

**Boston Gift Show  
Boston Convention and Exhibition Center  
Boston, MA  
March 24-27, 2012**

**TO ALL EXHIBITORS:**

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

Exhibitors have three ways to order additional exhibitor materials and to access facility policies, procedures and utility forms:

**1. Order all your materials online through our secure server.**

To order online go to our website at **serexpo.com** and click the gold "Order Online" link in the lower right hand corner. If you agree with the terms and conditions proceed by entering your Show ID Number. Then enter your case sensitive password.

Your Show ID Number and Password are:

**Show ID Number: 03242012A**

**Password: gfcrrro**

*Online Ordering will not be available for this show after March 14, 2012.*

**2. Fax or Mail order forms by downloading your Exhibitor Services Manual from our website.**

If you do not feel comfortable ordering online you may download your Exhibitor Services Manual and fax or mail the forms to *SER exposition services* directly. You will be downloading a .pdf file and you must have Adobe Acrobat Reader to read this file. You will be able to download Adobe Acrobat Reader from our website.

To download your Exhibitor Services Manual go to our website at **serexpo.com** and click the gold "Order Online" link in the lower right hand corner. If you agree with the terms and conditions proceed by entering your Show ID Number. Then enter your case sensitive password.

Your Show ID Number and Password are:

**Show ID Number: 03242012A**

**Password: gfcrrro**

*Online Ordering will not be available for this show after March 14, 2012.*

**3. If you do not have or have limited Internet capabilities**

Please contact us at 508-757-3397 to have an Exhibitor Services Manual faxed, emailed or mailed to you.

**If you have any questions during your ordering process please visit the FAQ's page. If you cannot find your answer here, please call us at 508-757-3397.**

**ALL ORDERS AND PAYMENT MUST BE RECEIVED BY MARCH 14, 2012.**

## ***SER exposition services***

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

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Dear Exhibitor:

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

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

For assistance with quoting your tradeshow shipment, you may contact *SER logistics* by emailing [logistics@serexpo.com](mailto:logistics@serexpo.com), or call our helpful specialist at 508-757-3397 ext 113. We look forward to exceeding your expectations regarding your tradeshow needs.









# FURNITURE & BOOTH ACCESSORIES ORDER FORM

Complete Order Form - Mail to:

## SER exposition services

35B New Street  
Worcester, MA 01605  
(508) 757-3397  
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RENTAL of special booth furnishings listed below are for use during the show and INCLUDE delivery to and removal from the Booth.

**ALL ORDERS & PAYMENT MUST BE RECEIVED BY MARCH 14, 2012**

### TABLES

UNSKIRTED 30" HIGH	Discount Price	Regular Price	Subtotal
Qty 2' x 4'	47.25	61.45	
2' x 6'	52.50	68.25	
2' x 8'	57.75	75.25	
30" Round Tables	42.00	54.75	
40" Extension Legs Set	18.50	24.00	
Ln ft of white Vinyl Covering	2.25	2.75	

### FURNITURE & ACCESSORIES

QTY	Discount Price	Regular Price	Subtotal
Folding Chairs	18.50	24.00	
Upholstered Arm Chair	52.50	68.25	
Upholstered Side Chair	68.25	88.75	
Upholstered Stool with back	68.25	88.75	
Wastebasket (7 Gallon)	15.75	20.50	
Tripod Display Easels	31.00	40.25	
Chrome Stanchion Post	57.75	75.00	
Velour Cord 8' Length	36.75	47.75	
Garment Rack	68.25		
Bag Rack	68.25		
Literature Rack	110.25		
4' x 8' Posterboard Double Sided	210.00		

**Advance Only**

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

2' x 4'	110.25	143.50	
2' x 6'	115.50	150.25	
2' x 8'	120.75	157.00	
30" Round Tables (Skirted all around)	94.50	123.00	

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

2' x 4'	131.25	170.75	
2' x 6'	136.50	177.50	
2' x 8'	141.75	184.25	
30" Round Tables	115.50	150.25	

### SPECIAL DRAPERY/SKIRTING

Ft of 8' high drape per linear foot	12.75	16.50	
Ft of 3' high drape per linear foot	9.50	12.50	
Order 4 <sup>th</sup> Side skirting	42.00	54.75	
**Draped on 3 sides only			

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

### STANDARD CARPET

9' x 10' Carpet	141.75	185.00	
9' x 20' Carpet	283.50	368.00	
9' x 30' Carpet	425.25	553.00	
9' x 40' Carpet	567.00	737.00	
Custom Size Carpet*	2.25	3.25	
Enter Size _____ x _____	Per sq ft	Per sq ft	
Carpet Padding	\$0.65	1.35	
Enter Size _____ x _____	Per sq ft	Per sq ft	
Front Rug Taping	\$0.80	\$1.00	
Enter Booth Width _____	Per lin ft	Per lin ft	

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

### TABLE TOP RISERS VINYL TOP

One Step 10" x 4'	36.75	47.75	
One Step 10" x 6'	47.25	61.50	
One Step 10" x 8'	57.25	75.25	

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

### Circle Carpet Color:

Red Black Gray Green Plum Blue Burgundy Teal Violet

### TOTAL ORDER:

Subtotal.....\$ \_\_\_\_\_  
6.25% MA Tax .....\$ \_\_\_\_\_  
Total Due.....\$ \_\_\_\_\_

**ALL ORDERS & PAYMENT MUST BE RECEIVED BY MARCH 14, 2012**

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

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

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

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

**CANCELLATION POLICY:** Items ordered & delivered to booth but subsequently canceled will be charged at 50% of price. All adjustments to charges are to be made at Boston Convention and Exhibition Center. **NO CREDITS WILL BE ISSUED AFTER CLOSE OF SHOW.** ■ Discount prices are only available on or before March 14, 2012. ■ Sales tax must be included. ■ To guarantee item or color, orders must be received 14 days prior to event. ■ Equipment is on a rental basis and remains the property of SER exposition services.

SER118SPEC

# SER exposition services

35B New Street  
 Worcester, MA 01605  
 (508) 757-3397  
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## Grid Walls and Accessories

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

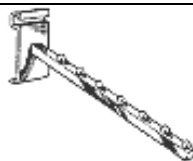
Cost includes delivery, set-up and tear down of selected rental unit.

**RENTAL ORDERS MUST BE RECEIVED WITH FULL PAYMENT BY MARCH 7, 2012 TO QUALIFY FOR DISCOUNT PRICING. LATE ORDERS...ADD 30% and are subject to availability.**

	<p>2' x 8' Grid Sections</p> <p>Grid connectors included with each attached section.</p> <p>Please include total number of connectors needed</p> <p><b>\$43.25 each</b></p>	<p><b>ORDER TOTAL</b></p> <p>Grid Sections _____ @ \$43.25 each \$ _____</p> <p>Grid Connectors 3 per 2 sections @ No Charge _____</p> <p>T-Base legs _____ @ \$32.75 per set \$ _____</p> <p>Square 12" Face Out _____ @ \$7.50 each \$ _____</p> <p>Waterfall Ball Hooks _____ @ \$7.50 each \$ _____</p> <p>Sub Total \$ _____</p> <p>6.25% MA Tax \$ _____</p> <p>Order Total \$ _____</p>
		<p>RENTAL ORDERS MUST BE RECEIVED WITH FULL PAYMENT BY <b>MARCH 7, 2012</b> TO QUALIFY FOR ABOVE PRICING. LATE ORDERS...ADD 30% and are subject to availability.</p>



T-Base legs  
**Set of Two \$32.75 per set**



Waterfall Ball Hooks  
**\$7.50 each**



Square 12" Face Out  
**\$7.50 each**

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

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■ Equipment is on a rental basis and remains the property of SER exposition services.



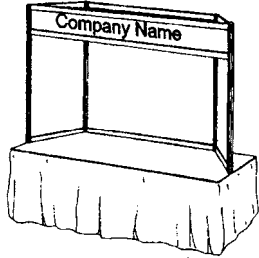
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# MODULAR RENTAL EXHIBITS

**TABLETOP**

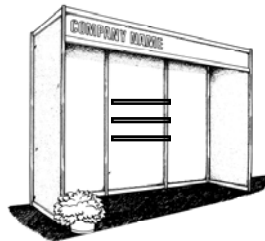


\$555.00

**INCLUDES**

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

**10' BACKWALL**

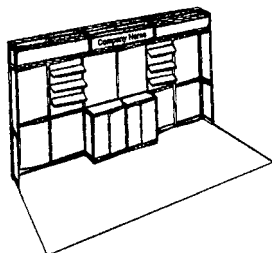


\$1575.00

**INCLUDES**

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

**20' BACKWALL**



\$2885.00

**INCLUDES**

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

**CHOOSE YOUR BACKWALL**

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

**CHOOSE YOUR CARPET COLOR**

(10' & 20' EXHIBITS ONLY)

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

**INDICATE YOUR HEADER COPY**

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

**ADDITIONAL SHELVES (39")** \_\_\_ @ \$31.50 each

**ADDITIONAL DISPLAY COUNTERS**

(39"X40"X18") \_\_\_ @ \$262.50 each

**LIGHTING FIXTURES**

\_\_\_ \$105.00 (TABLETOP)  
 \_\_\_ \$105.00 (10' DISPLAY)  
 \_\_\_ \$210.00 (20' DISPLAY)

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

**RENTAL ORDERS MUST BE RECEIVED WITH FULL PAYMENT BY MARCH 7, 2012 TO QUALIFY FOR ABOVE PRICING. LATE ORDERS...ADD 30%.**

EXHIBIT COST	\$ _____
OPTIONS	\$ _____
6.25% MA TAX	\$ _____
TOTAL	\$ _____

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

ADDRESS \_\_\_\_\_

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

TELEPHONE \_\_\_\_\_

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**MODULAR DISPLAY CASES**

**MULTI SHELV DISPLAY CASE**



**72" High x 108" Long x 15" Deep**

INCLUDES: Labor to install and dismantle  
 seven shelves  
 locking unit  
**Lighting not included \$1500.00**

**DISPLAY CASE/SHELF UNIT**



**72" High x 36" Long x 18" Deep**

INCLUDES: Labor to install and dismantle  
 two 36" glass shelves  
**Lighting is included \$ 450.00**

**SMALL DISPLAY CASE**



**42" High x 40" Long x 20 1/2" Deep**

INCLUDES: Labor to install and dismantle  
 locking unit  
**Lighting not included \$375.00**

RENTAL ORDERS MUST BE RECEIVED WITH FULL PAYMENT  
 BY  
 MARCH 7, 2012 TO QUALIFY FOR ABOVE PRICING.  
**LATE ORDERS...ADD 30%.**

EXHIBIT COST	\$ _____
OPTIONS	\$ _____
6.25% MA TAX	\$ _____
TOTAL	\$ _____

ADDITIONAL SHELVES \_\_\_\_ at \$30.00

ADDITIONAL DISPLAY COUNTERS  
 (37 1/2" X 37 1/2" X 17 3/4") \_\_\_\_ at \$295.00

LIGHTING FIXTURES  
 \_\_\_\_ \$105.00 Small Display Case  
 \_\_\_\_ \$210.00 3 lamps with 16" arms for  
 Multi Shelf Display Case

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

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

Address \_\_\_\_\_

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

Telephone \_\_\_\_\_

**CANCELLATION POLICY:** Items ordered & delivered to booth but subsequently canceled will be charged at 50% of price. All adjustments to charges are to be made at show site. NO CREDITS WILL BE ISSUED AFTER CLOSE OF SHOW

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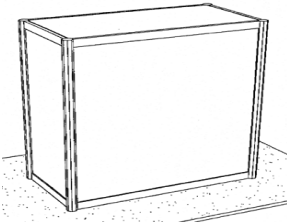
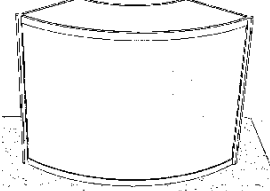
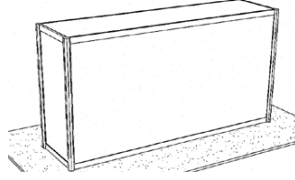
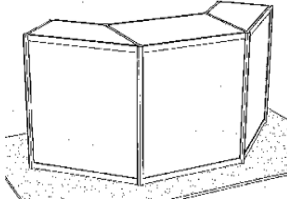
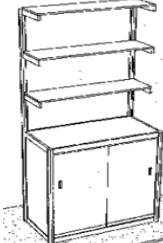

## Modular Counters and Shelves

All rental accessories are constructed of a sturdy aluminum frame and offer a choice of:

Sintra: Gray  White  OR Velcro Compatible Fabric: Gray  Blue

Cost includes delivery, set-up and tear down of selected rental unit. Alterations or custom colors may also be provided at an additional cost. Check box next to appropriate option.

**RENTAL ORDERS MUST BE RECEIVED WITH FULL PAYMENT BY MARCH 7, 2012 TO QUALIFY FOR ABOVE PRICING.  
 LATE ORDERS...ADD 30% and are subject to availability.**

<b>O P T I O N  A</b>	Price \$300.00 <input type="checkbox"/> 	<b>O P T I O N  B</b>	Price \$450.00 <input type="checkbox"/> 	<b>O P T I O N  C</b>	Price \$550.00 <input type="checkbox"/> 
<b>39" W x 19" D x 40" H Counter</b> <ul style="list-style-type: none"> <li>• White laminate counter top</li> <li>• Sliding doors in rear for storage</li> <li>• Holds up to 250 lbs.</li> </ul>		<b>39" Rad x 19" D x 40" H Counter</b> <ul style="list-style-type: none"> <li>• White laminate counter top</li> <li>• Open back with additional bottom shelf for storage</li> <li>• Holds up to 250 lbs.</li> </ul>		<b>78" W x 19" D x 40" H Counter</b> <ul style="list-style-type: none"> <li>• White laminate counter top</li> <li>• Sliding doors in rear for storage</li> <li>• Holds up to 250 lbs.</li> </ul>	
<b>O P T I O N  D</b>	Price \$750.00 <input type="checkbox"/> 	<b>O P T I O N  E</b>	Price \$775.00 <input type="checkbox"/> 	<b>O P T I O N  F</b>	Price \$775.00 <input type="checkbox"/> 
<b>3 Sided 39" at 45 degrees 19" D x 40" H Counter</b> <ul style="list-style-type: none"> <li>• White laminate counter top</li> <li>• Sliding doors in rear for storage</li> <li>• Holds up to 250 lbs.</li> <li>• Convenient wrap around design</li> </ul>		<b>39" W x 19" D x 80" H Shelf Unit</b> <ul style="list-style-type: none"> <li>• White laminate counter top</li> <li>• Sliding doors in front for storage</li> <li>• Countertop holds up to 250 lbs.</li> <li>• 3-12" Shelves</li> </ul>		<b>39" W x 19" D x 54" H TV Stand</b> <ul style="list-style-type: none"> <li>• White laminate counter top</li> <li>• Sliding doors in front for storage</li> <li>• Holds up to 200 lbs.</li> <li>• 2 Shelves allow for compact placement of TV &amp; VCR</li> </ul>	

**SUBTOTAL**                   \$ \_\_\_\_\_  
**6.25% MA Tax**             \$ \_\_\_\_\_  
**TOTAL**                       \$ \_\_\_\_\_

RENTAL ORDERS MUST BE RECEIVED WITH FULL PAYMENT BY  
**MARCH 7, 2012 TO QUALIFY FOR ABOVE PRICING.**  
**LATE ORDERS...ADD 30%.**

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

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

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**SPOT LIGHT ORDER FORM**

All orders subject to availability of equipment.  
All equipment remains the property of *SER exposition services*.

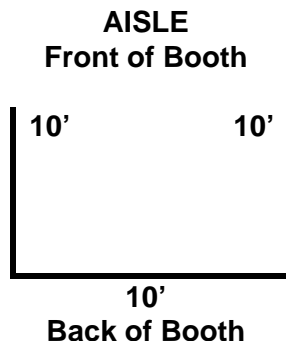
**ELECTRICITY MUST BE ORDERED SEPARATELY THROUGH THE FACILITY.  
EXTENSION CORDS, IF NEEDED, MUST BE ORDERED THROUGH THE FACILITY.**

Orders refused after delivery to booth will be subject to a 100% service charge.

**ALL ORDERS & PAYMENT MUST BE RECEIVED BY MARCH 14, 2012**  
Please add 35% to all floor orders.

Number of spotlights	_____	at \$50.00 each	_____
8' high post with base	_____	at \$29.00 each	_____
Extendable cross bar	_____	at \$29.00 each	_____
		6.25% MA Sales tax	_____
		<b>Total Due</b>	_____

Below is a booth diagram.  
Please draw where you want your spot lights mounted and how it should be attached.



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

Company Address \_\_\_\_\_

City/state \_\_\_\_\_ Zip \_\_\_\_\_

Authorized by \_\_\_\_\_

Telephone # \_\_\_\_\_

## **BOSTON UNION GUIDELINES**

Teamsters are responsible for: floor layout, carpet, drapes, rental furniture, decorating rental items, masking, aisle signs, hanging special signs, aisle carpeting, unloading and reloading freight, delivery of material to the exhibit booth, installation and dismantling of booths. Rigging to be handled by JCALPRO.

Individual exhibitors who wish to install and dismantle their own booths can do so if they: use company personnel, do not attempt to bring in “pick-up labor,” comply with local and state fire, safety and insurance regulations and rules set by Exposition Management.

Hand Carry - Exhibitors may hand carry one item, one time, in or out of the facility without having to access the loading dock.

Hand-carried is defined as one item that can be easily carried by an individual, without the need for dollies or other mechanized equipment weighing less than 30 lbs.

Unions claim jurisdiction under all other circumstances.

POV – Exhibitors may load and unload: Automobiles, Station Wagons, Mini Vans, SUV’s, Pick-Up Trucks and Vans. Special unloading and loading areas are available.

Exhibitors may use their own equipment limited to carts, dollies, and hand trucks.

Exhibitors cannot use motorized or hydraulic devices. Any vehicle requiring dock use is under Union jurisdiction

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**SPECIAL SMALL PACKAGE RATE**

*SER exposition services* is offering a special rate for small package shipments,  
**UNDER 50 LBS – Inbound Only**

Small Package Shipment – A small package shipment is a shipment totaling any number of pieces with a combined weight not to exceed 50 lbs that is received on the same day, from the same shipper and delivered by the same carrier.

*Any package over 50 lbs or shipped outbound will be charged using the standard material handling rates as outlined in the 'Material Handling Information/Rate Schedule'.*

FedEx, UPS, & DHL deliveries will be subject to the Special Handling surcharge due to their delivery procedures. **Please see the 'Material Handling Information/Rate Schedule' form in this kit for details regarding Special Handling or Overtime.**

*SER exposition services* will receive packages at our advance warehouse and deliver to your booth prior to show. Shipments not accompanied by an individual bill of lading will be delivered without guarantee of piece count.

**Each piece: \$30.00** plus applicable Special Handling/Overtime

Label each piece and address all documents as follows:  
**ARRIVAL ON or BEFORE: MARCH 14, 2012**

**COMPANY NAME AND BOOTH #**  
**BOSTON GIFT SHOW:**  
*SER exposition services*  
c/o YRC  
95 Concord Street  
North Reading, MA 01864

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

We plan to ship \_\_\_\_\_ pieces at \$30.00 each = \$ \_\_\_\_\_

Shipping from \_\_\_\_\_ By Carrier \_\_\_\_\_

Authorized by (please print) \_\_\_\_\_ Signature \_\_\_\_\_

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

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**MATERIAL HANDLING INFORMATION/RATE SCHEDULE**

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

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

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

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

Rates are as follows:

Using **SER Logistics; \$24.00 per cwt/\$48.00 minimum charge**

Using any other carrier; \$30.00 per cwt/\$60.00 minimum charge

Label each piece and address all documents as follows: **COMPANY NAME AND BOOTH #**

**ARRIVAL ON or BEFORE: MARCH 14, 2012**

**BOSTON GIFT SHOW:**

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c/o YRC  
95 Concord Street  
North Reading, MA 01864

**SHIPMENTS DIRECT TO BOSTON CONVENTION AND EXHIBITION CENTER:** Shipments direct to the Boston Convention and Exhibition Center is included in your booth package. Direct shipments will be accepted on March 22-23, 2012 only. *Any shipments scheduled to arrive prior to March 23, 2012, MUST be sent to the advance warehouse with the appropriate material handling charges applied. The Boston Convention and Exhibition Center will NOT accept any advance freight.*

Label each piece and address all documents as follows: **COMPANY NAME AND BOOTH #**

**ARRIVAL ONLY: MARCH 22-23, 2012**

**BOSTON GIFT SHOW:**

SER exposition services  
Boston Convention and Exhibition Center  
415 Summer Street  
Boston, MA 02210

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

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

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

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

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

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

**SPECIAL SERVICES AND RATES** Steel banding or shrink wrap for the packaging of displays and equipment is available through SER exposition services at prevailing rates. This service must be ordered in advance by March 14, 2012.

## MATERIAL HANDLING INFORMATION/RATE SCHEDULE (CONTINUED)

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

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

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

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

### LIABILITY AND INSURANCE BULLETIN

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

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

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

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

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

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

### INSURANCE

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

**SER exposition services**

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

Boston Gift Show  
Boston Convention and Exhibition Center  
Boston, MA  
March 24-27, 2012

**MATERIAL HANDLING ORDER FORM**

**INBOUND SHIPMENTS**

Complete this order form and return promptly to *SER exposition services*. **All shipments must be prepaid** and should be shipped to arrive at our warehouse no later than one week prior to the initial installation date to avoid late delivery charges. **Late shipments** are subject to additional handling and delivery charges. **Direct shipments** sent directly to Boston Convention and Exhibition Center will be received **only on the day of exhibitor move-in**. Shipments sent to the **Boston Convention and Exhibition Center** prior to exhibitor set up **will be refused**.

**ALL MATERIAL HANDLING CHARGES MUST BE PREPAID PRIOR TO SHOW OPENING**

**Collect Shipments will not be accepted**

**ALL ORDERS & PAYMENT MUST BE RECEIVED BY MARCH 14, 2012**

We will be shipping to warehouse \_\_\_\_\_ We will be shipping direct \_\_\_\_\_

Shipped from: \_\_\_\_\_ Carrier: \_\_\_\_\_

Date Shipped: \_\_\_\_\_ PRO#/Tracking # \_\_\_\_\_

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

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

**This authorization must be completed below and sent to *SER exposition services* before shipments can be handled.**

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

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

Company Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Show Representative \_\_\_\_\_ Telephone: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

CHECK appropriate arrangement:

- Freight arrangements will be handled by *SER logistics*.
- Freight arrangements will be handled by exhibitor.  Van Line  Air Freight  Other \_\_\_\_\_
- Steel banding at \$1.10 per linear foot, including labor. \$50.00 MINIMUM (Put on Recap of Services Form)
- Shrink wrap at \$25.25 per skid \_\_\_\_\_ # x \$25.25 = \_\_\_\_\_ (Put on Recap of Services Form)

**IMPORTANT:** Whether you are shipping common carrier or other means, you must complete a Bill of Lading and return it to the *SER exposition services*. Also, please have all freight properly secured and **LABELED**.

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

**LABELS FOR ADVANCE SHIPMENTS TO WAREHOUSE**

TO: \_\_\_\_\_  
Company Name-Booth Number

**BOSTON GIFT SHOW  
SER exposition services  
c/o YRC  
95 Concord Street  
North Reading, MA 01864**

Carrier \_\_\_\_\_  
Number \_\_\_\_\_ of \_\_\_\_\_ Pieces

***SER exposition services***

TO: \_\_\_\_\_  
Company Name-Booth Number

**BOSTON GIFT SHOW  
SER exposition services  
c/o YRC  
95 Concord Street  
North Reading, MA 01864**

Carrier \_\_\_\_\_  
Number \_\_\_\_\_ of \_\_\_\_\_ Pieces

***SER exposition services***

TO: \_\_\_\_\_  
Company Name-Booth Number

**BOSTON GIFT SHOW  
SER exposition services  
c/o YRC  
95 Concord Street  
North Reading, MA 01864**

Carrier \_\_\_\_\_  
Number \_\_\_\_\_ of \_\_\_\_\_ Pieces

***SER exposition services***

TO: \_\_\_\_\_  
Company Name-Booth Number

**BOSTON GIFT SHOW  
SER exposition services  
c/o YRC  
95 Concord Street  
North Reading, MA 01864**

Carrier \_\_\_\_\_  
Number \_\_\_\_\_ of \_\_\_\_\_ Pieces

***SER exposition services***

TO: \_\_\_\_\_  
Company Name-Booth Number

**BOSTON GIFT SHOW  
SER exposition services  
c/o YRC  
95 Concord Street  
North Reading, MA 01864**

Carrier \_\_\_\_\_  
Number \_\_\_\_\_ of \_\_\_\_\_ Pieces

***SER exposition services***

TO: \_\_\_\_\_  
Company Name-Booth Number

**BOSTON GIFT SHOW  
SER exposition services  
c/o YRC  
95 Concord Street  
North Reading, MA 01864**

Carrier \_\_\_\_\_  
Number \_\_\_\_\_ of \_\_\_\_\_ Pieces

***SER exposition services***

**LABELS FOR DIRECT SHIPMENTS**

TO:

\_\_\_\_\_  
Company Name-Booth Number

**BOSTON GIFT SHOW**  
c/o SER exposition services  
Boston Convention and Exhibition Center  
415 Summer Street  
Boston, MA 02210

Carrier \_\_\_\_\_  
Number \_\_\_\_\_ of \_\_\_\_\_ Pieces

***SER exposition services***

TO:

\_\_\_\_\_  
Company Name-Booth Number

**BOSTON GIFT SHOW**  
c/o SER exposition services  
Boston Convention and Exhibition Center  
415 Summer Street  
Boston, MA 02210

Carrier \_\_\_\_\_  
Number \_\_\_\_\_ of \_\_\_\_\_ Pieces

***SER exposition services***

TO:

\_\_\_\_\_  
Company Name-Booth Number

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Carrier \_\_\_\_\_  
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Company Name-Booth Number

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Carrier \_\_\_\_\_  
Number \_\_\_\_\_ of \_\_\_\_\_ Pieces

***SER exposition services***

**SER exposition services**

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

Boston Gift Show  
Boston Convention and Exhibition Center  
Boston, MA  
March 24-27, 2012

**ACCESSIBLE STORAGE ON SHOW SITE**

**Exhibitor must sign up for accessible storage at the SER exposition services Service Desk at show site.**

**Set-up Fee: \$95.00**

This is a one-time set-up fee.

**Storage Fees**

Fees are based on the square footage required for storage

Up to 25 square feet	\$95.00 per day
26 to 50 square feet	\$142.50 per day
51 to 100 square feet	\$190.00 per day
101 to 150 square feet	\$235.00 per day
151 to 200 square feet	\$285.00 per day

**Labor**

Each time your materials are accessed, you will be charged a minimum of one-half hour of labor according to the hourly rates indicated on the *SER exposition services* Advanced Labor Form

I will need \_\_\_\_\_ square feet of storage at \$ \_\_\_\_\_ per day x \_\_\_\_\_ days = \$ \_\_\_\_\_

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

EXHIBITOR NAME \_\_\_\_\_

EXHIBITOR ADDRESS \_\_\_\_\_

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

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

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

## **SER exposition services**

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Worcester, MA 01605  
(508) 757-3397  
(508) 757-9136 (Fax)

Boston Gift Show  
Boston Convention and Exhibition Center  
Boston, MA  
March 24-27, 2012

### **Privately Owned Vehicles (POV)/RENTAL TRUCK MOVE-IN & MOVE-OUT ORDER FORM**

#### **POV Load Services**

POVs (Privately owned vehicles) are limited to cars, station wagons, vans and pickup trucks up to one ton.

Workers equipped with flat carts and pallets will assist those exhibitors with unloading and reloading of their materials.

#### **Freight must be less than**

**3' wide**  
**4' high**  
**6' long**

#### **POV Load Service is . . .**

- ◆ Intended for those exhibitors requiring minimum assistance to expedite the move-in/move-out of their shipments.
- ◆ Intended as a means of allocating valuable loading space and cost-effective labor crews during the move-in/move-out process.
- ◆ Intended as an integral part of an overall plan to minimize disruptions to the ongoing movement of forklifts, crated and other large materials during the move-in/move-out process.

The loading dock is for loading and unloading only. No parking will be allowed on the loading dock. It is advisable to have two people per vehicle so that once the POV is unloaded; it can be moved immediately from the dock area.

- ◆ No personal dollies, wagons or hand trucks are allowed on the dock or show floor.
- ◆ No SER equipment is allowed to be used by exhibitors.

#### **POV Load Service Schedule**

##### **EXHIBITOR MOVE-IN:**

**Thursday, March 22, 2012, from 12:00 PM to 7:00 PM**

**Friday, March 23, 2012, from 8:00 AM to 6:00 PM**

##### **EXHIBITOR MOVE-OUT:**

**Tuesday, March 27, 2012, at 2:00 PM**

Exhibitors who have extensive unloading requirements must use the material handling services. Arrangements for this service can be made in advance or on-site at the loading dock at SER's discretion.

Exhibitors are required to carry all risk floater insurance covering their products and exhibit materials against damage, loss and other hazards. The coverage should start when the product and exhibit material leave your place of business and end upon the return to your facility after the show. This can be done by adding "riders" to existing insurance policies.

*To avoid any misunderstanding regarding these services, please bring any discrepancies to our attention at the SER Service Desk. SER will be unable to adjust invoices after the close of the show.*

**SER exposition services**

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

Boston Gift Show  
Boston Convention and Exhibition Center  
Boston, MA  
March 24-27, 2012

**ADVANCE LABOR ORDER FORM**

STRAIGHT TIME RATES: \$105.00 per man-hour, 8:00 AM to 4:30 PM weekdays  
OVERTIME RATES: \$144.00 per man-hour, Before 8:00 AM and after 4:30 PM weekdays,  
and all hours Saturday  
DOUBLE TIME RATES: \$182.25 per man-hour, All hours Sunday and Holidays

**ALL ORDERS & PAYMENT MUST BE RECEIVED BY MARCH 14, 2012  
ONE-HOUR MINIMUM CHARGE PER MAN. LABOR THEREAFTER IS CHARGED IN 1/2 HOUR  
INCREMENTS. LATE AND FLOOR ORDERS ADD 30%**

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

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

**Plan A - Exhibitor Supervision**

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

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

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

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

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

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

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

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

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

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

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

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

**SER exposition services**

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

Boston Gift Show  
Boston Convention and Exhibition Center  
Boston, MA  
March 24-27, 2012

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

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

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

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

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

“Non-Official” Contractor: \_\_\_\_\_

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

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

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

The “Non-Official” Service Contractor MUST send a copy of the required Insurance Certificate, with a minimum \$1,000,000 liability coverage, no later than 30 days prior to March 24-27, 2012 or they will not be permitted to service your exhibit.

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

This form must be received no later than: FEBRUARY 24, 2012

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

# **Electrical Policy**

## **Massachusetts Convention Center Authority**

**Boston Convention and Exhibition Center  
John B. Hynes Veterans Memorial Convention Center**

### **ELECTRICAL SERVICE ALERT**

**Please read the following information carefully!**

**This information is designed to give you a better understanding of how to order electrical service for your booth.**

**You MUST order Electrical Service through the MCCA. The forms for electrical service are included in this manual.**

The Electrical connection from the MCCA will be brought to the nearest column or floorbox only.

The exhibitor is responsible for distribution of electrical power within their booth space. This will not be done by MCCA electrical department.

*SER exposition services* can assist the exhibitor with the distribution of power to specific areas of the booth and/or under the carpet. The exhibitor or exhibitor appointed contractor can also perform this work.

*SER exposition services* can provide the exhibitor with flat extension cords and/or the labor to install them.

If the exhibitor will require *SER exposition services'* assistance with electrical distribution or flat extension cord placement, please use the Electrical Labor form in this manual or visit the *SER exposition services* Service Desk on site.

**SER exposition services**

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

Boston Gift Show  
 Boston Convention and Exhibition Center  
 Boston, MA  
 March 24-27, 2012

## Electrical Labor

No Labor needed backwall 120v Power

Exhibitor Supervision (Do Not Proceed) Will Call: Date: \_\_\_\_\_ Time: \_\_\_\_\_ # of men: \_\_\_\_\_

- All electrical labor scheduled for 8:00 a.m. starting times will be dispatched to booth space. For all other starting times, check in at the labor desk one-half (1/2) hour before time requested. Labor cancelled without a 24-hour notice shall be charged a one (1) hour cancellation fee per electrician. If exhibitor fails to use the electrician at the time confirmed a one (1) hour "No-Show" charge per electrician will apply.
- The minimum charge for labor is one (1) hour per electrician. Labor thereafter is charged in one-half (1/2) hour increments. Gratuities in any form, including cash, gifts, or labor hours for work not actually performed are prohibited by SER. All rates are subject to change if necessitated by increased labor and/or material costs.

OK to proceed - complete before: Date: \_\_\_\_\_ Time: \_\_\_\_\_

- All labor performed under the supervision of SER. In order to perform the labor without exhibitor's representative present, SER MUST have detailed blueprints/floor plans for power distribution under carpet with this labor order.
  - Straight Time Only  Overtime, if necessary to meet setup time

Carpet was ordered from SER:  Yes  No

**ALL ORDERS & PAYMENT MUST BE RECEIVED BY MARCH 14, 2012**

**ONE-HOUR MINIMUM CHARGE PER MAN. LABOR THEREAFTER IS CHARGED IN 1/2 HOUR INCREMENTS.**

**LATE AND FLOOR ORDERS ADD 30%**

**Hourly Rates**

Straight Time: \$105.00 per man-hour, 8:00 AM to 4:30 PM weekdays

Overtime: \$144.00 per man-hour, Before 8:00 AM and after 4:30 PM weekdays, and all hours Saturday

Double Time: \$182.25 per man-hour, All hours Sunday and Holidays

<u>LABOR</u>	# of Laborers		Total Hours		Hourly Rate		Total Cost
Installation		x		x		=	\$
Dismantle		x		x		=	\$
<b>Total Estimated Electrical Labor Cost:</b>							

<u>EQUIPMENT</u>	Quantity		Price Per Cord		Total Cost
25' Flat Extension Cords	\$30.00	x		=	\$
50' Flat Extension Cords	\$50.00	x		=	\$
Plug Strip	\$45.00	x		=	\$
<b>Total Estimated Electrical Cord Cost:</b>					

**GRAND TOTAL: \$ \_\_\_\_\_**

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

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

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

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