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Birmingham Home Show

February 16-19, 2017

Birmingham Jefferson Convention Complex
Birmingham, AL

Discount Deadline for Advance Orders and Freight: February 6, 2017

GENERAL SHOW INFORMATION

OFFICIAL SERVICE PROVIDER

Veal Convention Services, Inc. (VCS) Phone: 205.328.1010 Email: katie@vealco.com
3016 Reverend Abraham Woods Jr. Blvd. Fax: 205.328.1012
Birmingham, AL 35203 Toll Free: 800.844.8325

FACILITY

BIRMINGHAM JEFFERSON CONVENTION COMPLEX
2100 Richard Arrington Jr. Blvd. - Dock 1
Birmingham, AL 35203

IMPORTANT DATES

Discount Deadline Date: Monday, February 6, 2017. Orders must be received with payment by this date.

EXHIBITOR INSTALLATION:

Monday, February 13 12noon - 5:00pm (BY APPOINTMENT ONLY - LARGE EXHIBITS ONLY)
Tuesday, February 14 8:00am - 5:00pm
Wednesday, February 15 8:00am - 5:00pm - All exhibits must be set up by 6:00pm
VCS will staff on-site an Exhibitor Service Desk located at the drive-in entrance to Dock 1 - North Hall during set-up, show hours, and move out.

SHOW HOURS

<u>Thursday, February 16</u>	<u>Friday, February 17</u>	<u>Saturday, February 18</u>	<u>Sunday, February 19</u>
11:00am – 9:00pm	10:00am – 9:00pm	10:00am – 9:00pm	10:00am – 6:00pm

EXHIBITOR MOVE OUT

Sunday, February 19	6:05pm – 10:00pm	
Empty Container Return	7:00pm	Start time for Empty Container Return
Carrier Check-in Post-Show	8:00pm	Carriers post-show must be checked in by
Monday, February 20	8:00am – 12:00noon	
Facility Clear	Monday 12:00noon	All exhibit materials must be removed

Carrier Pick-Up Post-Show from **BJCC**: Monday, February 20 between 8:00am and 12:00noon
All freight and materials on show floor after 12:00noon will be forced back to VCS warehouse or onto VCS's preferred carrier. Additional charges will apply.

SHOW COLORS

Aisle Carpet Color: Pepper
Drape Color: Black

BOOTH PACKAGE

Booth Size: 10ft wide by 10ft deep
Backwall Drape: 8ft high
Exhibit area: aisles carpeted
Sidewall Drape: 3ft high

SHIPPING INFORMATION

ADVANCE WAREHOUSE SHIPPING

Must arrive between January 3 and February 6
May be accepted until February 15 with late fees
Advance Warehouse receiving hours are
Monday through Friday 9:00am to 3:00pm.

DIRECT TO SHOW SITE SHIPPING

Must arrive no earlier than Sunday, February 12
Show Site receiving hours are 8:00am to 5:00pm.
Sunday, February 12 - Wednesday, February 15

TO: (Name of Exhibitor& Booth Number)
C/O Veal Convention Services, Inc.
For: Birmingham Home Show
3016 Reverend Abraham Woods Jr Blvd.
Birmingham, Alabama 35203

TO: (Name of Exhibitor& Booth Number)
C/O Veal Convention Services, Inc.-Dock 1
For: Birmingham Home Show
2100 Richard Arrington Jr, Blvd.
Birmingham, Alabama 35203

PAYMENT POLICY

PLEASE FAMILIARIZE YOURSELF WITH THIS POLICY BEFORE ORDERING ANY SERVICES
*****NO SERVICES WILL BE RENDERED WITHOUT FULL PAYMENT IN ADVANCE*****

PAYMENT SERVICES: Veal Convention Services, Inc. (VCS) requires payment in full at the time the services are ordered. Further, VCS requires that you provide a credit card authorization to charge your account for services which may include labor, material handling, electrical services, booth furnishings, etc. plus any applicable fuel or energy surcharge.

ADVANCE ORDERS: To qualify for discount pricing, orders must be received with payment in full on or before the pre-order discount price deadline. Purchase orders do not qualify for Advance Prices.

SHOW SITE ORDERS: Services ordered at show site will not be processed without full payment at the time the order is placed.

THIRD PARTY ORDERS: If you contract your work to a display or exhibit house and require services from VCS, the payment policy stated above applies. Please pass this information on to them.

METHOD OF PAYMENT: VCS accepts Master Card, Visa, American Express, company check (no personal checks accepted) as acceptable forms of payment. Any bank fees for wire transfers are the responsibility of the exhibitor. Purchase orders are not considered payment. All payments must be made in US funds drawn in a US bank. Exhibitors will be charged \$50 for each returned NSF check.

ADJUSTMENTS / CANCELLATIONS: No adjustments to invoices will be made after the close of the show. Cancellation of service(s) made prior to actual delivery or installation will be charged a 50% cancellation fee. Cancellation of service(s) made after actual delivery or installation will be charged a 100% cancellation fee.

COLLECTIONS FEES: ALL CHARGES MUST BE PAID IN FULL PRIOR TO CLOSE OF SHOW BY CASH, CHECK OR CREDIT CARD. A fee equal to 2% per month (24% per annum) will be assessed on any unpaid balance. Client is responsible for any fees, including, but not limited to, collection fees, attorney's fees and court costs, that may be incurred in effort to collect any unpaid balance.

ORDERING: Please familiarize yourself with these forms before you log onto the online storefront site and place your order. **VCS REQUIRES YOUR CREDIT CARD TO BE ON FILE EVEN IF YOU CHOOSE TO PAY BY COMPANY CHECK OR WIRE TRANSFER.**

INBOUND SHIPMENT INSTRUCTIONS

Benefits of Advance Shipping to VCS Warehouse:

Storage of materials for up to 45 days prior to your show.
Delivery of materials directly to your booth space prior to your scheduled move-in time.
Many convention centers and hotels do not have facilities to receive and store freight and may refuse a shipment sent to them prior to show dates.

How to Ship to VCS Warehouse:

Remove old shipping and empty storage labels.
Fill out and attach enclosed Advance Shipping Label(s).
Complete enclosed Material Handling Form.
Confirm receipt of your shipment prior to leaving for the show.
All shipments must have a Bill of Lading showing number of pieces, weight and type of merchandise.
Certified weight tickets must accompany all shipments.
Take the time to make sure your shipment(s) is properly packed. VCS is not responsible for damage that occurs during shipping.

How to Ship Direct to Show Site:

Consign all domestic shipments c/o Veal Convention Services, Inc.
Remove old shipping and empty storage labels.
Fill out and attach enclosed Direct Shipping Labels.
Complete enclosed Material Handling Form.
Confirm receipt of your shipment prior to leaving for the show.
All shipments must have a Bill of Lading showing number of pieces, weight and type of merchandise.
Certified weight tickets must accompany all shipments.
Take the time to make sure your shipment(s) is properly packed. VCS is not responsible for damage that occurs during shipping.

Freight Carriers. Select a carrier with trade show experience. Make sure to give your carrier specific instructions, including dates and times when shipments must be delivered and picked up. Delivery and pick up times for trade shows often fall outside of "normal" delivery hours. Make sure your carrier is committed to and capable of meeting target dates and times. Make sure to plan not only for your shipment to the show, but for your return shipment, as well.

Insurance. You may want to consider insuring your shipment, the contents of your shipment, and have sufficient coverage to compensate you for loss of business should your shipment encounter difficulty en route. Contact your insurance agent to determine the type of coverage you may need. Many companies offer "trade show" coverage that addresses these eventualities.

Damage. Relative to shipments consigned to VCS's warehouse, VCS will exercise all possible diligence and care in receiving, handling, and transporting your shipment. VCS shall not be liable for loss or damage from fire, natural disaster or contingencies beyond the control of VCS. In any case, the liability of VCS is limited to \$0.30 per pound with a maximum of \$50.00 per item, and a maximum of \$1,000.00 per shipment while exhibitor goods are in VCS's warehouse or VCS-owned and operated vehicles for delivery to show-site.

Estimated Material Handling Charges. Material Handling charges are based on the weight of the freight. Shipments are billed in increments of 100 pounds and are rounded up to the nearest hundred. There is a minimum of 200 lbs. on many shipments. Please refer to the Material Handling Estimate Sheet for pricing details. Crated and uncrated

shipments must be separated on individual Bills of Lading with separate weight tickets. Failure to separate crated and uncrated shipments will result in the entire shipment being classified and charged at the uncrated / special handling rate. Crated Materials are materials that are skidded, crated or are in any type of container that can be unloaded at dock level with no additional handling required. Uncrated / Special Handling Materials are materials that are loose, not skidded, pad wrapped, cannot be unloaded at dock level or any item without proper lifting bars or hooks. Off Target Surcharges may apply to shipments that arrive before or after the Advance Delivery dates or before or after the Direct Delivery dates and times. Off Target Surcharges may also apply to shipments that arrive with incomplete or inaccurate documentation, including Bills of Lading, certified weight certificates, incorrect consignee information, improper booth number, etc.

SHIPPING CHARGES Please prepay all shipping charges. VCS reserves the right to refuse or to receive Collect Shipments. In cases where VCS elects to receive collect shipments, VCS will add an additional twenty five percent (25%) charge to the amount of the collect freight bill for handling and processing. A \$10 minimum fee will apply for this service. The responsible exhibitor or shipper will be notified and full payment of all charges due must be made within 24 hours.

CONSIGNMENT All shipments must be consigned C/O Veal Convention Services to enable us to accept them for handling. The convention complex will not accept direct shipments for lack of facilities for receiving or storing freight.

BILLS OF LADING Bill of lading or delivery documentation should accompany all shipments. Upon shipping, send bill of lading with weight, number of pieces and content to VCS and your on-site representative. All shipments must have certified weight receipts, as handling charges are based on the weight of the shipment. If no weight is attached, charges will be based on an estimated weight and no adjustments will be made.

UNLOADING EQUIPMENT AND LABOR Labor and equipment for receiving your freight is included in the freight handling charge. Labor and equipment for uncrating, assembling, installing, dismantling and repacking is available to exhibitors. Please see the "Installation and Dismantling Labor Order Form" to place your order.

SHIPMENTS REQUIRING SPECIAL HANDLING will be subject to a surcharge as indicated on the freight rate schedule. This classification shall be applied to, but not limited to, van shipments or shipments which are packed in such a manner as to require unloading by hand (i.e. loose display parts, uncrated equipment not delivered on a flatbed truck, etc.) The standard material handling applies to shipments that can be readily handed off or onto a truck using a conventional forklift or pallet jack equipment without rehandling. A special handling charge applies if your shipment requires extra labor for stacking or unstacking containers on a truck (cubic loading), tarping or untarping freight or containers, or rigging pieces for loading or unloading on a truck from the ground. VCS and its subcontractors shall not be liable for ordinary wear and tear in handling of freight, or any damage incurred during the handling of freight requiring special devices to properly load, place or reload unless a ten day advance notice has been given to VCS in time to obtain the proper equipment.

FREIGHT HANDLING SERVICES

SERVICE A - ADVANCE SHIPMENT TO WAREHOUSE

CRATED AND/OR SKIDDED FLOOR LOAD SHIPMENTS - Shipments that can be unloaded at the dock with no additional handling required. Each shipment received is charged separately. Cumulative weights are not allowed on minimums. **Prices apply only to shipments that meet the pre-order deadline.**

STRAIGHT TIME RATE: \$59 per CWT - 2 CWT minimum (\$118 per shipment)

SERVICE B - DIRECT SHIPMENT TO SHOWSITE

CRATED AND/OR SKIDDED FLOOR LOAD SHIPMENTS - See definition above in Service A - Advance Shipment to Warehouse.

STRAIGHT TIME RATE: \$79 per CWT - 2 CWT minimum (\$158 per shipment)

SERVICE C - UNCRATED, LOOSE AND SHIPMENTS REQUIRING SPECIAL HANDLING

Shipments that require special handling, uncrated items, unboxed items, machinery / heavy equipment or blanket wrapped items.

STRAIGHT TIME/UNCRATED RATE: \$89 per CWT - 2 CWT minimum (\$178 per shipment)

SERVICE D - SMALL PACKAGE SERVICE

Cartons and envelopes received without documentation. Maximum weight is 30 lbs. per shipment, per delivery. This includes UPS, FedEx, etcetera. All shipments received via air carrier that do not fall under the small package category may be subject to special handling charges.

STRAIGHT TIME RATE: \$39 per package

SERVICE E - OUTBOUND ONLY FREIGHT HANDLING SERVICE

Freight handled only at close of show. Material handling fees include taking materials to the loading dock and loading on designated carriers.

STRAIGHT TIME RATE: \$39 per CWT

OTHER CHARGES FOR FREIGHT HANDLING SERVICES

Delivery Deadline: Advance shipments to warehouse that are received before the advance receiving dates or not received at least five (5) days prior to show move-in and any direct to show site shipments that arrive before or after designated acceptance times.

Fee: 30 percent

Overtime Surcharge: Straight time rates are quoted above and apply Monday through Friday 8am - 4pm. Freight handling on overtime, before 8am and after 4pm on weekdays and on Saturday, Sunday or Holiday, an additional 30 percent will be charged. Based on move-in / move-out schedule, an overtime surcharge per occurrence applies to shipments handled at show site during overtime hours. (Your advance warehouse shipments may be received during straight-time, but the move-in / move-out schedule may require that your shipment be moved in to our out of the exhibit area on overtime.) **Fee: 30 percent for every overtime application.**

Transportation Surcharge: Charge applies to freight transported to VCS warehouse after close of show. **Fee: 30 percent**

Online ordering is available at: veal.boomerecommerce.com.
Please call 1(800)844-8325 with any questions you may have regarding your order.

SHIPPING & HANDLING TERMS & CONDITIONS

INBOUND AND OUTBOUND TRAFFIC SCHEDULES are the responsibility of VCS.

To assure orderly and expeditious handling of exhibit material into and out of the convention hall, it is suggested that exhibitors, including local companies, clear all movement of material through VCS, who is prepared to handle local pick-ups and deliveries on a coordinated schedule.

PACKAGING AND CRATES. VCS shall not be responsible for damage to loose or uncrated materials, pad-wrapped or shrink-wrapped materials, glass breakage, concealed damage, carpets in bags or poly or improperly packed materials. In addition, VCS shall not be responsible for crates and packaging which are unsuitable for handling, in poor condition or have prior damage. Crates and packaging should be of a design to adequately protect contents for handling by forklift and similar means. VCS shall not be responsible for loss, theft, or disappearance of exhibitor's materials after same has been delivered to exhibitor's booth.

STORING EMPTY CONTAINERS. For all exhibitors using VCS material handling services, properly labeled empty shipping containers will be picked up from your booth space and stored. They will be returned to you as quickly as possible following the close of the show. Depending on the size of the show, it can take between two and twelve hours to return all empty containers. Please plan accordingly. Empty Container Labels are available from the VCS Exhibitor Service Desk on show site. Do not store any materials or valuable in containers marked "empty." Empty crate storage should not be considered secure storage. VCS has no liability for loss or damage to crates or containers or the contents therein while containers are in storage.

INBOUND SHIPMENTS. All shipments must have a bill-of-lading or delivery receipt showing number of pieces, true weight, and description of merchandise. If shipments arrive without weight on bill-of-lading and weight is unobtainable, VCS will estimate the weight. If actual scale weights are not submitted prior to move-out the estimated weight will be final and binding. All shipments received are subject to reweigh. Copies of bills-of-lading, with the name of the carrier, should be forwarded to VCS as soon as shipments are made. This will assist in tracing, if required. Confirm delivery date and time with your carrier and have all necessary shipping information in the hands of your on-site representative. Be sure your on-site representative knows who to call to track your shipment should it not arrive at your anticipated time. VCS shall not be liable for shipments received without individual freight bills, such as UPS, FedEx or other carriers who deliver in bulk and do not wait for shipment count and condition to be verified for individual shipments. Such shipments will be subject to verification and correction of count and condition and VCS's receiving paperwork indicating any exceptions as delivered shall take precedence over shipper's signature of receipt. Shipments received without receipts or freight bills such as UPS or FedEx or US Mail will be delivered to the booth without guarantee of piece count or condition. No liability will be assumed for such shipments. Consistent with trade show industry practices, there may be a lapse of time between delivery of shipments to the booth and the arrival of EXHIBITOR or its representatives, and during such time the material will be left unattended. VCS will not be responsible or liable for any loss, damage, theft, or disappearance of EXHIBITOR'S materials after same have been delivered to EXHIBITOR'S booth at the show site. Shipments received at the warehouse after scheduled exhibitor set-up or shipments received at show site after exhibitor move-in times, are subject to surcharges to cover additional trucking or labor and will be billed accordingly.

OUTBOUND SHIPMENTS. Each outbound shipment must have a completed Bill of Lading accompanying the shipment. Exhibitors are responsible for labeling their exhibit materials and providing outbound shipping information. Bills of lading and shipping labels are available at the VCS service desk. We recommend that you prepare bills and

labels ahead of time. Exhibitors selecting non-official carriers will need to make their own arrangements for pick-up. Pick-ups for local deliveries or small package shipments, i.e., UPS, FedEx and Parcel Post should be dealt with in the same manner as all other outbound shipments. When materials are labeled, packed and ready to be shipped, completed bills-of-lading should be turned in at the Service Desk. Consistent with trade show industry practices, there may be a lapse of time between the completion of packing and the actual pick-up of materials from the booth for loading onto a carrier, and during such time the material will be left unattended. VCS shall not be responsible for loss, theft, or disappearance of materials before they are picked up from exhibitor's booth for reloading after the show. An exhibitor representative should remain on-site to insure that your shipment is picked up. Alternatively, VCS recommends that the EXHIBITOR engage security services from the facility or show management. Bills-of-lading covering outgoing shipments will be checked at time of actual pickup from the booth and corrections made where discrepancies occur. In order to expedite removal of materials as required by show management and/or the facility, VCS shall have the authority and reserves the right to change the EXHIBITOR designated carriers, if such carriers fail to pickup or refuse to accept shipments at the appointed time. VCS retains the right to dispose of materials left on the show floor without liability if left unattended, left without labels or not correctly labeled. Where no disposition is made by EXHIBITOR, materials may be taken to a warehouse to await EXHIBITOR'S shipping instructions and EXHIBITOR agrees to be responsible for charges relating to such rerouting and handling. In no event shall VCS be responsible for any loss resulting from such rerouting or handling. Any shipments that remain on-site past the outbound shipping deadline may be forced on VCS's carrier of choice and the exhibitor billed accordingly. Shipments sent using VCS's account numbers and/or charges otherwise invoiced to VCS will result in a service fee to your account amounting to 30 percent of the carrier's total charges. Use of VCS Freight Handling services authorizes VCS to pay outbound freight charges for your shipments by any carrier using the credit card on file for your company.

DELIVERY TO THE CARRIER FOR RELOADING. VCS assumes no responsibility for loss, damage, theft or disappearance of EXHIBITOR'S materials after same have been delivered to EXHIBITOR'S appointed carrier, shipper or agent for transportation after the conclusion of the show. VCS loads materials onto the carrier under directions from the carrier or driver of that carrier. Any loading onto the carrier will be understood to be under the exclusive supervision and control of the carrier or driver of that carrier. VCS assumes no responsibility or liability for loss, damage, theft or disappearance of EXHIBITOR'S materials that is caused by, arises out of or related to improperly loaded materials.

RETURNED SHIPMENTS TO VCS WAREHOUSE Where no disposition has been made for outbound shipments or later scheduled pickups are necessary; VCS will return exhibit materials to the warehouse and load on outbound carriers at the rate of \$30 per CWT for each shipment returned. Storage is available for \$0.30 per pound per month with a monthly minimum of \$35..

ADDITIONAL AVAILABLE SERVICES. Rates quoted in the MATERIAL HANDLING SERVICE ORDER FORM do not include any unpacking, uncrating, unskidding, positioning, leveling, blocking, spotting, bracing, installing, dismantling, repacking, recentering or reskidding. See the Forklift and Labor Order forms to order these services. VCS will provide metal banding will be available for securing outbound shipments at a rate of .50 per foot, plus labor (one hour minimum). Shrink wrap of a pallet will be charged at \$20 per pallet. Mobile equipment / vehicles will be moved in or out of the exhibit facility for \$99 per vehicle. Local pickups and/or deliveries are available for \$99 per hour straight-time, \$149 per hour overtime (rates include truck and driver).

LIMITS OF LIABILITY AND RESPONSIBILITY Please refer to **RENTAL TERMS & CONDITIONS AND LIMITS OF LIABILITY.**

All Terms and Conditions are understood and accepted.

SHIPMENT INSTRUCTIONS AT CLOSE OF SHOW AND IMPORTANT INFORMATION ABOUT OUTBOUND SHIPMENTS

To ensure that your outbound shipment is handled per your instructions, please be advised of the following:

CONTACT YOUR CARRIER TO SCHEDULE PICK UP OF YOUR SHIPMENT. You must call your carrier, unless you are using the show recommended carrier. Carriers, including FED EX and UPS, will not pick up your shipment unless you have made arrangements with them. For your convenience, show recommended carriers are available to handle outbound transportation. Our designated carrier is YRC Freight. All exhibitor freight not picked up by the exhibitor-designated carrier by the time stated in the GENERAL SHOW INFORMATION, page 1, will be forced out and either re-routed onto YRC Freight or returned to the VCS warehouse. Additional charges will apply.

PACK AND LABEL YOUR MATERIALS. Banding, shrink wrap and shipping labels are available at the VCS Service Desk.

COMPLETE AND TURN IN A VCS BILL OF LADING FOR EACH OUTBOUND SHIPMENT. Bill of ladings may be obtained from the VCS Service Desk. Complete a bill of lading for each shipment/destination. Turn in all completed bill of ladings to the VCS Service Desk once your shipments are ready to be loaded out. Freight sent back to the VCS warehouse will be charged for the additional handling.

Ship to:

Company: _____

Contact Name: _____

Address: _____

Phone Number: _____

Bill to:

Company: _____

Contact Name: _____

Address: _____

Phone Number: _____

ADVANCE SHIPMENT LABELS

RUSH! Exhibition Freight RUSH! Exhibition Freight RUSH!

Must arrive by: **Monday, February 6, 2017**

Birmingham Home Show –Feb. 16-19, 2017 – BJCC – Birmingham, AL

From: _____ To: Veal Convention Services
3016 Reverend Abraham Woods Jr. Blvd. N
Birmingham, AL 35203

Exhibiting Company: _____ Booth Number: _____

Number _____ of _____ pieces. Carrier: _____

RUSH! Exhibition Freight RUSH! Exhibition Freight RUSH!

Must arrive by: **Monday, February 6, 2017**

Birmingham Home Show – Feb. 16-19, 2017 – BJCC – Birmingham, AL

From: _____ To: Veal Convention Services
3016 Reverend Abraham Woods Jr. Blvd. N
Birmingham, AL 35203

Exhibiting Company: _____ Booth Number: _____

Number _____ of _____ pieces. Carrier: _____

These shipping labels are provided for your convenience to assist in preparing shipments to the advance warehouse. Please cut along the dashed lines and affix one to each piece of your shipment to the advance warehouse. Please make additional copies of these labels as needed.

NOTE: Warehouse is not temperature controlled. Hazardous materials will not be accepted at warehouse.



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SPECIAL BOOTH PACKAGE

The Special Booth Packages are available only to “in –line” booth exhibitors. The package is not available for “bulk space” exhibitors. No substitutions or exchanges of items included in the package will be permitted. Additional furnishings may be ordered by using the appropriate order forms in this Exhibitor Service Manual.

Note: These Packages do not include the initial daily vacuuming of the booth carpet. This service can be ordered by completing the appropriate form on this Exhibitor Manual.

DESCRIPTION	DISCOUNT	STANDARD
<u>Package A</u>	\$199	\$249
Two (2) folding chairs		
One (1) 2ft wide by 6ft long display table skirted on three sides Table skirt color: Show Color		
One (1) 10ft by 10ft booth carpet Carpet Color: Show Color		
One (1) wastebasket with liner		
<u>Package B</u>	\$249	\$399
Two (2) side chairs		
One (1) 2ft wide by 6ft long display table skirted on three sides Table skirt color options: show color, red, white, blue, black, green, teal, burgundy, yellow, etc.		
One (1) 10ft by 10ft booth carpet Carpet Color: blue, green, red, black, tuxedo, etc.		
One (1) wastebasket with liner		

*Online ordering is available at: veal.boomerecommerce.com.
Please call 1(800)844-8325 with any questions you may have regarding your order.*

RENTAL FURNITURE & ACCESSORIES

DISPLAY TABLES <u>Skirted</u>	Advance Order	Floor Order
4ft by 2ft by 30in high	\$89	\$109
6ft by 2ft by 30in high	\$109	\$129
8ft by 2ft by 30in high	\$129	\$149

(Standard table height is 30in. Add \$40 for 40in high skirted table.) (All sizes skirted on three sides. For skirt on 4th side, add \$20 on 30in tall table, \$30 on 40in tall table)

Table Skirt Color: _____ blue _____ red _____ burgundy
_____ black _____ green _____ yellow _____ white



DISPLAY TABLES <u>Bare</u>	Advance Order	Floor Order
4ft by 2ft by 30in high	\$39	\$59
6ft by 2ft by 30in high	\$49	\$69
8ft by 2ft by 30in high	\$59	\$79

Standard table height is 30in. Add \$20 for 40in high table

OTHER TABLES	Advance Order	Floor Order
pedestal table (30in diameter, 30in height, cannot be skirted)	\$59	\$89
pedestal table (30in diameter, 40in height, cannot be skirted)	\$69	\$99
banquet table (60in diameter, 30in height, cannot be skirted)	\$89	\$149

CHAIRS	Advance Order	Floor Order
Folding	\$9	\$19
Side	\$49	\$69
Arm	\$49	\$69
Barstool	\$69	\$89

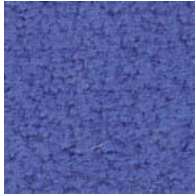


OTHER	Advance Order	Floor Order
Cocktail Round Cover	\$19	\$25
Easel	\$19	\$29
Sign Hooks (6)	\$1	\$2
Message Board (4'x8')	\$129	\$169
Pegboard (4'x8')	\$129	\$169
Wastebasket	\$9	\$19
Chrome Stanchion	\$35	\$45
Stanchion Rope	\$19	\$35
Literature Rack	\$99	\$139
Bag Stand	\$49	\$59
3ft drape per linear foot		\$8 \$12
8ft drape per linear foot		\$8 \$15
42in LCD monitor \$199, add \$99 day for stand		

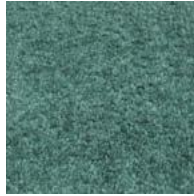
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RENTAL CARPET

CARPET COLOR:



blue



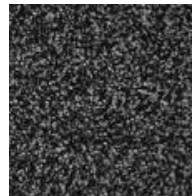
green



red



black



black tuxedo

CARPET AND PADDING

	Advance Order	Floor Order
10ft x10ft	\$199	\$259
10ft x20ft	\$399	\$529
10ft x30ft	\$599	\$799
Custom Cut ____X____ @ \$6 per square foot	_____	

CARPET ONLY

	Advance Order	Floor Order
10ft x10ft	\$129	\$199
10ft x20ft	\$269	\$389
10ft x30ft	\$399	\$599
Custom Cut ____X____ @ \$3 per square foot	_____	

*Online ordering is available at: veal.boomerecommerce.com.
Please call 1(800)844-8325 with any questions you may have regarding your order.*

CLEANING SERVICES

PRE-SHOW AND POST-SHOW CLEANING SERVICE

Empty wastebaskets, remove refuse, remove empty cartons, cleaning & dusting exhibit, tabletops, etc. before and after show hours. Prices are per single 10ft by 10ft booth space.

	<u>Advance Order</u>	<u>Floor Order</u>
One day	\$39	\$69
Duration of show Number of days x	\$29	\$59

VACUUMING

	<u>Advance Order</u>	<u>Floor Order</u>
Before show opens -Total square footage x	\$.45	\$.60
Daily - Total square footage x # of days x	\$.30	\$.50

Square feet _____ x Rate _____ x # of Days _____

Other equipment and services are available for special needs. Please call with any questions.

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orders@vealco.com

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SIGNS, BANNERS, GRAPHICS, AND DISPLAYS

All signs and banners are produced using our full color, digital inkjet wide-format printer. You send the artwork and/or the info for the sign. We send you a proof for approval. You are not charged for layout, editing, or changes unless your signage requires more than routine processing time (about 20 minutes). We will advise you of any charges before the work is done. We produce the sign, banner or graphics and deliver them to you at the show. **NOTE: Deadline for these services is 7 days before Advance Order deadline stated above.**

SIGNS	Discount Rate	Standard Rate
7in by 11in sign (mounted on foam core)	\$7	\$11
11in by 14in sign (mounted on foam core)	\$29	\$45
14in by 22in sign (mounted on foam core)	\$29	\$45
7in by 44in sign (mounted on foam core)	\$29	\$45
14in by 44in sign (mounted on foam core)	\$59	\$89
22in by 28in sign (mounted on foam core)	\$59	\$89
28in by 44in sign (mounted on foam core)	\$89	\$149
23in by 46in sign (mounted on foam core)	\$89	\$149
46in by 46in sign (mounted on foam core)	\$149	\$229
23in by 94in sign (mounted on foam core)	\$149	\$229
46in by 94in sign (mounted on foam core)	\$349	\$499
other sizes per square inch (mounted on foam core)	10 cents	15 cents

BANNERS

2ft by 8ft vinyl banner	\$129	\$229
3ft by 8ft vinyl banner	\$189	\$289
4ft by 8ft vinyl banner	\$249	\$349
other sizes per square foot	\$15	\$19

DISPLAY EQUIPMENT

	<u>Purchase</u>	<u>Rental</u>
Vertical Banner Stand	\$79	\$39
Retractable Vertical Banner Stand	\$149	\$69
Table Top Pop Up Display	\$999	\$299
Floor Standing Pop Up Display	\$1,499	\$499
Easel	\$99	\$19 (Discount) \$29 (Standard)

***** Modular Aluminum Displays available for Purchase or Rent. Please inquire for pricing.**

Online ordering is available at: veal.boomerecommerce.com.
Please call 1(800)844-8325 with any questions you may have regarding your order.

CUSTOM HANGING SIGN RENTAL

TWO- SIDED (4FT TALL BY 8FT WIDE) FOAM CORE SIGN with 8ft DRAPERY:



\$695

(Price includes two-sided sign, rental of all necessary rigging equipment and labor to hang and remove sign from ceiling. Price does not include layout or artwork on sign.)

Color(s) for drapery: _____

THREE -SIDED (4ft TALL BY 8ft WIDE) FOAM CORE SIGNS:



\$995

(Price includes signs, rental of all necessary rigging equipment and labor to hang and remove sign from ceiling. Price does not include layout or artwork on sign.)

OTHER OPTIONS FOR HANGING SIGNS AS WELL AS FLOORSTANDING SIGNS ARE AVAILABLE.

*Online ordering is available at: veal.boomerecommerce.com.
Please call 1(800)844-8325 with any questions you may have regarding your order.*

ARTWORK GUIDELINES & SPECIFICATIONS

Acceptable file formats:

EPS (Encapsulated Post Script), AI (Adobe Illustrator), PDF (Adobe PDF), PSD (Adobe Photoshop), JPG (High Resolution JPEG), TIFF (High Resolution TIFF).

Vector files: These files are line art, scalable to any size and never lose resolution, image will stay clean and crisp. You may send an EPS or PDF. When submitting these files be sure you have converted all fonts to outlines or curves (contact gail@vealco.com with questions). Vector files can be submitted at any size proportionate to the banner size ordered.

Raster Files/Images:

These files are pixel based images, so when the image/file is enlarged it may become blurry/pixelated if the image/file is not high resolution.



Rasterized Art
(pixelated when zoomed in)



Vector Art
(no pixelation when zooming in)

PSD, JPG, TIFF. Please follow the guidelines below 100% scale (full size output) at 100 dpi
50% scale at 200 dpi or higher 25% scale at 300 dpi or higher, 10% scale at 600-1200 dpi recommended

IMPORTANT NOTE:

Thumbnail sized JPG's or images taken off general websites are not at a high enough resolution to be used on large prints like banners.

You may email your file(s) to gail@vealco.com or email us to arrange with us to link you to our Dropbox, then you may upload your ready to print files.

Our Graphics Department will confirm your file is good to print before sending to production. We will ONLY contact you if we feel your file is of poor quality, to see if we can arrange for better artwork.

Our Graphics Department is available to help with the design and layout of your signs and/or banners. There is a \$30/hour design fee. By providing text, images or files you would like used on your design, along with detailed instructions or a sketch, we can set it up for you and will provide you with a proof prior to printing.

You can transmit artwork to us in a number of ways:

Ask us to set up a DropBox shared folder for you Email files (10MB or less please!)

Use a file transfer service like yousendit.com or wetransfer.com

Contact information: gail@vealco.com 205-328-1010

Important Reminders:

CONVERT FONTS TO OUTLINES

RASTER FILES SHOULD BE NO LESS THAN 100DPI AT 100% SCALE

Please contact me with any questions:

Gail McWilliams

Veal Convention Services

205-328-1010

gail@vealco.com

OVERHEAD RIGGING / HANGING SIGN LABOR ORDER FORM

RIGGING GUIDELINES:

- All ceiling rigging must conform to Show Management rules and regulations and BJCC Facility Guidelines and limitations.
- All overhead rigging/hanging must be assembled, installed, and removed by VCS. Please complete the labor order form to have your sign/truss assembled. Include set-up / assembly instructions for fixtures needing assembly.
- Overhead hanging signs are to be delivered in a clearly marked, separate container directly to the advance warehouse and must arrive no later than the advance warehouse deadline. VCS cannot guarantee the hanging of your sign if these procedures are not followed.
- Electrical signs must be in working order and in accordance with the National Electrical Code. Electrical services must be ordered through the BJCC.
- Exhibitors are REQUIRED to include hanging/setup instructions and orientation diagrams in advance.
- Make sure all signs have rigging points, accompanied by a statement guaranteeing the stress points are engineered safe. Structures weighing more than 100 pounds per point must have a rigging plot plan approved in advance. (VCS may refuse to hang a sign, if, in our opinion it appears unsafe.)

ADVANCE ORDER RATES: Straight Time \$250 per hour, Overtime \$375 per hour
ON-SITE ORDER RATES: Straight Time \$350 per hour, Overtime \$500 per hour
(Rates are per lift and crew (up to 3 riggers) per hour.)

- Starting time can be guaranteed only when labor is requested for the start of the working day, which is 8:00am.
- The minimum charge of one (1) hour per person will apply and time will commence in accordance with the exhibitor's request and in half (1/2) hour increments thereafter.
- Work will be done on a straight time basis if circumstances permit. This is not a guarantee that overtime charges will not be invoiced if necessary.
- Orders received at the show will be processed after advance orders.
- **STRAIGHT TIME IS 8:00 AM – 5:00 PM WEEKDAYS. OVERTIME IS BEFORE 8:00 AM AND AFTER 5:00 PM WEEKDAYS AND ALL DAY SATURDAY. DOUBLE OVERTIME IS ALL DAY SUNDAY AND HOLIDAYS.**

SIGN DESCRIPTION, SIZE AND WEIGHT:

For all hanging signs (excluding banners), please provide detailed drawing (blueprint if available) so hanging anchor points can be determined.

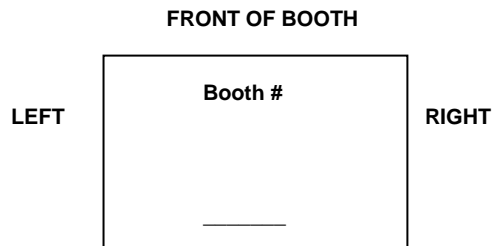
Type: Cloth Wood Metal Truss Other: _____

Shape: Cloth Wood Metal Other: _____

Size: Height: _____ Length: _____ Width: _____ **Weight:** _____

PLACEMENT DIAGRAM

Placement diagrams are REQUIRED for all hanging signs.
Please fill out below or email diagrams to orders@vealco.com



BACK OF BOOTH

_____ DISTANCE FROM FLOOR TO BOTTOM OF SIGN

REQUESTED DATE/TIME & SUPERVISION

Please choose type of supervision.
 VCS Supervision (add 30 percent)
 Exhibitor Supervision
 EAC Supervision
 Exhibitor Representative:
 Company Name:
 Show Site Phone No.:
 Alternate Phone No.:

Please complete and send this page via email to Katie@vealco.com

*Online ordering is available at: veal.boomerecommerce.com.
Please call 1(800)844-8325 with any questions you may have regarding your order.*

INSTALLATION AND DISMANTLING LABOR ORDER FORM

RATES: Straight Time \$60 per hour, Overtime \$90 per hour

- Starting time can be guaranteed only when labor is requested for the start of the working day, which is 8:00am.
- The minimum charge of one (1) hour per person will apply and time will commence in accordance with the exhibitor's request and in half (1/2) hour increments thereafter.
- Work will be done on a straight time basis if circumstances permit; however, this is not a guarantee that overtime charges will not be invoiced if necessary.
- Failure to call for labor at requested time will result in one (1) hour charge per man requested, unless twenty-four (24) hour advance notice is provided.
- Orders received at the show will be processed after advance orders.
- Veal Convention Services cannot be responsible for losses due to theft, loss or damage or for product/literature that is not properly packed and labeled. Review your insurance policies to be sure that you have proper coverage.
- **STRAIGHT TIME IS 8:00 AM – 4:00 PM WEEKDAYS. OVERTIME IS BEFORE 8:00 AM AND AFTER 4:00 PM WEEKDAYS AND ALL DAY SATURDAY. DOUBLE OVERTIME IS ALL DAY SUNDAY AND HOLIDAYS.**

VCS SUPERVISED LABOR

OK TO PROCEED: A SERVICE FOR THOSE OF YOU WHO WISH TO HAVE YOUR EXHIBIT SET UP BEFORE YOUR ARRIVAL AT SHOW SITE. Veal Convention Services, Inc. will install and/or dismantle your exhibit. You need not be present. A professional supervision surcharge of 30 percent will be added to your labor charge. \$45 minimum for each installation and dismantle.

	No. of Laborers	Laborer Hrs. Each	Total Hours	Number of Cartons: _____
Installation	_____	_____	_____	
Dismantle	_____	_____	_____	Number of Crates: _____

EXHIBITOR SUPERVISED LABOR

DO NOT PROCEED: ALL WORK IS PERFORMED ONLY UNDER THE SUPERVISION OF THE EXHIBITOR REPRESENTATIVE. It is important that the exhibitor check in at the service desk to pickup laborers ordered. Exhibitor must also check the laborers out at the service desk upon completion of work. All work to be done under the supervision of the exhibitor or exhibitor representative.

	No. of Laborers	Laborer Hrs. Each	Total Hours	Number of Cartons: _____
Installation	_____	_____	_____	
Dismantle	_____	_____	_____	Number of Crates: _____

Exhibitor Representative:

Company Name:

Email Address:

Show Site Phone No.:

Alternate Phone No.:

Please complete and send this page via email to Katie@vealco.com

*Online ordering is available at: veal.boomerecommerce.com.
Please call 1(800)844-8325 with any questions you may have regarding your order.*

FORKLIFT SERVICE ORDER FORM

**(Forklift for install / dismantle of display and/or placement of equipment.
For moving freight in and out of exhibit hall, please use the Material Handling Form.)**

PLEASE NOTE: Reservations for forklifts and operators are scheduled on a first-come, first-served basis. Reservations can be made by calling Veal Convention Services at (205)328-1010. No forklift and/or operator can be held past the scheduled time under any circumstance. Starting time can be guaranteed only when forklift and/or operator is requested for the start of the working day, which is 8:00am. The minimum charge of one (1) hour per person will apply and time will commence in accordance with the exhibitor's request and in half (1/2) hour increments thereafter. Work will be done on a straight time basis if circumstances permit; however, this is not a guarantee that overtime charges will not be invoiced if necessary. Equipment and Labor canceled without a 24 hour notice will be charged a (1) hour cancellation fee per worker and forklift. **Lift Capacity is 5,000 pounds. Larger lifts are available if ordered in advance. Contact your VCS customer service representative for more information.**

SERVICE RATES		Advance	Floor
Order	Order		
Forklift & Operator (Straight time)		\$120 per hour	\$180 per hour _____
Forklift & Operator (Overtime)		\$150 per hour	\$225 per hour _____

Prices are for each install and each dismantle and not total time.

STRAIGHT TIME IS 8:00 AM – 4:00 PM WEEKDAYS. OVERTIME IS BEFORE 8:00 AM AND AFTER 4:00 PM WEEKDAYS AND ALL DAY SATURDAY, SUNDAY AND HOLIDAYS.

DATE AND TIME REQUESTED FOR SERVICE:

PLEASE COMPLETE THE INFORMATION BELOW FOR EACH DAY YOU WILL REQUIRE FORKLIFT SERVICE:

Exhibitor Representative:

Email Address:

Company Name:

Show Site Phone No.:

Alternate Phone No.:

PLEASE INDICATE IF SPECIAL EQUIPMENT OR IF A FORKLIFT WITH OVER 4,000 POUND CAPACITY IS NEEDED.

Please complete and send this page via email to Katie@vealco.com

Online ordering is available at: veal.boomerecommerce.com.



www.vealco.com

orders@vealco.com

Discount Deadline for Advance Orders and Freight: February 6, 2017

Please call 1(800)844-8325 with any questions you may have regarding your order.

Birmingham Home Show

February 16-19, 2017

Birmingham Jefferson Convention Complex

Birmingham, AL

PLEASE READ CAREFULLY. YOU ARE ENTERING A CONTRACT. ALL ORDERS ARE GOVERNED BY THESE:

RENTAL TERMS & CONDITIONS AND LIMITS OF LIABILITY

These terms and conditions are part of the agreement between you, the exhibitor, and VCS. Your placement of an order for service or rental equipment and/or delivery of your materials to VCS'S warehouse or to a show site for which VCS is the official contractor is your acceptance of these terms and conditions

VCS'S RESPONSIBILITIES. VCS is responsible only for services which it directly provides. VCS assumes no responsibility for any persons, parties or other contracting firms not under VCS's direct supervision and control. VCS shall not be responsible for loss, delay or damage due to any cause beyond VCS'S reasonable control, including, but not limited to, fire, strikes, accidents, transportation contingencies, theft, weather, acts of God, civil disturbances, explosions, acts of terrorism or war, etc. nor for ordinary wear and tear in the handling of materials. VCS will provide material handling services as the EXHIBITOR'S agent, not as bailee or shipper, and shall have no responsibility or obligation as such.

INSURANCE. It is understood that VCS is not an insurer. Insurance on exhibit materials, if any, shall be obtained by the EXHIBITOR, at its sole costs and expense from a third-party insurance provider. **BE SURE THAT THE MATERIALS YOU SHIP TO SHOW SITE ARE INSURED FROM THE TIME THEY LEAVE YOUR WAREHOUSE UNTIL THEY ARE RETURNED. CONTACT YOUR INSURANCE REPRESENTATIVE TO ARRANGE THIS COVERAGE.**

PAYMENT TERMS - Our terms require 100% payment with order for rentals, services, tax and anticipated freight. The Payment Authorization form with your credit card information for payment of advance and show site orders must be forwarded to VCS in order for us to provide any equipment or services. Full payment of rental charges must accompany your order forms and be received by our office before the deadline date to qualify for the discounted rates. **PLEASE NOTE THAT PO'S ARE NOT ACCEPTED AS A FORM OF PAYMENT.** All orders received after deadline or on show site will be charged at standard rates. Unpaid accounts after close of show will accrue a service charge of .0575% per day, annual interest rate of 21%. Exhibitor is responsible for all fees connected with the collection of your accounts and agrees to pay all cost, interest, attorney's fees and other costs incurred by VCS in protecting its rights of property under this agreement, or in suing the renter for the breach of this agreement. . Credit card information is required for all freight (if applicable), additional services or rentals ordered on site which will be invoiced to your credit card. Advance charges may be paid by company check but credit card information is still required. Copies of invoices may be requested from VCS's main office after close of event. No credit will be given after close of event on items or services ordered but not received.

TERM: The term of this agreement is for a rental period of 7 days or any portion thereof. An additional 50 percent charge will be added for each 7 day period or any portion of subsequent 7 day periods. **NO REFUND** or reduction of charges will be made on any unused portion of stipulated rental period. Equipment will not be moved to any other location without written permission of VCS.

RETURN OF MATERIALS: All material to remain the property of VCS. Prices quoted cover rental cost only. Upon the expiration or termination of this rental agreement all materials shall be surrendered or returned to VCS in the same condition in which they were received. The acceptance of the return of the rented equipment is not a waiver by VCS of any claims for latent or patent damage to the equipment. Exhibitor agrees to compensate VCS should said equipment be lost, stolen, missing, broken, and/or damaged by any cause whatsoever, whether due to renter's fault or not. All materials lost, stolen, missing, broken, and/or damaged will be invoiced at current market replacement cost.

CLAIMS FOR LOSS. Notice of loss or damage must be given to VCS within 24 hours of occurrence or prior to show close/removal. Failure to do so releases VCS from the claim. All claims, must be submitted in writing within 60 days of show close/removal and include facts sufficient to identify the materials, asserting liability for alleged loss or damage and documentation of a specified or determinable amount of money. All claims reported after 60 days are void. No action shall be brought against VCS or its subcontractors more than one year after the cause of action accrues.

(a) PAYMENT FOR SERVICES MAY NOT BE WITHHELD.

In the event of any dispute between EXHIBITOR and VCS relative to any loss, damage or claim, EXHIBITOR shall not be entitled to and shall not withhold payment or any partial payment due VCS for its services as an offset against the amount of any alleged loss or damage. Any claims against VCS shall be considered separate transactions and shall be resolved on their own merits.

(b) MAXIMUM RECOVERY. If found liable for any loss, VCS's MAXIMUM liability and EXHIBITOR'S exclusive remedy is limited to \$.10 per pound per article with a maximum liability of \$50.00 per item, or \$1,000 per shipment, whichever is less.

(c) BREACH OF CONTRACT AND/OR NEGLIGENCE

ONLY. VCS's liability shall be limited to any loss or damage which results solely from VCS's gross negligence in the actual physical handling of the items compromising the EXHIBITOR'S shipment(s) OR which results from BREACH OF THIS CONTRACT and not for any other type of loss or damage. In no event shall VCS be liable to EXHIBITOR or to any other party for special, collateral, exemplary, indirect, incidental, consequential or punitive damages. Such excluded damages include but are not limited to loss of profits, loss of use, interruption of business or other consequential or indirect economic issues.

OFFICIAL SERVICE CONTRACTORS & EXHIBITOR APPOINTED CONTRACTORS

OFFICIAL SERVICE CONTRACTORS

Show Management, acting on behalf of all Exhibitors and in the best interest of the exposition, has appointed Official Service Contractors to perform and provide necessary services and equipment.

Official Service contractors are appointed to:

- a. Insure the orderly and efficient installation and removal of the overall exposition.
- b. Assure the distribution of labor to all Exhibitors according to need.
- c. Provide sufficient labor to satisfy the requirements of Exhibitors and for the exposition itself.
- d. See that the proper type and limits of insurance are in force, and
- e. Avoid any conflict with local union and/or exhibit hall requirements.

The Official Service Contractor will provide all usual trade show services, including labor. Exceptions are:

- a. Supervision may be provided by the Exhibitor.
- b. The Exhibitor may appoint an exhibit installation contractor or display builder.

EXHIBITOR APPOINTED CONTRACTORS

Exhibitors may employ the service of independent contractors to install and dismantle their display, providing the Exhibitor and the installation and dismantling contractor comply with the following requirements:

- a. The exhibitor must send written notification to Show Management and Veal Convention Services of the intention to utilize an independent contractor no later than 30 days prior to move-in day. Provide name, address and telephone number of firm in said notification.
- b. The Exhibitor shall provide evidence that the Exhibitor Appointed Contractor has a certificate of insurance with a minimum of \$1,000,000 liability coverage, including property damage, to Show Management and Veal Convention Services 10 days before show opening.
- c. The Exhibitor agrees that he is ultimately responsible for all services in connection with his exhibit, including freight, drayage, rentals and labor.
- d. The Exhibitor Appointed Contractor must have all business licenses, permits and Workers' Compensation insurance required by the State and City governments and the convention facility management prior to commencing work, and shall provide Show Management with evidence of compliance.
- e. The Exhibitor Appointed Contractor must furnish Show Management and Veal Convention Services with the names of all on-site employees whom will be working on the exposition floor.
- f. The Exhibitor Appointed Contractor shall be prepared to show evidence that it has a valid authorization from the Exhibitor for services. The Exhibitor Appointed Contractor may not solicit business on the exhibit floor.
- g. The Exhibitor Appointed Contractor must confine its operations to the exhibit area of its clients.
- h. The Exhibitor Appointed Contractor shall provide, if requested, evidence to Veal Convention Services that it possesses applicable and current labor contracts and must comply with all labor agreements and practices.
- i. The exposition floor, aisles, loading docks, service and storage areas will be under the control of the Official Service Contractor, Veal Convention Services.
- j. All activities by the Exhibitor Appointed Contractor must be coordinated with Veal Convention Services.
- k. For services such as electrical, plumbing, telephone, cleaning and drayage, no contractor other than the Official Service Contractors will be approved. This regulation is necessary because of licensing, insurance, and work done on equipment and facilities owned by parties other than the Exhibitor. Exhibitors shall provide only the material and equipment they own and to be used in their exhibit space.