded by going to www.ges.com/terms/logistics.aspx . If you do not have internet capability, a copy of the Terms and Conditions may be obtained by contacting your GES Logistics representative at 1.888.454.4437.		I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract. <div style="border: 1px solid black; padding: 2px; display: inline-block;"> Authorized Signature - Please Sign: </div> X
I have read and agree to the Terms and Conditions of Contract and have the right and authority to bind the exhibiting company referenced herein to such terms.		AUTHORIZED NAME - PLEASE PRINT _____ DATE _____

Measure of Damage: If found liable for any loss, GES' sole and exclusive maximum liability for loss or damage to Customer's Goods is limited to \$.50 (USD) per pound with a maximum liability of \$100.00 (USD) per container, or \$1,500.00 (USD) per shipment, whichever is less.

Subject to individually determined rates or contracts that have been agreed upon in writing between GES and shipper, if applicable, otherwise to the rates, classifications and rules that have been established by GES and are available to the shipper, on request; **By signing this order form, shipper agrees to be bound by all its terms and conditions.**

NEED ASSISTANCE?

Toll Free: 800.475.2098 Tel: 702.515.5970 www.ges.com/chat 17

RETURN WITH G-2: PAYMENT & CREDIT CARD CHARGE AUTHORIZATION FORM TO:

Global Experience Specialists • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Fax: 866.329.1437 or 702.263.1520 for international exhibitors

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

Prime Advantage Conference

McCormick Place, S 100 Ballroom
October 20 - 22, 2010

Discount Deadline Date:

September 29, 2010

Go to below link to view images and information:
<http://ges.com/ecomm/info/A1-Brochure-CORE.pdf>

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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Price List

ITEM#	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE	ITEM#	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
Chairs				Display Furniture			
300051	Chair, Contemporary Arm, 31"x23"x18"	\$ 97.75	\$ 146.75	300082	Display Case 6', Full View	\$ 555.25	\$ 833.00
300052	Chair, Contemporary Side, 31"x23"x18"	\$ 90.00	\$ 135.00	300083	Display Case 6', Half View	\$ 555.25	\$ 833.00
300050	Chair, Plastic Contour, 32"x18"x18.5"	\$ 57.25	\$ 86.00	300084	Display Case 6', Quarter View	\$ 555.25	\$ 833.00
300053	Stool, Contemporary, 48"x17"x18"	\$ 105.25	\$ 158.00	300088	Display Case 7', Vertical	\$ 725.75	\$ 1,088.75
Tables				Accessories			
300057	Table, Rectangle, 24"x36"x30" High	\$ 101.75	\$ 152.75	300124	Aisle Stanchion Chain, Plastic, Per Foot	\$ 4.70	\$ 7.05
300056	Table, Square, 24"x24"x30" High	\$ 94.00	\$ 141.00	300123	Aisle Stanchion, without Chain	\$ 44.75	\$ 67.25
300059	Table, Starbase, 30" Diameter x 40" High	\$ 204.75	\$ 307.25	300103	Aluminum Easel	\$ 60.75	\$ 91.25
300058	Table, Starbase, 40" Diameter x 30" High	\$ 204.75	\$ 307.25	300111	Bag Stand	\$ 83.75	\$ 125.75
Skirted Tables				300102	Coat Rack	\$ 83.75	\$ 125.75
<i>Skirting for Tables - White Vinyl Top and Pleated Skirt</i>				300104	Garment Rack	\$ 83.75	\$ 125.75
3004	Table 4', Skirted 4 Sides, 24" x 30" High	\$ 136.25	\$ 204.50	300106	Literature Rack	\$ 141.00	\$ 211.50
3006	Table 6', Skirted 3 Sides, 24" x 30" High	\$ 152.50	\$ 228.75	300201	Pegboard, White, 4'x8'	\$ 161.25	\$ 242.00
3008	Table 8', Skirted 3 Sides, 24" x 30" High	\$ 168.50	\$ 252.75	305182	Refrigerator, White, 20"L 22"D 33"H	\$ 331.00	\$ 496.50
3007	Table, Skirt 4th Side	\$ 42.75	\$ 64.25	300120	Sign Holder, Bell Base	\$ 75.50	\$ 113.25
Skirted Counters				300108	Sign Holder, Chrome, 22"x28"	\$ 75.50	\$ 113.25
<i>Skirting for Counters - White Vinyl Top and Pleated Skirt</i>				300211	Tackboard, 4'x8'	\$ 170.00	\$ 255.00
3014	Counter 4', Skirted 4 Sides, 24" x 42" High	\$ 160.25	\$ 240.50	300112	Ticket Tumbler, Small, Table Top	\$ 129.75	\$ 194.75
3016	Counter 6', Skirted 3 Sides, 24" x 42" High	\$ 184.75	\$ 277.25	300113	Wastebasket	\$ 18.50	\$ 27.75
3018	Counter 8', Skirted 3 Sides, 24" x 42" High	\$ 209.00	\$ 313.50	300118	Waterfall Stand	\$ 83.75	\$ 125.75
3017	Counter, Skirt 4th Side	\$ 42.75	\$ 64.25	<i>Prices include delivery, installation, rental, and removal.</i>			
Risers							
300193	Riser 4', Double Tier, 48"x8"x16" High	\$ 52.75	\$ 79.25				
300191	Riser 4', Single Tier, 48"x8"x8" High	\$ 37.00	\$ 55.50				
300194	Riser 6', Double Tier, 72"x8"x16" High	\$ 67.75	\$ 101.75				
300192	Riser 6', Single Tier, 72"x8"x8" High	\$ 52.75	\$ 79.25				
Custom Booth Drape							
3001	Drape, 3' High, Per Foot	\$ 15.35	\$ 23.05				
3002	Drape, 8' High, Per Foot	\$ 18.50	\$ 27.75				
Display Furniture							
300073	Display Case 4', Corner View	\$ 540.00	\$ 810.00				
300074	Display Case 4', Full View	\$ 524.50	\$ 786.75				
300075	Display Case 4', Half View	\$ 524.50	\$ 786.75				
300076	Display Case 4', Quarter View	\$ 524.50	\$ 786.75				
300078	Display Case 5', Full View	\$ 540.00	\$ 810.00				
300079	Display Case 5', Half View	\$ 540.00	\$ 810.00				
300080	Display Case 5', Quarter View	\$ 540.00	\$ 810.00				

Please Indicate Choice

Place Order Here

Drape / Skirt Color (3004, 3006, 3008, 3007, 3014, 3016, 3018, 3017, 3001, 3002 ONLY)

Gray will be provided if no color is indicated below:

- | | | |
|-----------------------------------|---------------------------------------|---------------------------------|
| <input type="checkbox"/> Beige | <input type="checkbox"/> Black | <input type="checkbox"/> Blue |
| <input type="checkbox"/> Burgundy | <input type="checkbox"/> Forest Green | <input type="checkbox"/> Gold |
| <input type="checkbox"/> Gray | <input type="checkbox"/> Mauve | <input type="checkbox"/> Purple |
| <input type="checkbox"/> Red | <input type="checkbox"/> Teal | <input type="checkbox"/> White |

4th Side Table Skirt (3007 ONLY)

- 6' Table 8' Table

4th Side Counter Skirt (3017 ONLY)

- 6' Counter 8' Counter

Tackboard/Perfboard Alignment (300201 and 300211 ONLY)

- Horizontal Vertical

Please include Booth Layout form (H-3) for placement of items.

Orders received after the discount deadline date are subject to availability and/or substitutions.

ITEM#	DESCRIPTION	PRICE	QUANTITY	TOTAL PRICE
				\$
				\$
A.	Total All Items Ordered			\$
B.	Petroleum Surcharge Assessment: 3%		A x 3% = B	\$
C.	Subtotal		A + B = C	\$
D.	Rental Tax: 8%		C x 8% = D	\$
E.	Payment Enclosed		C + D = E	\$

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

Authorized Signature - Please Sign: X

AUTHORIZED NAME - PLEASE PRINT	DATE
--------------------------------	------

Cancellation Policy: Items cancelled will be charged 50% of original price after move-in begins and 100% of original price after installation.

NEED ASSISTANCE?

Toll Free: 800.475.2098 Tel: 702.515.5970

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RETURN WITH G-2: PAYMENT & CREDIT CARD CHARGE AUTHORIZATION FORM TO:

Global Experience Specialists • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Fax: 866.329.1437 or 702.263.1520 for international exhibitors

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

Prime Advantage Conference
McCormick Place, S 100 Ballroom
October 20 - 22, 2010

Discount Deadline Date:
September 29, 2010

Go to below link to view images and information:
<http://ges.com/ecom/info/B1-Brochure-CORE.pdf>

Price List

ITEM#	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE	ITEM#	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
Seating - Sofas and Loveseats				Seating - Office and Utility Seating			
305066	Loveseat, Black Leather, 64"L 36"D 34"H	\$ 614.50	\$ 921.75	305147	Chair, Luxor, High Back, 27"L 28"D 47"H Adj.	\$ 352.00	\$ 528.00
305068	Loveseat, Key West, Black, 57"L 35"D 33"H	\$ 426.00	\$ 639.00	305148	Chair, Luxor, Med. Back, 27"L 28"D 41"H Adj.	\$ 320.75	\$ 481.25
305067	Loveseat, Newport, Charcoal Leather, 54"L 34"D 33"	\$ 673.25	\$ 1,010.00	305076	Chair, Otto, Highback Black, 23"L 21"D 43"H	\$ 382.75	\$ 574.25
305118	Sectional, 3 pc., Newport, Charcoal, 113"L 34"D 33"	\$ 1,333.25	\$ 2,000.00	305126	Chair, Task, 25"L 26"D 21"H	\$ 127.00	\$ 190.50
305120	Sectional, South Beach, 3 pc., Platinum, 152"L 40"D	\$ 1,229.00	\$ 1,843.50	305112	Chair, Tilt with Arms, Black, 26"L 25"D 34"H	\$ 240.00	\$ 360.00
305117	Sofa, Astro, 83"L 36"D 29"H	\$ 618.00	\$ 927.00	305043	Stool, Drafting, 25"L 26"D 34"H	\$ 184.50	\$ 276.75
305125	Sofa, Key West, Black, 85"L 35"D 33"H	\$ 477.75	\$ 716.75	Seating - Barstools			
305121	Sofa, Lisbon, Black Leather, 88"L 36"D 34"H	\$ 671.50	\$ 1,007.25	305012	Barstool, Banana, Black, 21"L 22"D 30"H	\$ 138.00	\$ 207.00
305116	Sofa, Marrakesh, Light Beige, 84"L 37"D 34"H	\$ 554.00	\$ 831.00	305013	Barstool, Banana, White, 21"L 22"D 30"H	\$ 138.00	\$ 207.00
305124	Sofa, Memphis, 55"L 31"D 28"H	\$ 588.50	\$ 882.75	305010	Barstool, Gin, Maple, 16"L 16"D 29"H	\$ 178.00	\$ 267.00
305123	Sofa, Rio, Blue Suede, 76"L 34"D 33"H	\$ 575.00	\$ 862.50	305023	Barstool, Ice, Transparent/Chrome, 16.75"L 16"D 32"	\$ 180.25	\$ 270.50
305119	Sofa, South Beach, Platinum Suede, 69"L 29"D 33"H	\$ 558.75	\$ 838.25	305011	Barstool, Jetson, Black, 18"L 19"D 29"H	\$ 229.00	\$ 343.50
Seating - Club Chairs				305006	Barstool, Ohio, Black, 18" Round 31"H Adj.	\$ 198.00	\$ 297.00
305081	Chair, Astro Light Beige, 36"L 36"D 29"H	\$ 417.00	\$ 625.50	305007	Barstool, Ohio, Grey, 18" Round 31"H Adj.	\$ 198.00	\$ 297.00
305072	Chair, Barcelona, Black, 30"L 31"D 29"H	\$ 680.50	\$ 1,020.75	305005	Barstool, Ohio, Red, 18" Round 31"H Adj.	\$ 198.00	\$ 297.00
305073	Chair, Barcelona, White, 30"L 30"D 31"H	\$ 712.50	\$ 1,068.75	305009	Barstool, Oslo, Blue, 17"L 20"D 30"H	\$ 252.50	\$ 378.75
305181	Chair, Blue Suede, 39"L 34"D 33"H	\$ 446.25	\$ 669.50	305008	Barstool, Oslo, White, 17"L 20"D 30"H	\$ 252.50	\$ 378.75
305074	Chair, Cappuccino, 29"L 29"D 34"H	\$ 323.75	\$ 485.75	Tables - Cafe			
305180	Chair, Globus, 28"L 26"D 28"H	\$ 300.25	\$ 450.50	305162	Table, Cafe, Blue/Black, 30" Round 29"H	\$ 194.25	\$ 291.50
305178	Chair, Lisbon, Black Leather, 40"L 36"D 34"H	\$ 467.00	\$ 700.50	305154	Table, Cafe, Blue/Chrome, 30" Round 29"H	\$ 258.75	\$ 388.25
305080	Chair, Marrakesh, Light Beige, 34"L 37"D 38"H	\$ 385.25	\$ 578.00	305164	Table, Cafe, Graphite/Black, 30" Round 29"H	\$ 194.25	\$ 291.50
305127	Chair, Memphis, 27.25"L 31.75"D 27.5"H	\$ 377.50	\$ 566.25	305167	Table, Cafe, Graphite/Black, 36" Round 29"H	\$ 226.50	\$ 339.75
305179	Chair, Newport, Charcoal Leather, 24"L 34"D 33"H	\$ 398.75	\$ 598.25	305156	Table, Cafe, Graphite/Chrome, 30" Round 29"H	\$ 258.75	\$ 388.25
305070	Chair, Tub, Key West, Black, 31"L 31"D 31"H	\$ 328.25	\$ 492.50	305159	Table, Cafe, Graphite/Chrome, 36" Round 29"H	\$ 307.50	\$ 461.25
305035	Corner, Charcoal Leather, 34"L 34"D 33"H	\$ 462.75	\$ 694.25	305166	Table, Cafe, Grey/Black, 36" Round 29"H	\$ 226.50	\$ 339.75
Seating - Chairs				305158	Table, Cafe, Grey/Chrome, 36" Round 29"H	\$ 307.50	\$ 461.25
305152	Chair, Altura, Guest, 25"L 20"D 34"H	\$ 258.25	\$ 387.50	305165	Table, Cafe, Maple/Black, 30" Round 29"H	\$ 194.25	\$ 291.50
305041	Chair, Berlin, Black/White, 18"L 22"D 32"H	\$ 101.00	\$ 151.50	305168	Table, Cafe, Maple/Black, 36" Round 29"H	\$ 226.50	\$ 339.75
305042	Chair, Berlin, Red/White, 18"L 22"D 32"H	\$ 101.00	\$ 151.50	305157	Table, Cafe, Maple/Chrome, 30" Round 29"H	\$ 258.75	\$ 388.25
305110	Chair, Brewer, Black, 20"L 20"D 32"H	\$ 129.25	\$ 194.00	305160	Table, Cafe, Maple/Chrome, 36" Round 29"H	\$ 307.50	\$ 461.25
305109	Chair, Brewer, Gray, 20"L 20"D 32"H	\$ 129.25	\$ 194.00	305161	Table, Cafe, Red/Black, 30" Round 29"H	\$ 194.25	\$ 291.50
305079	Chair, Ice Transparent/Chrome, 17.25"L 20"D 32"H	\$ 180.75	\$ 271.25	305153	Table, Cafe, Red/Chrome, 30" Round 29"H	\$ 258.75	\$ 388.25
305034	Chair, Iso Mesh Black, 36"L 24"D 38"H	\$ 270.75	\$ 406.25	305163	Table, Cafe, Silver/Black, 30" Round 29"H	\$ 251.25	\$ 377.00
305111	Chair, Jetson, 19"L 18"D 31"H	\$ 171.25	\$ 257.00	305155	Table, Cafe, Silver/Chrome, 30" Round 29"H	\$ 315.75	\$ 473.75
305149	Chair, Luxor, Guest, 27"L 28"D 40"H	\$ 285.00	\$ 427.50	Tables - Bar			
305113	Chair, Manhattan, 26"L 22"D 34"H	\$ 207.50	\$ 311.25	305131	Table, Bar, Blue/Black, 30" Round 42"H	\$ 202.50	\$ 303.75
305108	Chair, New York, 23"L 32"D 33"H	\$ 176.25	\$ 264.50	305140	Table, Bar, Blue/Chrome, 30" Round 42"H	\$ 264.00	\$ 396.00
305115	Chair, Panton, White, 20"L 34"D 33"H	\$ 186.50	\$ 279.75	305133	Table, Bar, Graphite/Black, 30" Round 42"H	\$ 202.50	\$ 303.75
305078	Chair, Stage, Beige, 24"L 26"D 36"H	\$ 178.75	\$ 268.25	305136	Table, Bar, Graphite/Black, 36" Round 42"H	\$ 248.50	\$ 372.75
305071	Chair, Stage, Camel, 24"L 26"D 36"H	\$ 178.75	\$ 268.25	305142	Table, Bar, Graphite/Chrome, 30" Round 42"H	\$ 264.00	\$ 396.00
305077	Chair, Stage, Onyx, 24"L 26"D 36"H	\$ 178.75	\$ 268.25	305145	Table, Bar, Graphite/Chrome, 36" Round 42"H	\$ 311.00	\$ 466.50
305075	Chair, Stage, Red, 24"L 26"D 36"H	\$ 178.75	\$ 268.25	305135	Table, Bar, Grey/Black, 36" Round 42"H	\$ 248.50	\$ 372.75
305069	Chair, T-Vac Translucent, 25"L 23"D 30"H	\$ 264.75	\$ 397.25	305144	Table, Bar, Grey/Chrome, 36" Round 42"H	\$ 311.00	\$ 466.50
Seating - Ottomans				305134	Table, Bar, Maple/Black, 30" Round 42"H	\$ 202.50	\$ 303.75
305088	Ottoman, Bench, Black, 24"L 60"D 17"H	\$ 357.50	\$ 536.25	305137	Table, Bar, Maple/Black, 36" Round 42"H	\$ 248.50	\$ 372.75
305089	Ottoman, Bench, White, 24"L 60"D 17"H	\$ 357.50	\$ 536.25	305143	Table, Bar, Maple/Chrome, 30" Round 42"H	\$ 264.00	\$ 396.00
305085	Ottoman, Cube, Black, 17"L 17"D 18"H	\$ 93.25	\$ 140.00	305146	Table, Bar, Maple/Chrome, 36" Round 42"H	\$ 311.00	\$ 466.50
305083	Ottoman, Cube, Blueberry, 17"L 17"D 18"H	\$ 93.25	\$ 140.00	305130	Table, Bar, Red/Black, 30" Round 42"H	\$ 202.50	\$ 303.75
305082	Ottoman, Cube, Lemon, 17"L 17"D 18"H	\$ 93.25	\$ 140.00	305139	Table, Bar, Red/Chrome, 30" Round 42"H	\$ 264.00	\$ 396.00
305084	Ottoman, Cube, Raspberry, 17"L 17"D 18"H	\$ 93.25	\$ 140.00	305132	Table, Bar, Silver/Black, 30" Round 42"H	\$ 264.00	\$ 396.00
305093	Ottoman, Cube, White Leather, 17"L 17"D 18"H	\$ 87.50	\$ 131.25	305141	Table, Bar, Silver/Chrome, 30" Round 42"H	\$ 326.50	\$ 489.75
305086	Ottoman, Half Round, Black, 72"L 36"D 17"H	\$ 356.00	\$ 534.00	Tables - Cocktail			
305087	Ottoman, Half Round, White, 72"L 36"D 17"H	\$ 356.00	\$ 534.00	305017	Table, Cocktail, Geo, Black, 50"L 22"D 16"H	\$ 206.50	\$ 309.75
305094	Ottoman, Oval, Black, 52"L 32"D 19"H	\$ 267.75	\$ 401.75	305014	Table, Cocktail, Geo, Chrome, 50"L 22"D 16"H	\$ 212.25	\$ 318.50
305095	Ottoman, Oval, White, 52"L 32"D 19"H	\$ 267.75	\$ 401.75	305020	Table, Cocktail, Inspiration, 42"L 28"D 18"H	\$ 278.00	\$ 417.00
305092	Ottoman, South Beach, Wedge, Platinum, 25"L 31"D	\$ 213.50	\$ 320.25	305016	Table, Cocktail, Silverado, 36" Round 17"H	\$ 244.25	\$ 366.50
305090	Ottoman, Square, Black, 40"L 40"D 17"H	\$ 298.00	\$ 447.00	305015	Table, Cocktail, Soho, 38"L 38"D 18.5"H	\$ 320.75	\$ 481.25
305091	Ottoman, Square, White, 40"L 40"D 17"H	\$ 298.00	\$ 447.00	305025	Table, Cocktail, Sydney Black, 48"L 26"D 18"H	\$ 276.25	\$ 414.50
Seating - Office and Utility Seating				305024	Table, Cocktail, Sydney White, 48"L 26"D 18"H	\$ 276.25	\$ 414.50
305150	Chair, Altura, High Back, 25"L 25"D 43"H Adj.	\$ 313.25	\$ 470.00	305022	Table, Cocktail, Visions, 48"L 28"D 17"H	\$ 200.00	\$ 300.00
305151	Chair, Altura, Med. Back, 25"L 25"D 37"H Adj.	\$ 299.50	\$ 449.25				
305114	Chair, Flex with Wheels, 24"L 22"D 31"H	\$ 140.00	\$ 210.00				

NEED ASSISTANCE?

Toll Free: 800.475.2098 Tel: 702.515.5970

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 Contact us Online: www.ges.com/chat Phone: 800.475.2098 or 702.515.5970 for international exhibitors

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

Prime Advantage Conference

McCormick Place, S 100 Ballroom
 October 20 - 22, 2010

Form Deadline Date:
 September 29, 2010

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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You may arrange for a third party to handle your display and be billed for services. GES will agree to this arrangement if the third party has a satisfactory payment record with us. **Both the Exhibiting Firm and Third Party must complete this form, including Third Party Credit Card Charge Authorization below.** Return form by the deadline date. **GES reserves the right to deny any Third Party Billing Request that is not complete or received by the deadline date.**

It is understood and agreed that the exhibiting firm is ultimately responsible for payment of charges. If your named third party does not pay the invoice before the last day of the show, charges will revert to you, the exhibiting firm. All invoices are due and payable upon receipt. GES Terms & Conditions of Contract apply to both the Exhibiting Firm and Third Party Representative.

Exhibiting Firm		
EXHIBITING FIRM		
STREET ADDRESS		
CITY	STATE	ZIP
PHONE	FAX	

The items checked below are to be invoiced to the Exhibiting Firm:

Rental Furniture Material Handling In & Out

Transportation Charges

Other (Please Specify) _____

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

PLEASE SIGN _____
 AUTHORIZED SIGNATURE

 AUTHORIZED NAME - PLEASE PRINT

 DATE

Exhibiting Firm Credit Card Charge Authorization

All information must be provided. **Your order will not be processed if any information is missing.** (i.e. Expiration Date, Account Number, Contact Information, Type of Card, and Signature.) **We require your credit card charge authorization to be on file with GES even if you are paying by check or bank wire transfer.**

Account Number Corporate Card Personal Card

____ - ____ - ____ - ____

PROVIDE EXPIRATION DATE MasterCard VISA American Express

EXPIRATION DATE: _____

CARDHOLDER'S NAME		PLEASE PRINT
CARDHOLDER'S BILLING ADDRESS		CITY
STATE	ZIP	COUNTRY

PLEASE SIGN _____
 CARDHOLDER'S SIGNATURE

 DATE

Third Party		
THIRD PARTY		
STREET ADDRESS		
CITY	STATE	ZIP
PHONE	FAX	

The items checked below are to be invoiced to the Third Party:

All Services Rental Furniture

Material Handling In & Out Transportation Charges

Other (Please Specify) _____

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

PLEASE SIGN _____
 AUTHORIZED SIGNATURE

 AUTHORIZED NAME - PLEASE PRINT

 DATE

Third Party Credit Card Charge Authorization

All information must be provided. **Your order will not be processed if any information is missing.** (i.e. Expiration Date, Account Number, Contact Information, Type of Card, and Signature.) **We require your credit card charge authorization to be on file with GES even if you are paying by check or bank wire transfer.**

Account Number Corporate Card Personal Card

____ - ____ - ____ - ____

PROVIDE EXPIRATION DATE MasterCard VISA American Express

EXPIRATION DATE: _____

CARDHOLDER'S NAME		PLEASE PRINT
CARDHOLDER'S BILLING ADDRESS		CITY
STATE	ZIP	COUNTRY

PLEASE SIGN _____
 CARDHOLDER'S SIGNATURE

 DATE

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Prime Advantage Conference
 McCormick Place, S 100 Ballroom
 October 20 - 22, 2010

Form Deadline Date:
 September 29, 2010

MANDATORY FORM*

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
SHOWSITE CONTACT	SHOWSITE CONTACT PHONE #	DATE/TIME OF ARRIVAL
CONTACT'S HOTEL (OPTIONAL)		

A unique grid must be completed for each of the following services to ensure proper placement of items in your booth. Please do not combine services onto a single grid. Print/photocopy as needed.

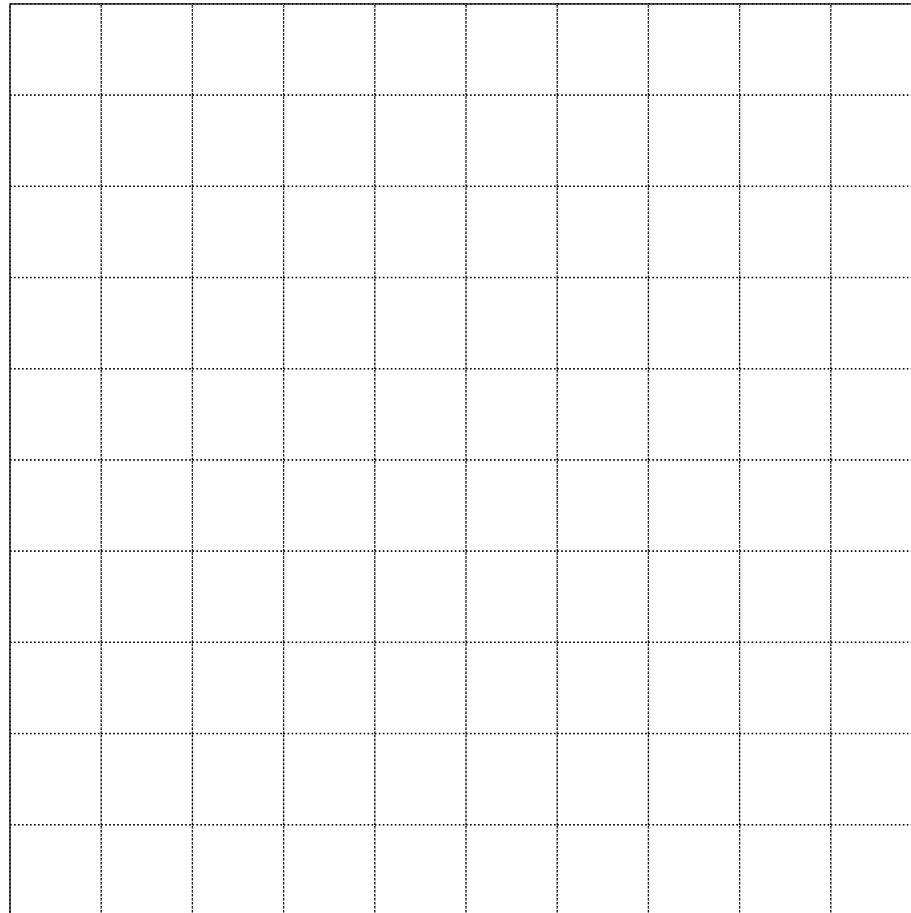
- Show Cases - Form A-1
- Pegboard / Tackboard - Form A-1
- Special Colored Drape - Form A-1

To use this grid:

- Use bold lines to indicate the outline of your booth.
- Indicate the scale of the grid (i.e. 1 square = 1 foot) or indicate the dimensions of your booth.
- Mark the adjacent booth numbers or aisle numbers.

Each square is _____ feet square since my booth is _____ feet wide by _____ feet long.

BACK OF BOOTH (indicate adjacent booth or aisle number: _____)



Indicate
 Adjacent
 Booth or
 Aisle Number:

Indicate
 Adjacent
 Booth or
 Aisle Number:

FRONT OF BOOTH (indicate adjacent booth or aisle number: _____)

***This form must be returned to GES for your orders to be processed.**

Prime Advantage Conference

McCormick Place, S 100 Ballroom

October 20 - 22, 2010

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