



EXHIBITOR SERVICE MANUAL

Save Time and Money! Pre-Order by March 6th
and receive substantial discounts!

828 East Ferry Street - Buffalo, NY 14211
Phone: (716) 896-6170 | Fax: (716) 896-8908 | Toll Free: (800) 333-4253
www.haleexpo.com | email: csr@haleexpo.com

Denver Home Show National Western Complex March 20-22, 2020

Hale Northeastern is pleased to have been selected as the official service contractor for the [Denver Home Show](#) to be held at the [National Western Complex in Denver, CO](#). This exhibitor service manual contains information and order forms for many of the services we offer. We have found it most efficient if this manual gets to the person who is responsible for what happens in your booth. Please take time to read through it, complete the necessary forms and return them to us. Our goal is to help make your show participation a success.

Please contact Hale's Customer Service Department with any questions at csr@haleexpo.com or 800-333-4253 and we will do our best to assist you with all your show needs. We appreciate the opportunity to serve you.

SHOW SCHEDULE

MOVE-IN DATES AND TIMES

Tuesday, March 17, 2020	12:00 PM - 5:00 PM - By Appointment Only
Wednesday, March 18, 2020	8:00 AM - 5:00 PM
Thursday, March 19, 2020	8:00 AM - 5:00 PM – Hand Carry Only

SHOW DATES AND TIMES

Friday, March 20, 2020	12:00 NOON - 9:00 PM
Saturday, March 21, 2020	10:00 AM - 9:00 PM
Sunday, March 22, 2020	10:00 AM - 5:00 PM

MOVE-OUT DATES AND TIMES:

Sunday, March 22, 2020	5:01 PM - 10:00 PM
Monday, March 23, 2020	8:00 AM - 12:00 PM

EXHIBIT SPACE DETAILS

Standard Inline Exhibit Booths

Each standard inline pipe and drape exhibit booth(s) will be defined by 8' tall **SOLID BLACK** back-drape with 32" tall **SOLID BLACK** dividing drape and will be identified by a 4" x 7" booth number.

Peninsula / End-Cap Exhibit Booths

Each peninsula bulk area, or end-cap exhibit booth will be defined by tape lines on the floor and will have a 10' wide wall of **SOLID BLACK** back-drape centered at the rear of the exhibit space. A 4" x 7" booth number will be installed on the back drape to identify the space.

Please note, peninsula / end-cap exhibit booths do not have a full wall of back-drape. Exposed unfinished booth structures (i.e. back side of a popup display, unfinished wall structure or any other unfinished surface) facing adjacent exhibit booths is not permitted. It is the responsibility of the exhibitor who has an unfinished booth structure to provide suitable masking of the unfinished surface. Masking drape is available on enclosed Carpet/Special Background Drape order form for this purpose.

Bulk Exhibit / Island Booths

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

Please note, bulk exhibit spaces do not come with any pipe and drape. Masking drape is available on enclosed Carpet/Special Background Drape order form for this purpose.

Booth Carpeting / Flooring & Table Skirting

Marketplace Events requires all exhibit spaces to be carpeted or have approved professional flooring and all tables to be covered or skirted with approved skirting. Approved carpeting and table skirting can be ordered with the enclosed order forms.

AISLE CARPET DETAILS

Main aisles will be carpeted in 10' wide Tuxedo carpet.

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

MOVE-IN DETAILS & PROCEDURES

Hours of Operation

Exhibitors will be allowed to move-in without condition during the published show schedule. All forklift move-in services provided by Hale Northeastern will start at 8:00 AM and end at 5:00 PM each day of the scheduled move-in.

After 5:00 PM on scheduled move-in days, exhibitors may be granted extended time to continue setting up their exhibit space on approval from Marketplace Events. If permission is granted, exhibitors can continue in and out move-in through open facility doors until 7:00 PM. Please note, only select doors will remain open after 5:00 PM.

At 7:00 PM exhibitors can continue to work in their exhibit space but in and out access through any facility doors will not be permitted. Once an exhibitor exits the facility after 7:00 PM, re-entry will not be permitted.

Free Forklift Service / Flat Cart Usage

A Freight Service Desk will be located on the loading dock and running during all officially scheduled move-in and move-out hours. The Freight Service Desk will allow exhibitors to check-in for free forklift service or obtain a flat cart that they can use to help them move their equipment from the loading dock to their exhibit space or vice versa.

Show Management will provide 20 minutes of free forklift and service to exhibitors arriving in personally owned vehicles (defined as cars, pickup trucks or minivans). Exhibitors requiring more than 20 minutes of assistance will be required to place an order for General Labor or Forklift Service with Hale Northeastern, Inc. at Hale Service Desk located on the show floor.

To schedule free forklift service, exhibitors must check-in directly at the Freight Service Desk. For efficiency purposes, free forklift service can not be ordered in advance and will not be scheduled until the exhibitor and shipment have arrive onsite and are ready to be unloaded or loaded. Free forklift service orders will be fulfilled in the order in which they are received.

A total of 10 flat carts will be available to exhibitors to assist them during move-in or move-out. If a flat cart is required, exhibitors must have all their equipment ready to move and they must check-in with the Freight Service Desk representative to check-out a cart. There is no charge for this service, however a drivers' license or credit card will be held as collateral until the cart is returned to the Freight Service Desk.

Flat carts will be distributed in the order in which the requests are received. For efficiency, flat carts will not be checked out in advance but instead **ONLY** when exhibitor equipment has arrived on show site or when equipment is packed and ready to go.

Free Forklift Service Limits

Free forklift service is not extended to shipments arriving by UPS, FedEx, Common Carrier or any other over the road shipping provider. These shipments fall into the category of Material Handling and can be ordered on the enclosed Material Handling Order forms (also see Material Handling below).

MOVE-OUT / CLOSE OF SHOW DETAILS & PROCEDURES

Immediately after the show closing announcement, all children must vacate the show floor before any move-out can begin. Hale Northeastern will immediately begin to roll aisle carpet as soon as all children are off the show floor. To expedite removal of the aisle carpet, please do not place any items on the aisle carpet as this will delay the move-out procedure for everyone. As soon as the aisle carpet is rolled, overhead and dock basin doors will be open at which time move-out can begin. Please note, the "all clear" for door opening can take as long as 30 minutes to an hour after the closing of the show. It will significantly shorten the time of the process if all exhibitors and exhibit material remain inside the exhibit space(s) until the overhead and dock basin doors are open.

Once the doors have been opened, Hale Northeastern will begin to distribute the empty containers for those exhibitors who had empty containers stored during the show. Depending upon the number of items in storage, this process can take one to three hours after empty container distribution begins.

All items must be removed from the show floor by **12:00 PM on Monday, March 23, 2020**. The [National Western Complex](#), with Hale Northeastern, reserves the right to confiscate any displays still on property after this time. Marketplace Events, Hale Northeastern, Inc. and the [National Western Complex](#) are not responsible for exhibit items left on the show floor after this time.

At the close of the show, it is the exhibitors' responsibility to make sure that all debris and waste is removed from the area occupied by their exhibit space. Waste must be disposed of properly in the appropriate containers that will be distributed around the show floor or loading dock area. Exhibitors that fail to comply will be billed for cleaning on a per hour basis.

MATERIAL HANDLING

All shipments arriving on show site from UPS, FedEx, Common Carrier or any other over the road shipping provider Spring under the category of Material Handling. There is a charge for this service. The charge covers the signing and handling of shipments received at the advanced warehouse or at the exhibition facility. All fees and material handling instructions are detailed on the enclosed Freight Handling Form.

To remain compliant with Insurance and OSHA regulations, onsite deliveries sent without acknowledgment will be refused. Additionally, exhibitors are not allowed to directly receive, enter or unload freight sent from a commercial carrier (UPS, FedEx, DHL or any Common Carrier) that arrives directly to the exhibition facility.

Advance Shipping Information

Hale Northeastern Inc., partners with ABF Freight to provide warehousing for shipments that need to be sent in advance. Shipments arriving in advance will only be accepted from **Monday, March 2, 2020** through close of business on **Monday, March 16, 2020** at the advance shipping warehouse. Shipments arriving in advance should be addressed as follows:

ABF Freight
c/o Hale Northeastern, Inc. / [Denver Home Show](#)
5871 N. Broadway
Denver, CO 80216
Exhibiting Company Name - Booth # _____

- Shipments arriving at the advance warehouse facility after the cut off date will be refused by the advance warehouse and will need to be redirected the exhibiting facility by the exhibitor.
- The advance warehouse will accept freight shipments Monday through Friday, except holidays. No appointment is necessary.
- Shipments must have a bill of lading or delivery slip indicating the number of pieces, type of merchandise and total weight.
- Certified weight tickets must accompany all shipments.
- Collect shipments will be returned to the delivery carrier.
- Shipments arriving at the advance warehouse will be delivered to the exhibit booth prior to the first day of setup.

Show Site Shipping Information

Shipments arriving at the exhibit facility will be accepted from **Tuesday, March 17, 2020** through **Saturday, March 21, 2020** until 5:00 PM at the loading dock of the [National Western Complex](#). Shipments arriving at the exhibit facility should be addressed as follows:

National Western Complex
c/o Hale Northeastern, Inc. / [Denver Home Show](#)
4655 Humboldt Street
Denver, CO 80216
Exhibiting Company Name - Booth # _____

- Freight will be accepted only during the scheduled exhibitor move-in hours.
- Shipments must have a bill of lading or delivery slip indicating the number of pieces, type of merchandise and total weight.
- Certified weight tickets must accompany all freight.
- Collect shipments will not be accepted and will be returned to the delivery carrier.
- To ensure all exhibitor materials are removed from the exhibit facility by the exhibitor move-out deadline please have all carriers' check-in by **11:00 AM on Monday, March 23, 2020**.

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

Insurance coverage of your shipment must be effective from the time your equipment leaves its point of origin until its return to its destination after the event. The exhibitor's public liability insurance should be in effect and adequate to protect against any claims arising out of the operation of the exhibit. Hale Northeastern Inc.'s policy DOES NOT include any coverage for individual exhibitors and Hale Northeastern, Inc. cannot be held liable.

DISCOUNT PRICE DEADLINE DATE

Ordering in advance enables you to take advantage of special discounted pricing. The deadline for the pre-order discount pricing is [Friday, March 6, 2020](#).

HALE SERVICE DESK

Hale Northeastern will have a service desk staffed with a customer service representative to handle any last-minute equipment needs or questions you may have. The desk will be operating during setup, show hours and dismantling of the show and will be located on the exhibit floor of the facility.

Please note: Orders can be accepted by mail, fax (716-896-8908) or may be scanned and emailed to csr@haleexpo.com. Full payment must accompany your order to qualify for the advance order discount.

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

Yours very truly,

HALE NORTHEASTERN INC.
Exhibitor Services Department



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

GENERAL INFORMATION

Telephone orders will not be accepted. Please mail, fax (716-896-8908) or scan and email your order to csr@haleexpo.com.

Payment MUST accompany your order.

If you have any questions or special requirements, please contact our Exhibitor Services Department at csr@haleexpo.com.

Items cancelled at show site will be charged 50% of the original price.

Failure to pay within the terms of this Payment Policy will cause service charges to be assessed on all unpaid balances. The service charge rate is 2% per month or 24% per annum. In the event of default, the customer agrees to pay all costs of collections, including attorney fees and court costs.

PAYMENT FOR SERVICES

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

METHOD OF PAYMENT

Hale Northeastern accepts cash, company checks, Visa, MasterCard, American Express and Discover. A service charge of \$55.00 will be assessed to individuals or companies for returned checks or chargebacks.

PRE-ORDER DISCOUNTED PRICING – SAVE TIME & MONEY!

To qualify for the pre-order prices, your forms must be received on or before the pre-order date with payment in full. Late orders and orders without payment will be charged floor prices.

TAX EXEMPT

If your company is tax exempt, a copy of your Tax-Exempt Certificate (*not* Resale Certificate) must accompany your order. Your exemption MUST be issued in the state the show takes place in.

QUESTIONS AND ADJUSTMENTS

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



ORDER SUMMARY
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Company Name: _____	Booth No.(s): _____
Phone: _____ Fax: _____	Booth Dimensions: _____
Show Site Rep.: _____	Email: _____

Credit Card Authorization (Will be used for Hale services only)

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

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

We accept:



PLEASE PRINT LEGIBLY OR TYPE ALL INFORMATION

Card Type: Master Card Visa Discover American Express

Billing Address: _____ City: _____ State: _____ Zip: _____

Credit Card Number: _____ Exp. Date: _____ V-Code: _____

Name On Card: _____ Signature: _____

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

Please note that your signature above signifies your acceptance of Hale Northeastern's Payment Policy and Hale's Terms & Conditions of Contract. **By filling out this credit card authorization form, the card holder is authorizing Hale Northeastern, Inc. to charge for all services that were not charged during initial payment and any unpaid balance at the close of the show.** Charges may include (but are not limited to) on site labor ordered, material handling charges for shipments received on site and or any other services that were ordered by the exhibitor on site.

Any charges made to your credit card by Hale Northeastern, Inc. will appear on your credit card statement as a charge from Hale Northeastern, Inc.

***** PLEASE ENSURE THAT YOUR COMPANY NAME APPEARS ON ALL FORMS AND ENTER ALL PAGE TOTALS HERE *****

BOOTH FLOORING & SPECIAL BACK DRAPE	\$
ESSENTIAL FURNITURE PACKAGE	\$
FURNITURE & ACCESSORIES	\$
SPECIAL SIGNS	\$
BANNERS	\$
BOOTH CLEANING	\$
INSTALLATION & DISMANTLING LABOR & FORKLIFT SERVICE	\$
SHIPPING INFORMATION / MATERIAL HANDLING	\$
(Actual weights will be billed at show close)	
	SUBTOTAL \$
	ADD 8.31% SALES TAX \$
	TOTAL \$

*Exempt customers must provide a tax-exempt certificate for the state the show takes place in. Resale certificates will not qualify for sales tax exempt status. Orders can be accepted by mail, fax (716-896-8908) or may be scanned and emailed to csr@haleexpo.com



BOOTH FLOORING & SPECIAL BACK DRAPE
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Company Name: _____

Booth No.(s): _____

Standard Booth Carpet (for inline pipe & drape exhibit spaces)

Standard inline exhibit booth carpet will be taped on the aisle sides only. Additional taping can be ordered below.

Size	Pre-Order Price	Floor Order Price	Quantity	Total
10' x 10'	\$134.40	\$168.00	_____	_____
10' x 20'	\$268.80	\$336.00	_____	_____
10' x 30'	\$403.20	\$504.00	_____	_____
10' x 40'	\$537.60	\$672.00	_____	_____
Longer sizes, divide length by 10 and multiply price:	\$134.40	\$168.00	_____ Length / 10 = _____	_____
Standard Booth Carpet Subtotal:			_____	_____

Please check color choice

Black Gray
 Blue Red
 Burgundy Teal
 Forest Green

If no color is selected, show colors will be installed.
 Aisles will be carpeted in TUXEDO

Bulk Area Booth Carpet (for island or bulk exhibit spaces)

Bulk area exhibit carpet will consist of multiple 10' wide carpeting that will be seamed together with double faced carpet tape on all internal seams and will be taped along perimeter edges. When ordered in advance, dye lots of the carpeting will be matched as close as possible. If ordered on show site, matching dye lots of the carpet can not be guaranteed.

Size	Pre-Order Price	Floor Order Price	Quantity	Total
20' x 20'	\$618.25	\$772.80	_____	_____
20' x 30'	\$927.35	\$1,159.20	_____	_____
20' x 40'	\$1,236.50	\$1,545.60	_____	_____
20' x 50'	\$1,545.60	\$1,932.00	_____	_____
20' x 60'	\$1,854.70	\$2,318.40	_____	_____
Bulk Area Booth Carpet Subtotal:			_____	_____

Please check color choice

Black Gray
 Blue Red
 Burgundy Teal
 Forest Green

If no color is selected, show colors will be installed.
 Aisles will be carpeted in TUXEDO

Carpet Padding, Carpet Taping & Visqueen (Heavy-Duty Plastic to Protect Carpet)

Item	Pre-Order Price	Floor Order Price	Quantity	Total
Carpet Padding	\$.70 sq. ft.	\$.90 sq. ft.	_____ sq. ft.	_____
Visqueen	\$.80 sq. ft.	\$1.00 sq. ft.	_____ sq. ft.	_____
Carpet Tape	\$.50 ln. ft.	\$.60 ln. ft.	_____ ln. ft.	_____
Carpet Padding, Carpet Taping & Visqueen Subtotal:			_____	_____

Special Back Drape (includes bases, 8' posts and crossbars)

Please note, 3' high or 8' high drape may be available at show site in show colors only. If another color is required, it must be ordered in advance.

Size	Pre-Order Price	Floor Order Price	Quantity	Total
3' High Drape	\$7.40 ln. ft.	\$9.25 ln. ft.	_____ ln. ft.	_____
8' High Drape	\$10.45 ln. ft.	\$13.05 ln. ft.	_____ ln. ft.	_____
12' High Drape	\$17.05 ln. ft.	N/A	_____ ln. ft.	_____
Special Back Drape Subtotal:			_____	_____

Please check color choice

Beige Burgundy Lime Red
 Black Dusty Rose Orange Silver
 Blue Forest Green Peach White
 Brown Gold Purple

Booth Carpet & Special Back Drape Page Subtotal: _____



ESSENTIAL FURNITURE PACKAGE
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Company Name: _____

Booth No.(s): _____

Hale Northeastern offers the following Essential Furniture Packages at an additional **15% DISCOUNT** from our already discounted pre-order prices. These packages are only available if ordered and paid for by the advance deadline date **Friday, March 6, 2020**.

ESSENTIAL FURNITURE PACKAGE



Silver Package (Carpet Not Included)



Gold Package

Package Includes

- One 6' long x 30" tall table, draped on 3 sides in **BLACK**
- Two upholstered side chairs, at \$46.20 each
- One wastebasket
- One 10' x 10' GREY or BLACK carpet

Silver Package

Gold Package

\$95.10	\$95.10
\$92.40	\$92.40
\$23.50	\$23.50
Not Included	\$134.40

Total at Pre-Order Price Rate: \$211.00 \$345.40

Less 15%: **(\$31.65)** **(\$51.80)**

Total at Essential Furniture Package Discount Rate: \$179.35 \$293.60

Number of Packages Needed: _____

Total Cost: _____

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

This Package is only offered as a pre-order rental special and will not be offered on site or after the advance order deadline date **Friday, March 6, 2020**. Payment must be received before the advance order deadline date in order to qualify for the Essential Furniture Package pricing. **This package must be purchased as described**. Items listed in the package cannot be sold separately or substituted. No exceptions! If additional booth rental items are required, they can be ordered with the enclosed. Please refer to the Furniture Rental Form if ordering after the advance price deadline date.

Essential Furniture Package Page Total _____



FURNITURE & ACCESSORIES
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Booth No.(s): _____

Draped Display Tables (6' and 8' tables are skirted on 3 sides only. To have 4th side draped, see 4th side draping below.)

Size	Pre-Order Price	Floor Order Price	Quantity	Total
4' x 2' x 30" Tall	\$82.95	\$103.70	_____	_____
6' x 2' x 30" Tall	\$95.10	\$118.90	_____	_____
8' x 2' x 30" Tall	\$105.20	\$131.50	_____	_____
4' x 2' x 42" Tall	\$105.20	\$131.50	_____	_____
6' x 2' x 42" Tall	\$115.30	\$144.10	_____	_____
8' x 2' x 42" Tall	\$127.70	\$159.60	_____	_____
4 th Side Draping	\$32.75	\$40.95	_____	_____
Table Drape Only	\$49.60	\$62.00	_____	_____

Draped Table Subtotal: _____

Undraped Display Tables & 30" Round Pedestal Tables (Undraped)

Size	Pre-Order Price	Floor Order Price	Quantity	Total
4' x 2' x 30" Tall	\$39.30	\$49.10	_____	_____
6' x 2' x 30" Tall	\$44.70	\$55.90	_____	_____
8' x 2' x 30" Tall	\$56.10	\$70.10	_____	_____
4' x 2' x 42" Tall	\$44.70	\$55.90	_____	_____
6' x 2' x 42" Tall	\$56.10	\$70.10	_____	_____
8' x 2' x 42" Tall	\$61.50	\$76.90	_____	_____
Vinyl Topper	\$15.00	\$15.00	_____	_____
30" Tall Pedestal Table	\$82.75	\$103.45	_____	_____
40" Tall Pedestal Table	\$82.75	\$103.45	_____	_____

Undraped Table Subtotal: _____

Table Risers / Shelves (Draped in White)

Item Description	Pre-Order Price	Floor Order Price	Quantity	Total
4' x 10" Table Riser	\$24.55	N/A	_____	_____
6' x 10" Table Riser	\$40.30	N/A	_____	_____
8' x 10" Table Riser	\$56.10	N/A	_____	_____

Table Riser / Shelves Subtotal: _____

Chairs & Stools (Black Vinyl or Grey Fabric)

Item Description	Pre-Order Price	Floor Order Price	Quantity	Total
Padded Side Chair	\$46.20	\$57.75	_____	_____
Padded Arm Chair	\$50.40	\$63.00	_____	_____
Padded Stool	\$54.60	\$68.25	_____	_____

Table Riser / Shelves Subtotal: _____

Accessories

Item Description	Pre-Order Price	Floor Order Price	Quantity	Total
Wastebasket	\$23.50	\$29.40	_____	_____
Literature Rack	\$54.30	\$67.90	_____	_____
Bag Rack	\$47.60	\$59.50	_____	_____
8' Post & Base	\$17.10	\$21.35	_____	_____
Crossbar	\$8.70	\$10.85	_____	_____
Floor Easel	\$33.60	\$42.00	_____	_____
22" x 28" Sign Frame	\$71.40	\$89.25	_____	_____

Accessories Subtotal: _____

Please check color choice

<input type="checkbox"/> Berry	<input type="checkbox"/> Grey	<input type="checkbox"/> Purple
<input type="checkbox"/> Black	<input type="checkbox"/> Green	<input type="checkbox"/> Red
<input type="checkbox"/> Blue	<input type="checkbox"/> Orange	<input type="checkbox"/> Teal
<input type="checkbox"/> Burgundy	<input type="checkbox"/> Peach	<input type="checkbox"/> White
<input type="checkbox"/> Gold	<input type="checkbox"/> Plum	

If no color is selected, show colors will be installed.

Item Pictures

Tables



Draped Table



Undraped Table

Pedestal Tables



30" Round x 30" Tall



30" Round x 40" Tall

Chairs & Stools



Padded Side Chair



Padded Arm Chair



Padded Stool

Accessories



(or disposable type – not pictured)
Wastebasket



Literature Rack



Bag Rack



8' Post & Base & Crossbar



Floor Easel



22" x 28" Chrome Sign Frame

Furniture & Accessories Page Total: _____



SPECIAL SIGNS
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Company Name: _____

Booth No.(s): _____

SIGNS ARE A TERRIFIC WAY TO GET YOUR MESSAGE OUT!

With our wide selection of fonts, colors, graphics and backing material, we can make a terrific looking sign to meet your specific needs. Hale's Sign and Banner Department also has the ability to add your completed logo to your order, or our in-house graphic artists can work with you to reproduce a logo or create one from scratch!

All sign prices below include up to two (2) color copy with simple text with no more than twelve (12) words on your choice of white backing material.

Logos, graphics, additional background colors, specialized design work or heavy copy will be quoted upon request.

EXAMPLES OF STANDARD SIZES

<p align="center">22" x 28"</p> <p align="center">Standard Sign Holder Size</p> <p align="center"><input type="checkbox"/> \$54.20</p>	<p align="center">22" x 14"</p> <p align="center">Common Tabletop Size</p> <p align="center"><input type="checkbox"/> \$27.10</p>	<p align="center">14" x 44"</p> <p align="center">Double height of Standard Booth Sign</p> <p align="center"><input type="checkbox"/> \$54.20</p>	<p align="center">4' x 8'</p> <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 150px;"> <p align="center">3' x 4'</p> <p align="center"><input type="checkbox"/> \$152.10</p> </div> <p align="center"><input type="checkbox"/> \$405.60</p>
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Copy Color

Color 1: _____
 Color 2: _____

Orientation

Landscape
 Portrait

Description

22" x 28" Sign
 22" x 14" Sign
 14" x 44" Sign

Pre-Order Price

\$54.20
 \$27.10
 \$54.20

Quantity

Total

Material Choice

- Foamcore – Foam center with white paper surfaces
- Coroplast – Corrugated plastic – Most durable (Colors available)
- Poster Board – White poster board / sign card only

Description

4' x 8' Sign
 3' x 4' Sign
 Brass Grommets ea.
 Easel Back

\$405.60
 \$152.10
 \$1.50
 \$7.50

Subtotal: _____

Double Sided

Add 50% to Subtotal: _____

Subtotal 2: _____

Ordered After Deadline

Add 50% to Subtotal 2: _____

Special Sign Page Total: _____

Please Indicate Sign Copy Here:



BANNERS
 Save Time and Money! Pre-Order by March 6th
 and receive substantial discounts!

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Denver Home Show
 National Western Complex
 March 20-22, 2020

Company Name: _____

Booth No.(s): _____

Your Company Name Goes Here!

All banners come standard with grommets spaced every two feet for easy hanging. If needed, pockets can be created on the top hem and the bottom hem instead of grommets.

<u>Font Color</u>	<u>Orientation</u>	<u>Description</u>	<u>Pre-Order Price</u>	<u>Quantity</u>	<u>Total</u>
Color 1: _____	<input type="checkbox"/> Horizontal	2' x 8' Banner	\$195.00	_____	_____
Color 2: _____	<input type="checkbox"/> Vertical	3' x 8' Banner	\$292.50	_____	_____
		Custom Size	Call For Pricing	_____	_____
		Add Logo	Call For Pricing	_____	_____
		Grommets Every 2'	Standard	_____	_____
		Add Grommets (ea.)	\$1.50	_____	_____
		Background Color Other Than White	\$25.00	_____	_____
					Subtotal: _____
					Add 50% to Subtotal: _____
					Subtotal 2: _____
					Add 50% to Subtotal 2: _____
					Banner Page Total: _____

Banner Background Material Color

White Blue Yellow
 Red Green

I Want Grommets I Want Pockets

Please Indicate Banner Copy Here:

Acceptable File Formats For Artwork

Vectorized Artwork – is the preferred format for artwork containing logos and fonts because it allows for exact reproduction without any loss of quality. These files are commonly produced with programs such as Adobe Illustrator or Corel Draw. Common file extensions for Vectorized artwork are: .eps, .pdf, .ai or .cdr

Please note, .eps and .pdf can also contain raster images as well (less preferred).

Rasterized Artwork – is the preferred choice for photo reproduction. Raster images can be resized only with the amount of information contained within the image. Higher resolution images will scale up better than low resolution images. **To prevent unsatisfactory results, Hale Northeastern, will not use web images for reproduction on signage.** Common file extensions for rasterized images are: .psd, .tif, .jpg (although .eps and .pdf can also contain raster images)

If you need a quote for specific services or would like to speak with one of our graphic artists, please call us at 800-333-4253 and ask for the Sign Department

Files Upload Info: FTP Server: [ftp.haleexpo.com](ftp://ftp.haleexpo.com) User: **upload-user** Passwd: **upload-to-hale**

It's our business to make your business look great!



BOOTH CLEANING
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Denver Home Show
 National Western Complex
 March 20-22, 2020

Company Name: _____

Booth No.(s): _____

PLEASE NOTE: SHOW MANAGEMENT PROVIDES CLEANING OF AISLES ONLY

*** OPENING DAY CLEANING IS NOT INCLUDED IN BOOTH PACKAGE ***

Booth Size	Cost for Opening Day Cleaning Only	Cost for Daily Cleaning Includes Opening Day	Total
10' x 10'	\$25.00	\$59.00	
10' x 20'	\$50.00	\$118.00	
10' x 30'	\$75.00	\$177.00	
10' x 40'	\$100.00	\$236.00	
20' x 20'	\$100.00	\$266.00	
20' x 30'	\$150.00	\$354.00	
20' x 40'	\$200.00	\$472.00	

Booth Cleaning Page Total: _____



INSTALLATION & DISMANTLING LABOR & FORKLIFT SERVICE
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Denver Home Show
 National Western Complex
 March 20-22, 2020

Company Name: _____ Booth No.(s): _____

Installation & Dismantling Labor (Please select if labor will be supervised by the onsite show representative or if Hale personnel will supervise the setup)

Straight Time Rate: \$60.00 (M-F 8 AM – 4 PM) **Overtime Rate: \$90.00** (M-F before 8 AM, after 4 PM - Weekends, Holidays)
 SUPERVISED BY EXHIBITOR PERSONNEL – Starting time can be guaranteed only in those instances where men are requested to start at 8 AM unless the beginning of the show set-up time is later in the day. We will make every effort to accommodate later starting times; however, it is impossible to gauge the completion of previously assigned jobs. Exhibitors must sign labor out at the service desk to avoid continuation of charges. Labor will be billed in one (1) hour increments with a minimum of one (1) hour.

	Date of Service	Start Time	No. of Workers	Approx. Hours	Total Hours Per Person	Hourly Rate	Estimated Total Cost
Installation	_____	_____	_____	X _____ = _____	@ _____ = _____	_____	_____
Installation	_____	_____	_____	X _____ = _____	@ _____ = _____	_____	_____
Dismantle	_____	_____	_____	X _____ = _____	@ _____ = _____	_____	_____
Dismantle	_____	_____	_____	X _____ = _____	@ _____ = _____	_____	_____

Onsite Supervisor Name: _____ Cell Number: _____

Straight Time Rate: \$60.00 (M-F 8 AM – 4 PM) **Overtime Rate: \$90.00** (M-F before 8 AM, after 4 PM - Weekends, Holidays)
 SUPERVISED BY HALE NORTHEASTERN PERSONNEL – Supervision will be provided by Hale Northeastern, Inc. and all pertinent information should be forwarded with this order, including blueprints, set-up instructions, photographs and shipping information. Labor will be billed in one (1) hour increments with a minimum of one (1) hour. An additional charge of 30% will be added for Hale supervision.

	Date of Service	Start Time	No. of Workers	Approx. Hours	Total Hours Per Person	Hourly Rate	Estimated Total Cost
Installation	_____	_____	_____	X _____ = _____	@ _____ = _____	_____	_____
Installation	_____	_____	_____	X _____ = _____	@ _____ = _____	_____	_____
Dismantle	_____	_____	_____	X _____ = _____	@ _____ = _____	_____	_____
Dismantle	_____	_____	_____	X _____ = _____	@ _____ = _____	_____	_____

Add 30% For Hale Supervision (Total x 1.3): _____

Forklift Service (Price includes forklift and operator)

Straight Time Rate: \$81.00 (M-F 8 AM – 4 PM) **Overtime Rate: \$121.50** (M-F before 8 AM, after 4 PM - Weekends, Holidays)
 Check in at the Hale Service Desk before your requested scheduled time. Please note, requested times are projections and Hale Northeastern will make every effort to meet those requested times, but in some circumstances, forklifts may be occupied doing other tasks. Due to liability risks, forklifts may only be operated by authorized and insured Hale Northeastern employees. Forklift Service will be charged with a one hour minimum and then in half (1/2) hour increments thereafter during a single use period.

	Date of Service	Start Time	No. of Workers	Approx. Hours	Total Hours Per Person	Hourly Rate	Estimated Total Cost
Installation	_____	_____	_____	X _____ = _____	@ _____ = _____	_____	_____
Installation	_____	_____	_____	X _____ = _____	@ _____ = _____	_____	_____
Dismantle	_____	_____	_____	X _____ = _____	@ _____ = _____	_____	_____
Dismantle	_____	_____	_____	X _____ = _____	@ _____ = _____	_____	_____

Plastic Banding (Per pallet and includes 1/2 hour labor): **\$55.00**

Shrink Wrap (Per pallet and includes labor): **\$45.00**

If Labor must be cancelled, Hale Northeastern, Inc. requires 24 hours of advance notice. A one-hour, per man, no-show charge will be assessed if cancellations are not called in 24 hours prior to the date & time requested.

Installation & Dismantling Labor & Forklift Service Page Total: _____

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

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

Please do not return label to Hale Northeastern

ADVANCE TO WAREHOUSE

SHIPMENTS MAY ARRIVE **BETWEEN MONDAY, MARCH 2, 2020 THRU MONDAY, MARCH 16, 2020.**

Materials arriving at the advance warehouse after or prior to these dates will be refused.

FREIGHT LABEL

SHIP TO:

ABF Freight
c/o Hale Northeastern, Inc.
5871 N. Broadway
Denver, CO 80216

SHOW INFORMATION

Denver Home Show
National Western Complex
March 20-22, 2020

Booth#: _____

Exhibitor Name: _____

Contact Name: _____

Phone#: _____

DIRECT TO SHOW SITE

SHIPMENTS MAY ARRIVE **TUESDAY, MARCH 17, 2020 THRU SATURDAY, MARCH 21, 2020.**

Materials arriving at the National Western Complex prior to this date will be refused by the facility.

FREIGHT LABEL

SHIP TO:

National Western Complex
c/o Hale Northeastern, Inc.
4655 Humboldt Street
Denver, CO 80216

SHOW INFORMATION

Denver Home Show
National Western Complex
March 20-22, 2020

Booth#: _____

Exhibitor Name: _____

Contact Name: _____

Phone#: _____



SHIPPING & MATERIAL HANDLING
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Denver Home Show
 National Western Complex
 March 20-22, 2020

Company Name: _____

Booth No.(s): _____

***** SHIPPING / MATERIAL HANDLING NEEDS MUST BE COMMUNICATED IN ADVANCE *****

Shipments arriving at either the Advance Warehouse or Direct to show site without prior notification will not be released until payment is received and an authorized signature from the exhibitor is obtained, regardless of having a credit card on file.

Inbound Shipping & Material Handling

	No. of Pieces	Est. Total Weight	Carrier(s)	Minimum Rate 25 lbs. Single Package Minimum or 26 lbs. - 200 lbs. Min. Shipment Rate	How To Calculate Total Material Handling Charges
Advance Warehouse Rate For Shipments Arriving (March 2-16, 2020 Only)				\$68.00 / hundredweight Min. 200 lbs. Per Shipment Minimum Charge = \$136.00	(Total Weight / 100) x \$68.00
Direct to Show Site Rate For Shipments Arriving (March 17-21, 2020 Only)				\$60.00 / hundredweight Min. 200 lbs. Per Shipment Minimum Charge = \$120.00	(Total Weight / 100) x \$60.00
Small Package Rate For Single Packages 25 lbs. and Under Arriving on Show Site Only				\$35.50 / per package (Single Package Shipments Only) Minimum Charge = \$35.50	\$35.50 Single Package Only
Uncrated Rate For any Uncrated Machinery or Material Received				\$90.00/hundredweight Min. 200 lbs. Per Shipment Minimum Charge = \$180.00	(Total Weight / 100) x \$90.00

Inbound Advance Warehouse pricing includes:

- Signing and accepting shipment on behalf of exhibitor at Advance Warehouse.
- Loading and transport from Advance Warehouse to Show Site.
- Unloading at Show Site loading dock and delivery to exhibit space.
- Pickup, storage and return of empty shipping containers during the show.
- Transport from exhibit space to loading dock and loading of shipment onto carrier of choice after the show.

All other inbound pricing includes:

- Signing and accepting shipment on behalf of exhibitor at Show Site.
- Loading and transport from Advance Warehouse to Show Site.
- Unloading at Show Site loading dock and delivery to exhibit space.
- Pickup, storage and return of empty shipping containers during the show.
- Transport from exhibit space to loading dock and loading of shipment onto carrier of choice after the show.

Outbound Shipping & Material Handling Only (If shipping inbound, this is included in pricing above – this section is not applicable)

	No. of Pieces	Est. Total Weight	Carrier(s)	Minimum Rate 25 lbs. Single Package Minimum or 26 lbs. - 200 lbs. Min. Shipment Rate	How To Calculate Total Material Handling Charges
Outbound Regular Rate				\$60.00 / hundredweight Min. 200 lbs. Per Shipment Minimum Charge = \$120.00	(Total Weight / 100) x \$60.00
Small Package Rate For Single Packages 25 lbs. or less				\$35.50 / per package (Single Package Shipments Only) Minimum Charge = \$35.50	\$35.50 Single Package Only
Uncrated Rate For any Uncrated Machinery or Material Going Outbound				\$90.00/hundredweight Min. 200 lbs. Per Shipment Minimum Charge = \$180.00	(Total Weight / 100) x \$90.00

To ensure proper handling, all outbound shipping Bills of Lading must be turned into the Hale Service Desk whether the Official Show Carrier will be used. If the shipment will be going outbound on a carrier other than the Official Show Carrier, exhibitors must plan to have the shipment picked up before 12:00 Noon on Monday. To ensure the floor is clear for the next event, shipments not picked up by 12:00 Noon, Monday will be forced shipped on the Official Show Carrier. Any charges resulting from a forced shipment will be the responsibility of the exhibitor.

Please note, outbound FedEx or UPS shipments must now be scheduled by the shipping party. There is a charge for FedEx and UPS to pickup outbound shipments from convention and exhibiting facilities. Failure to schedule with FedEx or UPS will result in the shipment being forced onto the Official Show Carrier and will be forwarded to the addressed recipient. Any charges resulting from a forced shipment will be the responsibility of the exhibitor.

Empty Crate or Carton Storage during Show (If shipping inbound or outbound, this is included in pricing above – this section is not applicable)

Description	Rate
Small Crate – 2' x 2' x 2' or smaller	\$12.00 Per Crate
Large Crate – Anything larger than a small crate	\$31.00 Per Crate
Cartons	\$3.00 Per Carton

Shipping & Material Handling Page Total: _____



MATERIAL HANDLING LIMITS OF RESPONSIBILITY
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MATERIAL HANDLING LIMITS OF LIABILITY AND RESPONSIBILITY

- 1. Hale Northeastern Inc. shall not be responsible for damage to uncrated materials, materials improperly packed, or concealed damage.
2. Hale Northeastern Inc. shall not be responsible for loss, damage, theft, or disappearance of exhibitor's materials after same have been delivered to exhibitor's booth and left unattended.
3. Shipments received without receipts, freight bills, or specified unit counts on receipts or freight bills (i.e., one lot, 800 cu. ft., etc.), such as UPS or van lines will be delivered to the exhibitor's booth without guarantee of piece count or condition.
4. Hale shall not be responsible for loss, damage, theft or disappearance of materials before they are picked up from exhibitor's booth for re-loading after the show.
5. Hale shall not be responsible for any loss, damage, or delay due to fire, acts of God, strikes, lockouts or work stoppages of any kind, or to any cause beyond its control.
6. Hale shall not be liable to any extent whatsoever for any actual, potential, or assumed loss of profits or revenues, or for any collateral costs, which may result from any loss or damage to an exhibitor's materials which may make it impossible or impractical to exhibit same.
7. The consignment or delivery of a shipment to Hale by an exhibitor, or by any shipper to or on behalf of the exhibitor, shall be construed as an acceptance by such exhibitor (and/or other shipper) of the terms and conditions set forth in this bulletin.
8. Hale shall not be responsible for theft or damage while empty crates are in storage.
9. Material left behind without orders at the Material Handling Desk may be classified as abandoned.
10. EXHIBITORS ARE URGED TO CARRY ALL-RISK INSURANCE covering your materials against damage, loss and all other hazards from the time shipments are made prior to the show until shipments are received back after the show.

PAYMENT POLICY & SHIPMENTS

- Hale Northeastern must have a valid credit card on file before freight will be delivered to your booth. Collect shipments will not be accepted. Please complete the credit card authorization provided in this kit. Shipping / Material Handling charges will be incurred at the close of the show.
All shipments must adhere to the arrival dates listed. Shipments arriving prior to move-in time must be consigned to the advance shipping warehouse.
We cannot guarantee shipment arrival times. Please be sure to request that your carrier delivers your total shipment at one time.
BILLED WEIGHT is based on incoming weight, whether the above services are used completely or in part. The weight is rounded up to the nearest one hundred pounds (100 lbs.) and is taken from the INBOUND BILL OF LADING and/or the Certified Weight Ticket.

ORDER FOR MATERIAL HANDLING SERVICES

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

- A. We agree to the "limitations of Hale's Liability and Responsibility" as set forth above.
B. We agree that Hale's liability shall be limited to any loss or damage which results solely from Hale's negligence in the actual physical handling of the items comprising our shipment(s), and not for any other type of loss or damage.
C. With reference to subparagraphs A and B of the above, we agree, in connection with the receipt, handling, storage, and re-loading of our materials at the convention site (as distinct from Hale's warehouse), that Hale will provide its services as our agent, and not as Bailee or shipper.
D. Freight handling charges are the responsibility of the exhibitor to whom shipments have been consigned.
E. We agree, in the event of a dispute with Hale relative to any loss or damage to any of our materials or equipment, that we will not withhold payment of any amount due to Hale for drayage or any other services provided by Hale as an offset against the amount of the alleged loss or damage.

Show Name: Denver Home Show Company Name:
Print Name: Booth No.(s):
Signature: Date:

I have read and understand the material handling rate sheet as well as the material handling limits of liability as stated on the enclosed sheets.
THIS AUTHORIZATION MUST BE SIGNED AND RETURNED TO HALE NORTHEASTERN BEFORE FREIGHT SHIPMENTS CAN BE HANDLED:
Return form by mail, fax (716-896-8908) or scan the completed document and email to csr@haleexpo.com