

EXHIBITOR SERVICE MANUAL

Save Time and Money! Pre-Order by Aug. 31st 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

Fall Capital Home Show

Dulles Expo Center September 21-23, 2018

Hale Northeastern, Inc. is pleased to have been selected as the official service contractor for the **Fall Capital Home Show** to be held at the Dulles Expo Center in Chantilly, VA. 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

The move-in schedule is based on the location of your booth on the show floor. Approximately, two weeks before you move in, you will receive a call from a member of our team informing you of your date and time. While there may be some exceptions, we ask that you arrive as close to your designated time as possible to keep wait times to a minimum.

INSTALLATION

Tuesday, September 18, 2018 12:00 PM - 5:00 PM Exhibit booths 400 sq. ft. or larger MUST move-in on Tuesday

Please Note: If your exhibit booth is located in front of or near a loading dock door you cannot move-in until Thursday, September 20th after 1:00PM.

You will be contacted by Show Management if this pertains to your company.

|--|

 Tuesday, September 18, 2018
 12:00 PM - 5:00 PM

 Wednesday, September 19, 2018
 8:00 AM - 5:00 PM

 Thursday, September 20, 2018
 8:00 AM - 5:00 PM

SHOW DATES AND TIMES

Friday, September 21, 2018 10:00 AM - 9:00 PM Saturday, September 22, 2018 10:00 AM - 9:00 PM Sunday, September 23, 2018 10:00 AM - 6:00 PM

MOVE-OUT DATES AND TIMES

Sunday, September 23, 2018 6:05 PM - 10:00 PM

Monday, September 24, 2018 8:00 AM - 12:00 PM (All freight MUST be off the floor by 12 NOON)

ONLINE ORDERING NOW AVAILABLE

Please send an email to csr@haleexpo.com with the show name, company name and an email address that you would like a link to be sent to and our Customer Service Department will send a command to our online ordering server to send a secure email link and temporary password to the email address provided.

EXHIBIT SPACE DETAILS

Each standard inline pipe and drape exhibit booth(s) will be defined by 8' tall **BLACK** back drape with 36" tall **BLACK** dividing drape and will be identified by a 4" x 7" booth number.

AISLE CARPET DETAILS

All aisles will be carpeted in **BLACK**.

VERY IMPORTANT: 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.

Addendum - Only the following carpet tape is allowed on show floor: <u>Echo-Double Coated Carpet Tape (DC-W188F) or Shur-Residue Free (DF-545)</u>. No high tack tape or duct tape. This tape can be purchased at the Hale Service Desk for your convenience. Tape used for carpet installation must be removed immediately following the show.

BUILDING CHARACTERISTICS

The Hall is serviced by (4) loading docks and one drive-in overhead door. The floor is concrete and the ceiling height is 25' high. The building lighting is provided by overhead mercury vapor lamps.

Bulk areas will be defined by chalk marks on the floor.

EXHIBITOR SERVICE DESK

Hale Northeastern, Inc. will maintain a service desk with a professional staff to assist you when requested during the set-up and dismantling of the exhibit hall. If you have any special requirements or questions concerning our services, please do not hesitate to call Customer Service at 800-333-4253.

MATERIAL HANDLING

Hale Northeastern, Inc. has partnered with ABF Freight as the Official Show Carrier of this event. ABF may be reached directly at 800-654-7019.

You do not have to use ABF as your carrier; you can use a Common Carrier of your choice.

Be sure that your insurance coverage is in effect from the time your equipment leaves its point of origin until its return to its final destination after the show. Your public liability insurance should be in effect and adequate to protect you against any claims arising out of the operation of your exhibit. Hale Northeastern, Inc.'s policy <u>DOES NOT</u> include any coverage for individual exhibitors and Hale Northeastern, Inc. cannot be held liable.

POSITIONING EQUIPMENT

Positioning, unskidding and assembly of equipment is NOT COVERED by the free drayage service. Exhibitors will be charged on a time and materials basis for this assistance. Our charge will be based on a one-hour minimum for labor and equipment.

EXHIBITOR MOVE OUT & CLEAN UP

At the close of the show, it is the exhibitors' responsibility to make sure that all debris and waste are removed from the area which their exhibit booth occupied during the show. Waste must be disposed of properly in the appropriate containers that will be distributed around the show floor. Exhibitors neglecting to tidy their exhibit area at show-close will be billed for cleaning on a perhour basis.

OUTBOUND SHIPPING

To ensure proper handling, all outbound shipping Bills of Lading must be turned into the Hale Service Desk whether or not 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 make arrangements to have the shipment picked up before 12:00 Noon, Monday, September 24. To ensure the floor is clear for the next event, shipments not picked up by 12:00 Noon, Monday, September 24 will be force-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 pick up 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.

We hope this will be a successful marketing event and encourage you to call if we can help in any way. Please note: orders can be accepted by mail, fax or may be scanned and emailed to csr@haleexpo.com. Full payment must accompany your order to qualify for the pre-order discount. Please remember, there are substantial savings if you pre-order by August 31, 2018.

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 payment is not received the order will be placed on hold and this may result in the item not making the truck.

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. Refunds cannot be processed until 24 hrs. after the original charge.

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, Inc. 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 onsite services.

METHOD OF PAYMENT

Hale Northeastern, Inc. 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 standard prices and placed on hold until payment is received.

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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	-	Dulles Expo Center September 21-23, 201	0			
Company Name:		September 21-25, 201	.0		Booth No.(s):	
		Call				
Phone No.:		Cell:		В	ooth Dimensions:	
Order Contact:		Email:				
Please fill out the credit c	ation (Will be used for Hale services A CREDIT CARD IS REQUIRE ard information as requested belocurred as a result of show site orde	TO BE ON FILE BEFO v. This will authorize Hal	e Northeaster	n, Inc. to charge t	the amount of your o	order and
		We accept:				
	Mast	DISCOVED	AMERICAN ECRIESE			
	PLEASE PRII	IT LEGIBLY OR TYPE ALL	NFORMATIO	N		
Card Type:	☐ Master Card ☐ Visa	Discover] American Ex	press		
Billing Address:		City:		State:	Zip:	
Credit Card Number:				Exp. Date:	V-Code:	
Name On Card:				Signature:		
charged during initial pay material handling charges Any charges made to you	ard authorization form, the card ho ment and any unpaid balance at the for shipments received onsite and r credit card by Hale Northeastern,	e close of the show. Cha or any other services tha Inc. will appear on your	rges may inclu at were order credit card sta	ude (but are not li ed by the exhibito tement as a char	mited to) onsite labor or onsite. ge from Hale Northe	or ordered
	SURE THAT YOUR COMPANY NAME AF	PEARS ON ALL FORMS AND	ENTER ALL PAG	1	*	
	NG & SPECIAL BACK DRAPE			\$		
BULK CARPET	LIBAUTI IDE DACKACE			\$		
	URNITURE PACKAGE FAL TABLES & TABLE RISERS			Ś		
CHAIRS & ACCE				Ś		
STANDARD BOO				\$		
SPECIAL SIGNS				\$		
SHIPPING INFO	RMATION / MATERIAL HANDLING			\$		
(Actual weights	will be billed at show close)		SUBTOTAL	\$		
	a charge for sending your freight/ boxes/packages	ADD 6.0	0% SALES TAX	\$		
	ehouse or Direct to show-site. ing & Material Handling form for details.		TOTAL	\$		
		NON-TAXABLE ITEMS				
SIGN HANGING				\$		
	& DISMANTLING LABOR & FORKLIFT SE F before 8am, after 4pm and on w		8am-4pm.	\$		
		NON-TAXAE	BLE SUBTOTAL	\$		
		(RAND TOTAL	\$		

For Electric, Telephone, Booth Cleaning and Plumbing services, go to www.dullesexpo.com



BOOTH FLOORING & SPECIAL BACK DRAPE

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			Fall Capital Home S					
			September 21-23, 20					
Company Nam	e:			Во	ooth No.(s):			
Order Contac	ct:				Phone No.:			
Standard Booth	Carpet (for inline p	oipe & drape exhibit spa	aces)					
Standard inline ex	khibit booth carpet	will be taped on the a	isle sides only. Additiona	ıl taping can be order	ed below.			J
<u>Size</u>	Pre-Order Price	Standard Price	Quantity	<u>Total</u>		Please check <u>CAI</u>	RPET color o	hoice
6' x 10'	\$86.00	N/A			_			
8' x 10'	\$114.00	N/A			_ Sp	eckled Blue	☐ Bla	
9' x 10'	\$129.00	\$199.00			- 1 -	rest Green	Gra	
9' x 20'	\$269.00	\$389.00			_ Re	ed	☐ Bu	rgundy
9' x 30'	\$399.50	\$599.00			_			
9' x 40'	\$515.00	\$635.00				Aisles will be ca	rpeted in B	LACK
18' x 20'	\$515.00	\$635.00			_			
Additional Taping	Total Feet:	X \$.45/ft. =			_			
following the show. Carpet Padding		ry-Duty Plastic to Protec	et Carpet)					
ltem	Pre-Order Price	Standard Price	Quantity	<u>Total</u>)
6′ x 10′ 8′ x 10′	\$38.00 \$66.00	N/A			-			
9' x 10'	\$81.00	N/A \$99.00			_			
9' x 20'	\$162.00	\$198.00 \$198.00			=			
9' x 30'	\$243.00	\$297.00		_	_			
9' x 40'	\$324.00	\$352.00			=			
18' x 20'	\$324.00	\$352.00			_			
Visqueen	Pre-Order Price	Standard Price			=			
<u>- 1.04 4.00.1.</u>	\$1.05/sq. ft.	\$1.25/sq. ft.						
Caladata as fix								
Calculate sq. ft.:	ft. x	ft. =			_			
		_	& Visqueen Subtotal:		_			
Masking Drape	to Finish Off Expo	osed Back Wall (Sho	w Colors Only)					
<u>Item</u> 5' of 8'H Drape	Pre-Order Price \$25.00	Standard Price \$25.00	Quantity	<u>Total</u>				
10' of 8'H Drape	\$50.00	\$50.00			-			
	7-3-3-3	_	sking Drape Subtotal:		-			
Special Back Dr	ape (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 anot	her color is required, it	must be orde	ered in advance.		-1
<u>Size</u>	Pre-Order Price	Standard Price	Quantity	<u>Total</u>		ease check <u>DRAI</u>		
3' High Drape	\$7.00 Ln. ft.	\$8.50 Ln. ft.	Ln. ft		Beige	Burgundy	Lime	Red
8' High Drape	\$10.00 Ln. ft.	\$11.50 Ln. ft.	Ln. ft.		Black	Dusty Rose	Orange	Silver
12' High Drape	\$17.00 Ln. ft.	\$19.50 Ln. ft.	Ln. ft.		Blue	Forest Green	Peach	White
		Special B	Back Drape Subtotal:		Brown	Gold	☐ Purple	
			Во	oth Carpet & Spec	ial Back Di	rape Page Tot	tal:	



BULK CARPET

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Company Name:			Booth No.:		
Order Contact:			Phone No.:		
All bulk carpet orders i	must be received no	o later than Septem	ber 7, 2018 to g	uarantee you	ır order.
Bulk area exhibit carpet will consis internal seams and will be taped a close as possible. If ordered on sh	long perimeter edges. \	When ordered in advan	ce, dye lots of the ca		
		BULK CARPET			
E	Bulk Carpet pricing is	for all area carpets 20	0'x30' and over.		
Pre-Order Deadline Date: Aug	gust 31, 2018. Bulk C	arpet Orders received	d after August 31,	2018 are Stan	dard Orders.
_	Pre-Order 51.25/sq. ft.	Standard Order \$3.00/sq. ft.			<u>Total</u>
Calculate Square Feet:	ft. x	ft.	=	_ sq. ft. \$	
	☐ Black☐ Speckle☐ Burgund	check <u>CARPET</u> color choice Gray d Blue Red dy HOW COLOR: BLACK	2		

Orders can be accepted by mail, fax (716-896-8908) or may be scanned and emailed to: csr@haleexpo.com.



DISCOUNTED FURNITURE PACKAGE

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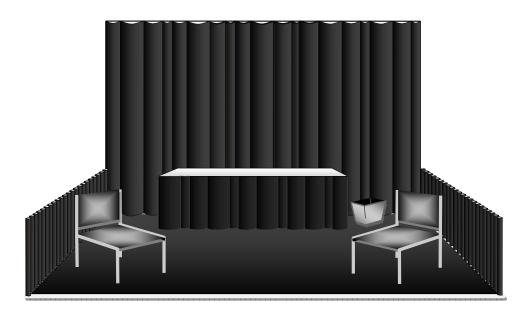
Fall Capital Home Show

Dulles Expo Center September 21-23, 2018

Company Name:	Booth No.(s):	
Order Contact:	Phone No.:	

Hale Northeastern, Inc. offers the following Discounted Furniture Package. This package is only available if ordered and paid for by the Pre-Order deadline date August 31, 2018.

DISCOUNTED FURNITURE PACKAGE



Please Note:

Colors depicted in picture are samples of chosen show colors. Color shades may variate in person.

Package Includes:

One 6' long table, draped on 3 sides in BLACK
Two upholstered side chairs
One wastebasket
One 9'x10' BLACK carpet

Pre-Order Price: \$285.50

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 August 31, 2018.

Payment must be received before the advance order deadline date in order to qualify for the Discounted 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 prices deadline date.

D:	F	D I	D T-4-	
Discounted	rurniture	Package	Page Tota	1



TABLES, PEDESTAL TABLES & TABLE RISERS

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Company Name	e:			Booth No.(s):			
Order Contac	t:				Phone No.:		
Draped Display Ta	bles (6' and 8' tables a	are skirted on 3 sides only. To	have 4 th side draped, see	e 4 th side draping b	relow.)		
<u>Size</u> 4' x 2' x 30" Tall	Pre-Order Price \$71.40	Standard Order Price \$84.00	Quantity	<u>Total</u>	Please check <u>SKIRT</u> color choice: Black Silver Purple		
6' x 2' x 30" Tall	\$89.25	\$105.00			Blue Forest Green Red		
8' x 2' x 30" Tall	\$122.19	\$143.75			Burgundy		
4' x 2' x 42" Tall	\$87.55	\$103.50			Gold Orange White		
6' x 2' x 42" Tall	\$105.40	\$124.00			_ _ _ _		
8' x 2' x 42" Tall	\$132.60	\$156.00					
	,	,			Item Pictures		
4 th Side Draping	\$59.50	\$70.00	<u></u>		item Pictures		
Table Drape Only	\$59.50	\$70.00			Tables		
		Drap	ed Table Subtotal:				
Undraped Display	Tables & 30" Roui	nd Pedestal Tables (Undi	raped)		I I I		
Size	Pre-Order Price	Standard Order Price	Quantity	<u>Total</u>	Draped Table Undraped Table		
4' x 2' x 30" Tall	\$28.48	\$33.50			Pedestal Tables		
6' x 2' x 30" Tall	\$36.98	\$43.50			redestal lables		
8' x 2' x 30" Tall	\$43.99	\$51.75					
4' x 2' x 42" Tall	\$34.85	\$41.50					
6' x 2' x 42" Tall	\$41.23	\$48.50	_		_		
8' x 2' x 42" Tall	\$51.00	\$60.00					
Vinyl Topper	\$10.00	\$10.00			30" Round x 30" Tall 30" Round x 42" Tall		
		Undrap	ed Table Subtotal:		SU ROUNG X SU TAIL SU ROUNG X 42 TAIL		
Table Risers (Drape	ed in White)						
Item Description	Pre-Order Price	Standard Order Price	Quantity	Total			
4' x 10" Table Riser	\$30.60	\$36.00					
6' x 10" Table Riser	\$36.98	\$43.50	_		Spandex Cover (shown in BLUE)		
8' x 10" Table Riser	\$45.90	\$54.00			(3.0		
		Tab	ole Risers Subtotal:	<u> </u>	<u></u>		
Undraped Pedesta	al Tables & Spande	ex Covers					
Item Description	Pre-Order Price	Standard Order Price	Quantity	<u>Total</u>	Please check <u>SPANDEX</u> color choice:		
30" Tall Pedestal Table	\$73.10	\$86.00			Black Red (42" only) White (42" only)		
42" Tall Pedestal Table	\$82.88	\$97.50			Blue (42" only) Navy (42" only)		
Spandex Cover	\$44.20	\$52.00			_		
		Pedestal Tables & Spand	lex Cover Subtotal:		_		
					Table Page Total:		



CHAIRS & ACCESSORIES

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Company Nam	ne:				Booth No.(s):
Order Contac	ct:				Phone No.:
	Chairs & Stools (G	irey Fabric)			
	Item Description	Pre-Order Price	Standard Order Price	Quantity	<u>Total</u>
	Padded Side Chair	\$39.10	\$46.00		_
	Padded Stool	\$48.88	\$57.50		
			Chair	s & Stools Subto	otal:
	Accessories				
	Item Description Wastebasket	Pre-Order Price \$13.60	Standard Order Price \$16.00	Quantity	<u>Total</u>
	Literature Rack: 6 slot	\$73.31	\$86.25		-
	Bag Rack	\$33.15	\$39.00		<u> </u>
	8' Post & Base	\$16.58	\$19.50		
	Crossbar	\$8.50	\$10.00		-
	Floor Easel	\$21.68	\$25.50		
	22" x 28" Sign Frame	\$33.58	\$39.50		
	2' x 8" Grid Wall	\$17.00	\$20.00		
	Grid Wall Hook	\$1.00	\$1.00		
			Ac	cessories Subtot	tal:
			H Bid		
Cl	hairs & Stools		Item Pictures Accessorie	es	
	100.0			I	
	Padded Side Chair	Wastebasket	Literature Rack	Bag Rack	Grid Wall Hook
		1			

Floor Easel

8' Post & Base & Crossbar

Chairs & Accessories Page Total: _____

2'x8' Grid Wall

22" x 28" Chrome



STANDARD BOOTH SIGN 7" X 44" SIGN

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Booth No.(s):
Phone No.:
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ial Sign Form.

Orders may be mailed, faxed (716-896-8908) or may be scanned and emailed to csr@haleexpo.com.

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



22" x 14"

Common

Table Top

22" x 28"

Standard

Sign Holder

Size

SPECIAL SIGNS

Sign Orders received after Aug. 31st add 50% to the listed Price.

3' x 4'

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Company Name:	Booth No.(s):	
Email Address:	Contact Name:	
•		

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 logo to your order or our in-house graphic artists can work with you to reproduce a logo or create one! Add clipart or specific images to give a more eye-catching look. Proofs will be sent back via email for your review and approval.

All sign prices below include up to two (2) color copy with simple text with no more than twenty-four (24) words on your choice of white backing material.

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

14" x 44"

Double height of

EXAMPLES OF STANDARD SIZES

4' x 8'

\$74.20	☐ \$58.50	\$74.20		\$263.70	□\$11	3.30	
							_
Copy Color		Orientation	<u>Description</u>	<u>Pre-Order Price</u>	Quantity	<u>Total</u>	
Color 1:		Landscape	22" x 28" Sign	\$74.20			
Color 2:		Portrait	22" x 14" Sign	\$58.50			
			14" x 44" Sign	\$74.20			
Material Choi	ce		4' x 8' Sign	\$263.70			
Foamcore -	– Foam center with	white paper surfaces	3' x 4' Sign	\$113.30			
Coroplast –	- Corrugated plastic	: – Most durable (Colors available)	Grommets (ea.)	\$2.00			
☐ Poster Boa	rd – White poster b	ooard / Sign card only	Easel Back	\$2.75			
					Subtotal:		
Please Indicat	e Sign Copy Here:		Double Sided	Add	50% to Subtotal:		
					Subtotal 2:		
			Ordered After Au	ig. 31 st Add 5	0% to Subtotal 2:		
				Special	Sign Page Total:		



BANNERS

Banner Orders received after Aug. 31st add 50% to the listed Price.

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Company Name: Email Address:	Septe	ember 21-23, 2018	Booth	No.(s):	
Your Co	mpany	Name	Goes	Her	e!
I banners come standard with gromme ommets.	ets spaced every two feet for easy	hanging. If needed, pockets car	n be created on the top	hem and the bottor	n hem instead o
Font Color	Orientation	<u>Description</u>	<u>Pre-Order Price</u>	Quantity	<u>Total</u>
Color 1:		2' x 8' Banner	\$144.72		
Color 2:	Vertical	3' x 8' Banner	\$198.28		
		Custom Size	Call For Pricing		
Banner Background Material Colo	or	Add Logo	Call For Pricing		
☐ White ☐ Blue	☐ Yellow	Grommets Every 2'	Standard		
Red Green		Add'l Grommets (ea.)	\$2.00		
No Grommets or Pockets		Background Color Other Than White	\$25.00		
☐ I Want Grommets ☐ I Want	t Pockets			Subtotal:	
Please Indicate Banner Copy Here	:	Double Sided	Add 5	50% to Subtotal:	
		Ordered After Aug. 31s	st Add 50		
		_		nner Page Total:	

Acceptable File Formats For Artwork

Α

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 User: upload-user Password: upload-to-hale

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



SIGN & BANNER HANGING

Save Time and Money! Pre-Order by Aug. 31st and receive substantial discounts!

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Phone: (716) 896-6170 | Fax: (716) 896-8908 | Toll Free: (800) 333-4253
www.haleexpo.com | email: csr@haleexpo.com

Fall Capital Home Show

Dulles Expo Center September 21-23, 2018

Company Name:	Booth No. (s):
Order Contact:	Phone No.:

SIGN & BANNER HANGING RULES & REGULATIONS

- 1. Suspended signs/banners are allowed in exhibit booths 200 sq. feet or larger.
- 2. The sign/banner has to be finished on the back side with no copy, unless your display is 20' x 20' or larger. If it is not finished, the sign/banner will not be hung.
- 3. Please fill in the bottom portion of this form and return it to Hale Northeastern, Inc. to schedule your sign hanging.
- 4. Plan on dropping off your sign/banner at the Dulles Expo Center on Tuesday, September 18, 2018 between the hours of 12:00 NOON and 4:30 PM. Handwritten signs/banners will not be permitted. No magic marker, grease pencil or other "homemade" signs/banners are permitted. Professionally made signs & banners ONLY will be allowed.

Exhibit Space Size	Maximum Size of Sign/Banner	Hanging Distance from the Ground
10' x 20' = 200 sq. ft.	2' x 8'	10' from the ground
10' x 30' = 300 sq. ft.	3′ x 8′	10' from the ground
20' x 20' = 400 sq. ft.	4' x 12' Each Side	12' from the ground
20' x 30' = 600 sq. ft.	4' x 18' Each Side	12' from the ground
20' x 40' = 800 sq. ft.	4' x 22' Each Side	12' from the ground

Pre-Order Deadline Date: August 31, 2018. Orders received after August 31, 2018 are Standard Prices.

Description of Service	Pre-order Price	Standard Price
INSTALLATION AND REMOVAL OF FIRST SIGN	\$275.00	\$350.00
INSTALLATION & REMOVAL OF EACH ADDITIONAL SIGN IN THE SAME BOOTH	\$125.00	\$155.00

Hale Northeastern is responsible for the installation of all signs hung from the ceiling. No exhibitor or I & D company is allowed to hang signs. A sketch of your sign with dimensions and weight must be sent to Hale one week prior to the first day of set up.

Please complete the following information:		
Number of feet from floor to top of sign:	ft.	
Number of feet in from left side:	ft.	
Number of feet in from front aisle:	ft.	
Does your sign require electrical connection?	NO YES (If YES, pl	ease complete the Dulles Expo Center Electrical form.)
		Sign Hanging Page Total:

Signs & Banners will be removed on: Monday, September 24, 2018.



INSTALLATION & DISMANTLING LABOR & FORKLIFT SERVICE

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Fall Capital Home Show

Dulles Expo Center September 21-23 2018

			Septemb	er 21-23, 2018						
Company N	Name:		·				Boot	h No.(s):		
Order Co	ntact:						Phone No.:			
Installation	& Dismantling	Labor (Please select if	labor will be supervise	ed by the onsite sh	ow rep	resentative or if	Hale p	ersonnel will sup	erviso	e the setup)
SUPERVISED beginning of the completion of p	e show set-up time reviously-assigned	RSONNEL – Starting time is later in the day. We discuss Exhibitors must s	will make every effort	only in those instan to accommodate l	nces wh ater sta	arting times; how	uested vever,	to start at 8 AV it is impossible to	1 unles o gaug	ss the ge the
increments with	n a minimum of or	ie (1) nour.		Approx.						
	Date of		No. of	Hours Per						Estimated
	<u>Service</u>	Start Time	<u>Workers</u>	<u>Person</u>		Total Hours		Hourly Rate		Total Cost
Installation			>	(_ =		@		=	
Installation			>	(_ =		@		=	
Dismantle			>	<	=		@		=	
Dismantle				(=	_	@		=	
Onsite Superv	isor Name:				_	Cell Number:	-		-	
Installation	Date of <u>Service</u>	Start Time		Approx. Hours Per Person	- = - =	Total Hours	@ @	Hourly Rate	= -	Estimated <u>Total Cost</u>
Dismantle				·	_ =		@		= .	
Dismantle				·	_ =		@		= .	
Forklift Serv	ice (Price includes f	orklift and operator)			I	Add 30% For Hale	Supe	rvision (Total x 1	l. 3) : _	
Check in at the to meet those r authorized and	equested times, b	before your requested sut in some circumstance heastern employees. For	es, forklifts may be occ orklift Service will be cl No. of <u>Workers</u>	e note, requested to cupied doing other harged with a one Approx. <u>Hours</u>	times a tasks.	Due to liability ris	d Hale sks, fo	Northeastern worklifts may only l	vill ma be ope	ke every effort erated by
Dismantle		-					@		= -	
-	ing (Per pallet an	d includes labor): \$42.0	0		=	Shrink W		Per pallet and inc	cludes	labor): \$42.00

If Labor must be cancelled, Hale Northeastern, Inc. requires 24-hour 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.

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

SEND MATERIALS TO THIS LOCATION IF YOUR SHIPMENT IS SCHEDULED TO ARRIVE BETWEEN: Monday, August 27 – Friday, September 14, 2018

REIGHT LABEL

SHIP TO:

ABF Freight c/o Fall Capital Home Show/ Hale Expo 7850 Wellingford Drive Manassas, VA 20109

SHOW INFORMATION

Fall Capital Home Show Dulles Expo Center September 21-23, 2018

Booth No.:	
Exhibitor Name:	
Contact Name:	
Phone No.:	

DIRECT TO SHOW SITE

SEND MATERIALS TO THIS LOCATION IF YOUR SHIPMENT IS SCHEDULED TO ARRIVE ON OR AFTER: Monday, September 17, 2018.

IGHT LABEL

SHIP TO:

Dulles Expo Center c/o Fall Capital Home Show/ Hale Expo 4320 Chantilly Shopping Center Chantilly, VA 20151

SHOW INFORMATION

Fall Capital Home Show Dulles Expo Center September 21-23, 2018

Booth No.:	
Exhibitor Name:	
Contact Name:	
Phone No.:	



SHIPPING & MATERIAL HANDLING

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Fall Capital Home Show

Dulles Expo Center September 21-23, 2018

Company Name:		Booth No.(s):			
Order Contact:		Phone No.:			
*** 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 (August 27 - September 14, 2018)				\$74.75 / hundredweight Min. 200 lbs. Per Shipment Minimum Charge = \$149.50	(Total Weight / 100) x \$74.75 Minimum Charge = \$149.50
Direct to Show Site Rate For Shipments Arriving on or After (September 17, 2018) 8am-4pm only				\$68.50 / hundredweight Min. 200 lbs. Per Shipment Minimum Charge = \$137.00	(Total Weight / 100) x \$68.50 Minimum Charge = \$137.00
Small Package Rate Direct to Show Site Only For Single Package 25 lbs. and Under				\$25.00 single package (Single Package Shipments Only) Direct to Show Site Only	\$25.00 Single Package Only Direct to Show Site Only

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. Shipments arriving without a specified weight on the Bill of Lading will be assigned an approximate weight by Hale. This weight will prevail. THERE IS A 200 lbs. MINIMUM CHARGE ON ALL SHIPMENTS OVER 25 lbs.

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.

 The containers will be a seed to add and and the addition of the impact of the containers of th
- 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.
- 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				\$50.00 / hundredweight Min. 200 lbs. Per Shipment Minimum Charge = \$100.00	(Total Weight / 100) x \$50.00
Small Package Rate For Single Packages 25 lbs. or less				\$25.00 / per package (Single Package Shipments Only)	\$25.00 Single Package Only

To ensure proper handling, all outbound shipping Bills of Lading must be turned into the Hale Service Desk whether or not 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 make arrangements to have the shipment picked up before 12:00 pm on Monday, September 24, 2018. To ensure the floor is clear for the next event, shipments not picked up by 12:00 pm, Monday, September 24, 2018 will be force-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.

Shipping & Material Handling Page Tot	tal:
((200 lb. minimum)



MATERIAL HANDLING LIMITS OF RESPONSIBILITY

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

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
- 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 3 exhibitor's booth without guarantee of piece count or condition. No liability will be assumed by Hale Northeastern for such shipments.
- 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. Bills of lading covering outgoing shipments, which are furnished to Hale by exhibitors, will be checked at time of actual pickup from booth and corrections made where discrepancies occur.
- 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. Hale's liability shall be limited to the physical loss or damage to the specific article which is lost or damaged, and in any event Hale's maximum liability shall be limited to \$.30 per pound per article with maximum liability of \$50.00 per item and \$1000.00 per shipment, whichever is less.
- 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.
- Hale shall not be responsible for theft or damage while empty crates are in storage. 8.
- Material left behind without orders at the Material Handling Desk may be classified as abandoned. The Material Handling Contractor shall not be responsible for same. We are not 9. responsible for any delay of rush shipments. We will expedite such rush shipments to the best of our ability, but will not assume any financial responsibility for shipments which do not arrive at their destination at a dated time.
- 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. This can generally be done by adding "riders" to existing insurance policies, often at no additional cost. It is understood that Hale Northeastern Inc. is not an insurer, that insurance, if any, shall be obtained by the exhibitor and the amounts payable to Hale Northeastern are based on the value of the material handling services and the scope of Hale Northeastern liability as set forth above.
 - Please be sure that your insurance coverage is effective from the time your equipment leaves its point of origin until its return to its final destination after the show. Your public liability insurance should be in effect and adequate to protect you against any claims arising out of the operation of your exhibit. Hale Northeastern Inc. policies DO NOT include any coverage for individual exhibitors and cannot be held liable, under any circumstances, for any loss or damage of any kind. We will, however, take every precaution possible to protect your shipment prior to your representative's arrival.

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. The exhibit facility has no provision for accepting or handling freight prior to the scheduled move-in date.
- 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. Shipments arriving without a specified weight on the Bill of Lading will be assigned an approximate weight by Hale. This weight will prevail. THERE IS A 200 lbs. MINIMUM CHARGE ON ALL SHIPMENTS OVER 25 lbs.

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:

- We agree to the "limitations of Hale's Liability and Responsibility" as set forth above.
- В. 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 particular 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. If any employee of Hale shall sign a delivery receipt, bill of lading, or other documents, we agree that Hale will do so as our agent, and we accept the responsibility therefore.
 - Relative to outgoing shipments after the show, we recognize that there will be a lapse of time between the completion of packing and the actual pickup of our materials from our booth for loading into a carrier, and that during such time our shipment will be left unattended in our booth. We agree that Hale shall not be responsible for any loss or damage during such period, and we authorize Hale to adjust the quantities of items on any bill of lading left by us with Hale to conform to the actual count of such items in the booth at the time of pickup.
- D. Freight handling charges are the responsibility of the exhibitor to whom shipments have been consigned. Also, charges for loading out freight shipments are the responsibility of the exhibitor from whose booth shipments are made. Exhibitors may not assign this responsibility to suppliers or customers.
- 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. Instead, we agree to pay Hale within 30 days from the close of the show for all such charges, and we further agree that any claim we may have against Hale shall be pursued independently by us as a completely separate transaction to be resolved on

Show Name:	Fall Capital Home Show 2018	Company Name:	
Print Name:		Booth No.(s):	
Signature:		Date:	



Close of Show Guidelines & Outbound Shipping

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Close of Show Guidelines

The Hale Northeastern Service Desk will re-open approximately one (1) hour prior to show close to assist you with Outbound questions. The Hale Northeastern Service Desk will be in the same location as it was at set-up.

Exhibitors are asked not to place any items on the aisle carpet once the show closes until the carpet is rolled out of the aisle. The aisle carpet will be rolled up immediately upon notice from Show Management that the show is officially closed or when the general announcement has been made. The Hale staff will have the carpet rolled in about (1) hour IF all exhibitors assist by keeping the aisles clear of their booth items.

No storage items (boxes or crates, etc.) will be returned to exhibitors until the aisle carpet is rolled. Hale's priority is to roll the carpet immediately upon show-closing. No forklifts will be used until aisle carpet is rolled. You may schedule forklift service by stopping at the Hale Service Desk. No exit doors / roll-up doors will be opened until aisle carpet is rolled.

Outbound Shipping

To ensure proper handling, all outbound shipping Bills of Lading must be turned into the Hale Service Desk whether or not 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 make arrangements to have the shipment picked up before 12 PM Monday, Sept. 24, 2018. To ensure the floor is clear for the next event, shipments not picked up by 12 PM Monday, Sept. 24, 2018 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 pick-up 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.

UPS Shipments: UPS has very specific rules for shipping. <u>If you must use UPS, please be sure you have current, OFFICIAL UPS Labels affixed to your shipment.</u> Also, UPS does not allow us to call in a pick-up for you. <u>It is critical that you, as the UPS account holder, call UPS THE DAY BEFORE materials are supposed to be picked up from the show floor.</u>

ABF can be contacted at 800-654-7019. Here is the address your carrier needs to pick up your freight.

Dulles Expo Center
4320 Chantilly Shopping Center
Chantilly, VA 20151

ALL ITEMS MUST BE CLEARED FROM THE SHOW FLOOR BY THE PUBLISHED DISMANTLE DATES AND TIMES.

AFTER THAT TIME, THEY ARE SUBJECT TO DISPOSAL AS ABANDONED ITEMS.

NO ITEMS ARE TO BE LEFT FOR PICK UP AT A LATER TIME.