



**InSight**  
**InSight 2009 Annual Conference**  
**Exhibit Dates: September 10-12, 2009**  
**Gaylord Palms Resort & Convention Center**  
**Orlando, FL**

Dear InSight Exhibitor:

Welcome to the InSight 2009 Annual Conference presented to you by InSight. We look forward to assisting you with the planning of your exhibit. This manual contains important details relative to your participation. Please take time to review this information and feel free to contact us if you have any questions.

This manual is designed to provide you with all of the information necessary for a successful and profitable exhibition. In this manual you will find forms for services offered by the official show contractors. If you are utilizing outside contractors (contractors not specifically mentioned in this manual), please notify them of the insurance requirements for access to the show floor, and inform InSight Show Management of the company name and personnel. Also, feel free to contact the appropriate service contractor directly.

Please pay particular attention to the Deadline Dates Checklist located in the General Information Section. This schedule outlines the important dates for completion of forms for services. In order for your requests to be serviced accurately, we request that all forms be sent by the date listed.

We have found that it is most efficient if this Exhibitor Services Manual is given to the person directly responsible for your participation at the exposition. Exhibitors using a display house should forward on pertinent information.

On behalf of InSight, we are pleased that you will be joining us this year. If there is anything that we can do to assist you, please feel free to contact us.

We look forward to seeing you and to a very successful and productive InSight 2009 Annual Conference!

Sincerely,

Adam Levy  
Exhibits Sr. Associate  
PH: 312.673.5982  
FX: 312.644.0575  
[alevy@insight-net.org](mailto:alevy@insight-net.org)



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## GENERAL INFORMATION & INSTRUCTIONS

### A. TIMETABLE OF IMPORTANT DATES AND TIMES

**MOVE-IN:** **Gaylord Palms Resort & Conference Center, Hall DEF**  
Wednesday September 9, 2009 8:00 am – 5:00 pm

**ALL EXHIBITS MUST BE COMPLETE BY *Wednesday September 9, 2009 at 5:00 pm***

#### SHOW HOURS:

Thursday	September 10, 2009	10:30 am – 1:30 pm 11:30 am – 1:30 pm 1:30 pm – 2:30 pm 2:30 pm – 6:00 pm 4:00 pm – 6:00 pm	Exhibits Open Lunch/Dedicated Exhibits Time Closed for Exhibitor Lunch (provided) Exhibits Open PSC (Exhibits) Opening Reception
Friday	September 11, 2009	10:30 am – 2:00 pm 12:00 pm – 2:00 pm 2:00 pm – 4:15 pm 4:15 pm – 6:00 pm	Exhibits Open Lunch/Dedicated Exhibits Time Closed for Exhibitor Lunch (provided) Note: You may escort your customers into the Exhibit Hall during this time for in-booth meetings. PSC Networking Reception (exhibits open)
Saturday	September 12, 2009	8:00 am – 10:00 am 9:30 am – 10:00 am	Exhibits Open PSC Passport to Prizes Drawings

All exhibits must be opened and staffed during the show hours. Exhibitors will be allowed into the exhibit hall **3 hours** prior to opening on Friday and **1 hour** prior to opening on Saturday. Exhibitors will be required to exit the exhibit hall as soon as the show closes each night.

#### MOVE-OUT:

Saturday September 12, 2009 10:00 am – 6:00 pm

**Exhibitors may begin to pack equipment, supplies and literature when the show closes at 10:00 am on Saturday, September 12, 2009 and must be completely out of the hall by 6:00 pm, Saturday, September 12, 2009.** More details regarding move-out will be announced during the show.

**B. OFFICIAL SERVICE AND MATERIAL HANDLING CONTRACTOR**

Freeman is the Official Service Contractor of the InSight 2009 Annual Conference. Other official show suppliers are listed in the "Exhibitor Services Directory." Freeman will maintain an Exhibitor Service Center located in the exhibit hall.

**C. SHIPPING**

Refer to the section marked "Freeman" for shipping instructions. We also encourage exhibitors to purchase insurance coverage for their booth, in the event your display is damaged or lost in transit. Please note that the instructions for shipping in advance differ from those for shipping to show site.

**D. TRUCK DELIVERIES**

All truck drivers delivering freight to the show should check in with the material handling office in the marshaling yard.

**E. EMPTY CRATES**

It is important that crates be removed from the floor and placed in storage as soon as they are empty. All crates should be closed securely and "empty" stickers should be attached as soon as they are emptied. Open crates will not be accepted for storage.

A clearly marked "empty" sticker containing your booth number and company identification securely attached to your empty crates will expedite their return to you at the close of the show.

Empty crates will be returned to your booth after the close of the show. No empty boxes or crates may be stored in the exhibit area or in the service aisle due to Fire Marshall regulations.

**F. SECURITY**

Realizing the value and importance of your equipment and exhibit material, security guards will be located around the perimeter of the hall from the beginning of move-in to the end of move-out. It should be made clear, however, that although InSight Show Management is providing this service, we are not responsible for any loss or damage of material.

**G. RULES AND REGULATIONS**

Exhibitors are responsible for compliance with all pertinent regulations and codes concerning fire, safety and health, which may be applicable in the exhibit hall during the event. Exhibitors must comply with all of the policies, rules, terms and regulations contained in the Exhibitor Prospectus. A copy of these rules and regulations is included in this Exhibitor Services Manual.

**H. PARKING**

Address:

Gaylord Palms Resort & Convention Center  
3208 Gaylord Way  
Kissimmee, Florida 34746  
Phone: 407-586-2217  
Faxes: 407-586-2279

Self Parking Pass include in/out privileges valid through September 8-12, 2009 at \$18 per day.

**I. AMERICANS WITH DISABILITIES ACT CONFORMANCE**

Each exhibitor shall be responsible for compliance with all applicable provisions of the Americans with Disabilities Act within its booth and assigned exhibit space, including, but not limited to, wheelchair access provisions. For more information on the Americans with Disabilities Act and how to make your exhibit accessible to persons with disabilities, please contact ADA, Civil Rights Division, Department of Justice, P.O. Box 66738, Washington, DC, 20035, Ph: 800-514-0301, [www.usdoj.gov/crt/ada/adahom1.htm](http://www.usdoj.gov/crt/ada/adahom1.htm).



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## EXHIBITOR SERVICES DIRECTORY

### SHOW MANAGEMENT

Alexa Newman- Exhibits Manager  
Adam Levy- Exhibits Sr. Associate  
InSight  
401 N. Michigan Ave.  
Suite 2300  
Chicago, IL 60611  
Ph: 312.673.5982  
Fx: 312.644.0575  
Email: [alevy@insight-net.org](mailto:alevy@insight-net.org)  
Web: [www.insight-net.org/](http://www.insight-net.org/)

### OFFICIAL GENERAL CONTRACTOR

Freeman  
2200 Consulate Drive  
Orlando, FL 32837  
Phone: 407.816.7900  
Fax: 469.621.5605  
Web: [www.freemanco.com](http://www.freemanco.com)  
Email: [FreemanOrlandoES@freemanco.com](mailto:FreemanOrlandoES@freemanco.com)

### OTHER OFFICIAL CONTRACTORS

#### Audio/Visual Services

Ovation, Inc.  
601 Grassmere Park Drive  
Suite 22  
Nashville, TN 37211  
Phone: 615.333.3939  
Fax: 615.333.3936

Email: [ikonpalms@gaylordhotels.com](mailto:ikonpalms@gaylordhotels.com)

Web: [www.freemanco.com](http://www.freemanco.com)  
Email: [FreemanOrlandoES@freemanco.com](mailto:FreemanOrlandoES@freemanco.com)

#### Booth Labor/Cleaning

Freeman  
2200 Consulate Drive  
Orlando, FL 32837  
Phone: 407.816.7900  
Fax: 469.621.5605  
Web: [www.freemanco.com](http://www.freemanco.com)  
Email: [FreemanOrlandoES@freemanco.com](mailto:FreemanOrlandoES@freemanco.com)

#### Catering

Gaylord Palms Resort & Convention Center  
Catering Services  
6000 W. Osceola Parkway  
Kissimmee, FL 34746  
Phone: 407.586.2271  
Fax: 407.586.2299

Gaylord Palms Resort & Convention Center  
Electrical/Utility Services  
3208 Gaylord Way  
Kissimmee, FL 34746  
Phone: 407.586.2217  
Fax: 407.586.2279

#### Computer Rental

Rentsys Tradeshow Division  
200 Quality Circle  
College Station, TX 77845  
Phone: 800.955.5171  
Fax: 979.690.5826  
Email: [sales@rentsys.com](mailto:sales@rentsys.com)  
Web: [www.rentsys.com](http://www.rentsys.com)

Electrical Service  
Gaylord Palms Resort & Convention Center  
Electrical/Utility Services  
3208 Gaylord Way  
Kissimmee, FL 34746  
Phone: 407.586.2217  
Fax: 407.586.2279  
Email: [GPEXhibits@gaylordhotels.com](mailto:GPEXhibits@gaylordhotels.com)

#### Business Center

IKON  
Gaylord Palms Resort & Convention Center  
3208 Gaylord Way  
Kissimmee, Florida 34746  
Phone: 407-586-2599  
Faxes: 407-586-1999

#### Custom Furniture

Freeman  
2200 Consulate Drive  
Orlando, FL 32837  
Phone: 407.816.7900  
Fax: 469.621.5605

Facility  
Gaylord Palms Resort & Convention Center  
3208 Gaylord Way  
Kissimmee, FL 34746  
Phone: 407.586.2000  
Fax: 407.586.2279  
Email: [GPEXhibits@gaylordhotels.com](mailto:GPEXhibits@gaylordhotels.com)

**Floral**

Gaylord Palms Resort &  
Convention Center  
Attn: Bethanny Lahey  
3208 Gaylord Way  
Kissimmee, FL 34746  
Phone: 407.586.2219  
Fax: 407.586.2279  
Email:  
[blahey@gaylordhotels.com](mailto:blahey@gaylordhotels.com)

**Internet Service**

Gaylord Palms Resort &  
Convention Center  
3208 Gaylord Way  
Kissimmee, FL 34746  
Phone: 407.586.0543  
Fax: 407.586.2279  
Email:  
[GPExhibits@gaylordhotels.com](mailto:GPExhibits@gaylordhotels.com)

**Housing**

Gaylord Palms Resort and  
Convention Center  
6000 West Osceola Parkway  
Kissimmee, FL 34746  
Phone: 407.586.2000  
Web:  
[https://reservations.gaylordpalms.gaylordhotels.com/cgi-bin/lansaweb?procfun+rn+resnet+orl+funcparms+up\(a2560\):;EDH09;?](https://reservations.gaylordpalms.gaylordhotels.com/cgi-bin/lansaweb?procfun+rn+resnet+orl+funcparms+up(a2560):;EDH09;?)

**Lead Retrieval**

Showcare  
2770 14th Avenue, Suite 201  
Markham, Ontario, L3R 0J1  
Canada  
Phone: 866.267.2107  
Fax: 905.479.9743  
Email: [Leads@showcare.com](mailto:Leads@showcare.com)  
Web: [www.showcare.com](http://www.showcare.com)

**Registration**

Showcare  
2770 14th Avenue, Suite 201  
Markham, Ontario, L3R 0J1  
Canada  
Phone: 866.267.2107  
Fax: 905.479.9743  
Email: [insight@showcare.com](mailto:insight@showcare.com)  
Web: [www.showcare.com](http://www.showcare.com)

**Signage Rigging**

PSAV  
6000 W. Osceola Parkway  
Kissimmee, FL 34746  
Phone: 407.586.2251  
Fax: 407.586.2255

**Telecommunications**

Gaylord Palms Resort &  
Convention Center  
3208 Gaylord Way  
Kissimmee, FL 34746  
Phone: 407.586.0543  
Fax: 407.586.2279  
Email:  
[GPExhibits@gaylordhotels.com](mailto:GPExhibits@gaylordhotels.com)



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## Exhibitor Important Deadline Date Checklist

ORDER FORM	DEADLINE DATE	DATE RETURNED
Hotel Reservation Deadline	August 5, 2009	
Signage & Rigging Order Form	August 10, 2009	
Lead Retrieval Order Form (early bird rate)	August 11, 2009	
Electrical Service Order	August 26, 2009	
Internet/Telecommunications Order Form	August 26, 2009	
Floral Order Form	August 26, 2009	
Freeman Discount Deadline Date	August 26, 2009	
Third Party Authorization	August 26, 2009	
Security Services	August 26, 2009	
Audio Visual Discount Deadline Date	August 28, 2009	
Computer Rental Form	August 28, 2009	
Advance Warehouse Shipping	September 2, 2009	
Exhibitor Registration	September 4, 2009	
Direct to Show Site Shipping	September 9, 2009	

# INSIGHT 2009 RULES AND REGULATIONS / MEMBERSHIP INFORMATION

## Statement of Policy

All events relevant to the InSight 2009 Annual Conference are closed events. The conference is intended as an educational assembly for the membership; therefore, no direct selling shall be allowed at any time during the conference. To protect the interest of the membership and other firms, only individuals and corporations registered with the conference and in good standing shall be allowed admission to the conference, including sessions, exhibit hall, functions or to any privileges of the conference. Good standing shall be defined as current InSight business affiliates that are not involved in a dispute or litigation with InSight or McKesson, and whose products enhance or support McKesson products and do not compete with McKesson products or McKesson Authorized Business Partner products. Business affiliates that no longer have a current agreement with McKesson may apply for membership and exhibitor status. These instances will be decided on a case-by-case basis. Representatives of exhibiting firms and divisions will be issued badges for conference admission. Any individual without a badge shall not be admitted admission to any conference event. The agreement is made as of the day and date identified on the contract between InSight and the Exhibitor Firm named above (hereinafter called "Exhibitor"). This date shall be the acceptance date by InSight. The parties hereto agree as follows:

### A. Membership Guidelines

- 1 - Membership is Corporate, 2 - Membership is not transferable, 3 - One key contact is assigned to the Corporation.
- 4 - Membership dues are established annually by the Board of Directors and are not prorated or refundable, 5 - Members must certify eligibility annually for this category of membership on the membership application.

### B. Business Affiliate

Documented agreement with McKesson Information Solutions AND/OR provides a Board-approved product or service to the individual membership. A \$1,000 fee if join/renew by February 27; \$1,500 fee if join/renew after February 27 per calendar year.

### C. Benefits of Membership

- 1 - Eligible to attend annual conference, 2 - Eligible for speaking opportunity as invited by the Educational Committee, 3 - Eligible for attendance at all open sessions at the annual conference, 4 - Eligible for attendance at all social events at the annual conference, 5 - Eligible to participate in Product Solution Center, 6 - Sponsorship opportunities, 7 - Recognition by InSight's Web site to Business Web site, 8 - InSight "Member Only" Web site access for designated key contact, 9 - Product specific discussions/bulletin boards, 10 - Ability to access and print member information from the Web site (Unauthorized use of the member data is strictly prohibited.)

### 1. Nature of Exhibition

The objective of the InSight Product Solution Center is to showcase products and services that support its members' business information technology strategies. Exhibitor displays are limited to products and services that are complementary to McKesson products and services and do not compete with McKesson products or McKesson Authorized Business Partner products. InSight reserves the right to refuse rental of display space to any Exhibitor. InSight reserves the right to remove, at Exhibitor cost, any merchandise, signage, etc. deemed by InSight as unsuitable for display at the InSight Product Solution Center. InSight does not represent that any space will be available to any applicant.

### 2. Eligibility

Eligible Exhibitors are those with an endorsement from McKesson. Exhibitors that do not have an endorsement from McKesson may petition to exhibit by submitting the appropriate InSight eligibility information to InSight Headquarters. All Exhibitors must be in good standing with InSight. InSight reserves the right to revoke an Exhibitor's privileges and terminate the exhibit agreement. If InSight terminates the agreement for reasons other than those set forth in section 3 below, then InSight will return to the Exhibitor all deposits or fees paid by such Exhibitor.

### 3. Payment Terms

To confirm exhibit space and sponsorships, full payment must accompany the signed contract. Booth assignment will be made upon receipt of signed contract and full payment. All checks must be payable to InSight. If any Exhibitor fails to perform any other term or condition of the contract or fails to observe and abide by these Contract Conditions/Rules & Regulations, InSight reserves the right to terminate the contract immediately without refund of any monies previously paid.

### 4. Cancellation

If space and/or sponsorships are cancelled by the Exhibitor prior to May 8, 2009, an administrative fee of 50% of the total booth cost will be incurred by the Exhibitor. If the space is reduced by the Exhibitor prior to May 8, 2009, an administrative fee of 50% of the reduced space will be incurred by the Exhibitor. If cancellation is made after May 8, 2009, there will be no refund and all space and/or sponsorships contracted for must be paid for in full. Cancellations must be directed in writing to InSight. InSight assumes no responsibility for including the name of the cancelled Exhibitor or a description of their products in the show catalog, brochures, news releases, or any other materials concerning the show. Any space not claimed and occupied prior to 3 hours before the show starts, may be resold or assigned by InSight without obligation on the part of InSight for any refund whatsoever unless special arrangements have previously been made with InSight in writing. If any circumstances or event beyond the control of InSight causes cancellation of all or any portion of the event, InSight agrees to refund any portion of the registration fee for which InSight is reimbursed by insurance or other third party and shall not be liable for any other refund or payment arising from the cancellation or for other liability or damages arising from the event. **Membership dues are not prorated or refundable for any reason.**

### 5. Assignment of Space

Booth assignment will be made upon receipt of full payment and exhibitor product description. InSight reserves the right to exercise its sole discretion in the acceptance or refusal of applications. The preferences requested for booth space location are for guidance and are not guaranteed. InSight does not represent that any space will be available to any applicant. If space is not available, a waiting list will be developed in the order of the date of receipt by InSight of each completed Contract and receipt of full payment for Exhibit Space. InSight will refund all

payments received with Contract for Exhibit Space to any applicant for whom space is not available or to whom exhibit privileges are not extended. InSight reserves the right to modify the floor plan to accommodate space or change as necessary to avoid conflicts. Any space not reserved prior to the start of the conference may be deleted by InSight without any obligation on the part of InSight. InSight reserves the right to assign booths as necessary to meet the requirements of all participants.

### 6. Set-Up and Dismantle

#### Set-up period:

Wednesday, September 9 ..... 8:00 am - 5:00 pm

#### Dismantling period:

Saturday, September 12 ..... 10:00 am - 6:00 pm

**Note: This schedule is tentative and subject to change.**

Set-up and dismantle hours specified here are subject to change, in which case all Exhibitors will be notified in writing. If an exhibit is not set up by 3 hours prior to the show opening, InSight reserves the right to re-assign such space to another Exhibitor or to make other use of the space as deemed necessary or appropriate at the expense of the Exhibitor. Exhibits are to be kept intact until the closing of the Product Solution Center. No part of an exhibit shall be removed during the Product Solution Center without special permission from InSight. Any Exhibitor that begins dismantling its display before the close of the show will lose priority status in future InSight Conferences and may altogether lose the privilege of exhibiting. The Exhibitor agrees to have the equipment or materials removed from the Product Solution Center by the prescribed time. Failure to remove equipment or materials may incur the billing of late charges. If Exhibitor fails to remove its equipment or materials, the Exhibitor shall appoint InSight as its agent to arrange such removal. Exhibitor agrees to pay all charges for the breakdown, removal, and shipment of its equipment and materials as arranged by InSight. All freight must be removed from the Gaylord Palms Resort by 6:00 pm, Saturday, September 12, 2009. If exhibits are not removed by this time, management has the right to remove exhibits and charge the expense to the Exhibitor.

### 7. Sublease or Shared Space

InSight agrees to sublease to the Exhibitor, and the Exhibitor agrees to occupy space in Product Solution Center at the InSight Annual Conference. The Exhibitor agrees to pay for booth space as requested on the Exhibitor Application and will not assign or sublet assigned space or any part thereof without prior knowledge and consent of InSight. All exhibitors and displays shall be subject to the approval of InSight.

### 8. Show Hours

At the time of this writing, it is anticipated that the show hours will be as follows:

Thursday, September 10 ..... 10:30 am - 2:00 pm  
3:00 pm - 6:30 pm

Friday, September 11 ..... 10:30 am - 2:00 pm  
4:15 pm - 6:00 pm

Saturday, September 12 ..... 8:00 am - 10:00 am

Exhibitors will be notified in writing of any changes prior to the Product Solution Center open.

### 9. Prohibition of Selling Products and Taking Orders for Show Delivery

InSight provides exhibit space for Exhibitors to display and demonstrate products and services on the basis of their potential informational and commercial value, and not for the purpose of direct or onsite commerce. Orders may be taken but transactions involving the exchange of product for payment are prohibited.

### 10. Food & Alcoholic Beverages

The serving of alcoholic beverages by Exhibitors in any part of the exhibit area is strictly prohibited. All food and/or beverage service must be approved in writing by InSight and the convention center's exclusive catering vendor. All associated fees are the responsibility of the Exhibitor.

### 11. Use of Space - General

All marketing activities of each Exhibitor must be confined to the Exhibitor's allotted booth space. Demonstrations in booths must be designed to take place and keep the audience within the existing booth space to allow the free flow of traffic in the aisles. Exhibitors expressly agree not to hold any activity that, in the sole opinion of InSight, creates a material adverse effect on attendance during InSight Conference hours. If clarification is needed on a specific activity, please submit it to InSight for approval.

### 12. Special Visual and Audio Effects

Audio-visual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of InSight, do not interfere with the activities of neighboring Exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring Exhibitors.

### 13. Hotel Suites and Meeting Rooms

No entertainment, meetings, tours, special events, hospitality suite functions, or other private functions will be permitted during any scheduled InSight Conference activity unless approved in writing by InSight. Exhibitors that are not in accordance with the stated rules may lose their privilege of exhibiting at this and future Conferences.

### 14. Exhibit Construction and Layout

InSight reserves the right to control the layout of the exhibit hall. Detailed regulations governing the construction, height and layout of exhibits will be included in the Exhibitor Services Manual. These Rules & Regulations are to be considered an addendum to this document, and are subject to the full power and enforcement as set forth herein. If you require immediate access to these Rules & Regulations, please reference your service manual under the Rules & Regulations tab or contact InSight Headquarters for a copy. Each Exhibitor will be held accountable for abiding by these rules and regulations governing stand construction and height limitations.

### 15. Booth Equipment

Standard booth space will consist of the following:

- Eight foot (8') back wall of drapery with aluminum uprights, color to be determined by InSight
- Three foot (3') division side rails of drapery, color to be determined by InSight

- Six foot (6') covered and skirted display table, color to be determined by InSight
- Two (2) side chairs
- One (1) wastebasket
- One (1) two-line identification sign
- One (1) full conference registration
- Two (2) exhibit-only registrations

All Exhibitors are required to provide some form of floor covering in their booth, which must reach aisle to aisle. Bare concrete is not allowed. The Exhibitor will also be responsible for any cost necessary to finish off the back wall and open area behind their pop-up, and/or hard wall structure. No cartons may be stored behind the booths.

Exhibitors will be bound by the booth construction rules included in the Exhibitor Services Manual.

### 16. Shipping and Storage

All arrangements will be made to receive and store equipment prior to the opening of the conference. All related shipping expenses are the responsibility of the Exhibitor. Exhibitors are urged to make certain that all materials are properly labeled for delivery to contracted booth.

### 17. Insurance & Security/Force Majeure

InSight will employ security guards and take reasonable precautions to safeguard Exhibitor's property. However, InSight assumes no liability whatsoever for loss or damage, through any cause of goods, hand carried items, exhibits or other materials owned, rented or leased by the Exhibitor. InSight requires that each exhibitor maintain general public liability insurance against claims for personal injury, death, or property damage incident to, arising out of or in any way connected with the exhibitor's participation in the exhibition, in the amount of not less than one million (\$1,000,000) dollars for personal injury, death, or property damage in any one occurrence. Such insurance maintained by the exhibitor must be issued by an insurance company reasonably acceptable to InSight. Include coverage of the indemnification obligations of the exhibitor under these Rules & Regulations, and shall name InSight as co-insured. Each exhibitor acknowledges that it is responsible for obtaining for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against InSight.

Certificate of Insurance must name InSight as co-insured. InSight shall be named, as an additional insured on Exhibitor's insurance policies and Exhibitor shall provide to InSight Certificates of Insurance indicating this status. Force Majeure: InSight will not be responsible for cancellation, postponement or other circumstances cause by, based on or relating to situations beyond its control, including but not limited to: acts of God, (e.g. rainstorm, flood, wind, damage by the elements, earthquake, tornado, other natural disasters, etc.), terrorism, infectious disease, war, fire, strikes, acts or orders of governmental authorities, or third-party responsibility.

### 18. Fire Department Regulations

Each exhibit must comply with the basic rules set by the Fire Department prior to the opening of the Product Solution Center. All decorative materials (i.e. pipe, drap, carpeting, signs and display table) will be provided by InSight, or its designated vendor, and will be flame proofed in accordance with the standards established by the National Board of Underwriters. Electrical equipment must be installed, operated and maintained in a manner that does not create a hazard to life or property. For complete Fire Marshal rules and regulations, reference the rules and regulations tab of your Exhibitor Services Manual.

### 19. Code of Ethics

Exhibitors will adhere to a code of ethics. No organized customer event will be scheduled by an Exhibitor in the conference facility for three (3) days prior to, during or following the InSight Annual Conference.

### 20. Assignment of Sponsorships

Sponsorship opportunities will not be limited to events/items/advertisements listed in the Sponsorship Application. Additional or customized sponsorships can be discussed and will be taken into consideration for approval by the conference committee. Sponsorship participation is available only to InSight Exhibitors.

### 21. Use of InSight Name and Logo

Participation by an Exhibitor in the InSight Product Solution Center does not entitle the Exhibitor to use the InSight name or logo, other than with reference to the Exhibitor's participation as an Exhibitor in the InSight Annual Conference. Participation in the InSight Conference does not imply endorsement or approval by InSight of any product, service, or participant, and none shall be claimed by any participant. InSight reserves the right to promote Exhibitors in any conference materials related to the InSight Annual Conference. If in the event an Exhibitor objects to the usage of its company name, it may request so, in writing, to InSight Headquarters.

### 22. Intellectual Property Matters

The Exhibitor represents and warrants to InSight that no materials used in or in connection with its exhibit infringe upon the trademarks, copyrights (including, without limitation, trademarks, copyrights in music and other materials used or broadcast by Exhibitor), or other intellectual property rights of any third party. The Exhibitor agrees to immediately notify InSight of any information of which Exhibitor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights, or other intellectual property rights. The Exhibitor agrees to indemnify, defend, and hold InSight, and its agents, and successors, harmless from and against all losses, damages and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by the Exhibitor of the trademarks, copyrights, and other intellectual property rights of any third party. Notwithstanding the foregoing, InSight shall not be liable and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights, or other intellectual property of any third party arising out of the actions of an Exhibitor.

### 23. Personnel Recruitment

Recruiting of personnel for the purposes of employment (such as posting recruitment notices, general announcements, etc.) is specifically prohibited during the conference.

### 24. Exhibit and Social Function Access

Each Exhibitor will be allowed two (2) complimentary exhibit-only registrations per 10' x 10' booth, providing access to the exhibit hall, food functions, and social events only, with the option to purchase additional exhibit booth personnel badges at \$240 each.

### 25. Conference Registrations

Each Exhibitor will be allowed one (1) complimentary full conference registrations per 10' x 10' booth. Exhibitors have the right to purchase additional full conference registrations, which allow access to educational sessions, in accordance with Each Exhibitor will be allowed to purchase additional Exhibitor registrations at \$605 each. Exhibitor Guest registrations only receive access to the Product Solution Center during show hours and are subject for approval by InSight, in accordance with InSight's registration policies. All Exhibitors are to register their personnel in advance of the conference. Changes in Exhibitor registration at the conference site must be approved by InSight. All registered Exhibitors must be employees of the exhibiting firm. Consultants of a contracted firm are not allowed to attend. False certification of individuals as Exhibitor representatives, misuse of badges or any method used to assist unauthorized individuals to enter the conference area or sessions may be sufficient cause for expelling the violators from the conference, barring them from further attendance of any activities or sessions associated with the conference without obligation by InSight for refund of any fees.

### 26. Music Licensing

Exhibitors are responsible for individual ASCAP/BMI music licensing fees or similar statutes as may apply outside the United States if applicable to the function. Music played and/or performed, whether recorded or live, will not be covered under InSight's ASCAP/BMI music licensing agreement.

### 27. Americans with Disabilities Act/Similar Non-U.S. Statutes

Exhibitors shall be responsible for making their exhibits accessible to persons with disabilities, as required by the Americans with Disabilities Act or similar statutes as may apply outside of the United States and shall hold InSight harmless from any consequences of failing to do so.

### 28. Distribution of Marketing Material

InSight reserves the right to cease distribution of any materials at the InSight Annual Conference which InSight in its sole discretion determines are contrary to the best interests of InSight, its members, or the InSight Annual Conference. All marketing activities of each Exhibitor must be confined to the Exhibitor's allotted space. The Exhibitor agrees that, if InSight determines that an Exhibitor is marketing outside of its allotted space, the Exhibitor will lose the privilege of exhibiting at this and future InSight Product Solution Centers. In addition, InSight reserves the right to immediately remove all exhibit materials if a violation occurs during the conference without issuing a refund. For further explanation, please see rule number 30. Distribution of promotional material to InSight conference attendees' hotel sleeping rooms, public areas, or in educational sessions is prohibited without prior written approval of InSight. Use of InSight hotel and conference-related facilities communication systems to promote Exhibitors, their products/services, or any other of their activities is prohibited during official InSight Annual Conference dates.

### 29. Authority of Management/Enforcement of Rules & Regulations

InSight shall have the power to adopt and enforce all show attendance rules, and regulations with respect to the kind, nature, and eligibility of exhibitors adopted by it or set forth herein. InSight has the power to enforce all rules and regulations. Exhibition Management's decision on such matters shall be final. The Exhibitor acknowledges that its failure to comply with the Rules & Regulations set forth herein will cause harm to InSight. The Exhibitor agrees that, if InSight determines that a material violation has occurred, the Exhibitor will lose the privilege of exhibiting at this and future InSight Product Solution Centers. In addition, InSight reserves the right to immediately remove all exhibit materials if a violation occurs during the conference without issuing a refund. All final decisions regarding the enforcement of InSight Product Solution Center Policy are the responsibility of the InSight Board of Directors President and Vice President of Education.

### 30. General

All matters and questions not covered by the Rules & Regulations are subject to the decision of InSight. These Rules & Regulations may be amended at any time by InSight, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or addition to these regulations, written notice will be given to InSight to such Exhibitors as may be affected by them.

### 31. Exhibitor's Liability and Hold Harmless

Exhibitor releases InSight, its contractors and their respective directors, officers, employees, agents, and members, and each of them, from any claims, liabilities, losses, damages, costs, or expenses relating to or arising out of any injury to any personnel of Exhibitor or to any other person or any loss of or damage to any property of Exhibitor or any other property where such injury, loss, or damage is incident to, arises out of, or is in any way related to Exhibitor's participation in the event, and the Exhibitor shall be responsible for any such injury, loss, or damage, and any expenses relating thereto. Exhibitor shall indemnify, defend and hold harmless InSight and its contractors, and their respective directors, officers, employees, agents and members, and each of them, from and against all claims, liabilities, losses, damages, costs or expenses, including reasonable attorney's fees and costs of litigation, relating to or arising out of Exhibitor's participation in the event, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting directly from the sole negligence of either InSight or its contractors. The terms of this provision shall survive the termination or expiration of this Agreement. Limitation of Remedies: In no event will InSight be liable for any lost profits, lost savings, incidental damages or other economic consequential damages, even if InSight has been advised of the possibility of such damages. InSight will not be liable for any damages claimed by the Exhibitor on any third party claim. Damages: In no event will InSight be liable for any damages caused by failure of an Exhibitor to perform their responsibilities.



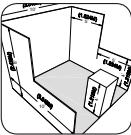
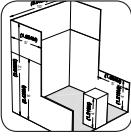
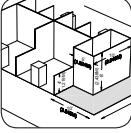
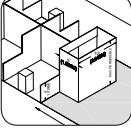
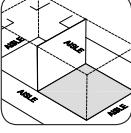
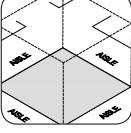
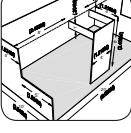
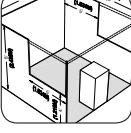
**IAEE**  
International Association  
of Exhibitions and Events™

# Guidelines for Display Rules & Regulations

## 2009 Update



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This edition of IAEE's Guidelines for Display Rules and Regulations is made possible by a generous grant from **FREEMAN**

## Guidelines for Display Rules and Regulations 2009 Update

The following *Guidelines for Display Rules and Regulations* have been established by the International Association of Exhibitions and Events™ (IAEE). *Guidelines for Display Rules and Regulations* are created to promote continuity and consistency among North American exhibitions. They are the model for most domestic exhibitions. It is recommended that exhibition organizers include a copy in the Exhibition Prospectus and/or Exhibitor Rules and Regulations.

This revised 2009 edition of IAEE's *Guidelines for Display Rules and Regulations* is offered as a resource for exhibition and event organizers to use in creating consistent and fair exhibiting standards for their events. These *Guidelines* afford exhibitors a maximum return on their exhibit investments. Compliance with fire, safety, Americans with Disabilities Act (ADA), and other state, federal or provincial government requirements has also been addressed. However, always check with a local exhibition service contractor and the facility for local regulations.

It is IAEE's goal that the display rules and regulations, ultimately developed by each exhibition and event organizer, shall provide exhibitors with all the information necessary to properly design and build exhibits, as well as plan their booth's layout and content. Show organizers should present the professional standards expected of exhibitors. Finally, they should assure all exhibitors, regardless of exhibit size or location, an environment conducive to successful interaction with their audiences.

IAEE is a global association that serves as the foremost authority on exhibition management and operations.

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For display rules and regulations specific to an exhibition or event,  
consult the exhibition or event organizer.

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## Linear Booth

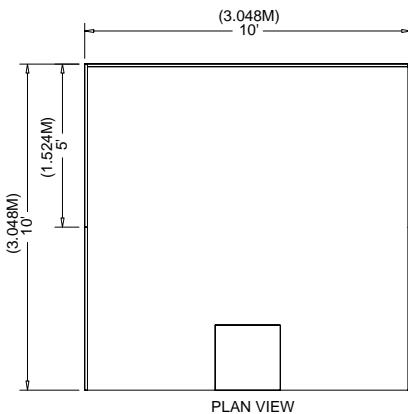
Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

### Dimensions

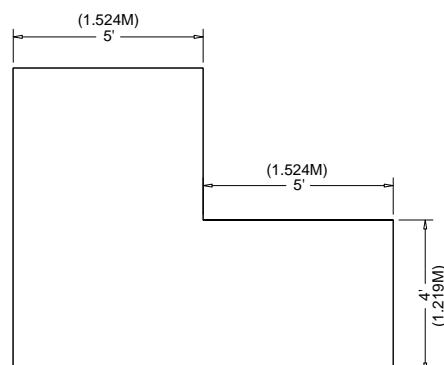
For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

### Use of Space

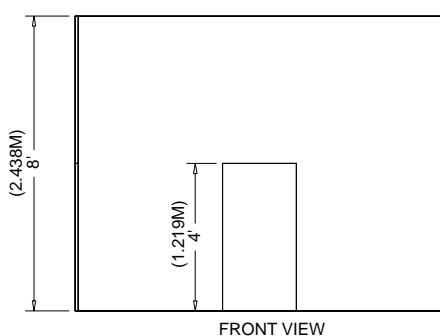
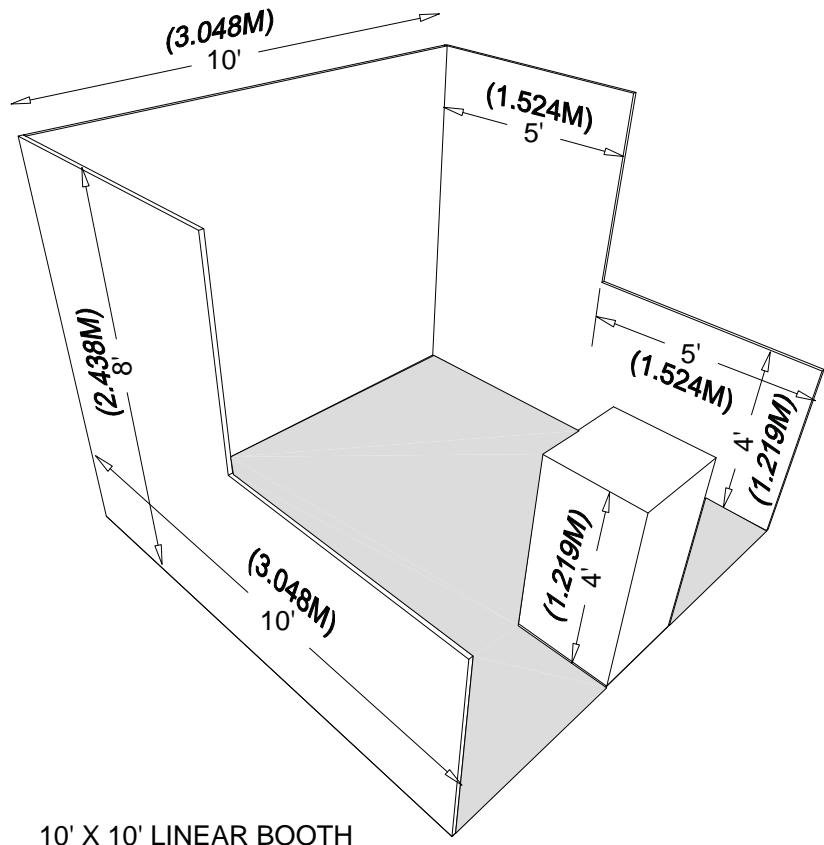
Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. (See Line-of-Sight exception on page 8.) Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.



PLAN VIEW



LEFT SIDE VIEW



FRONT VIEW

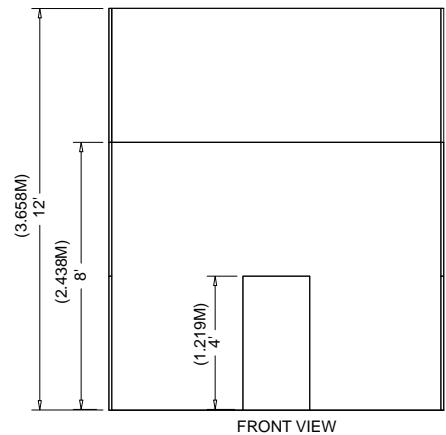
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# Perimeter Booth

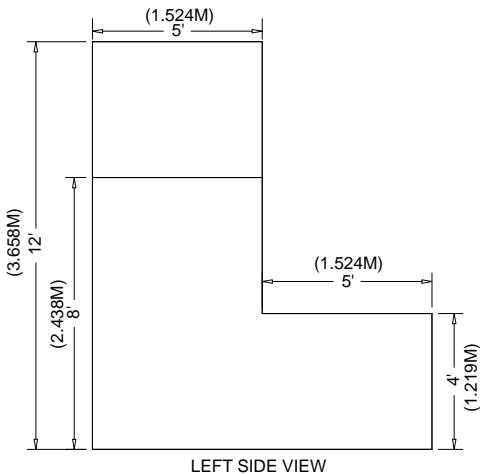
A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

## Dimensions and Use of Space

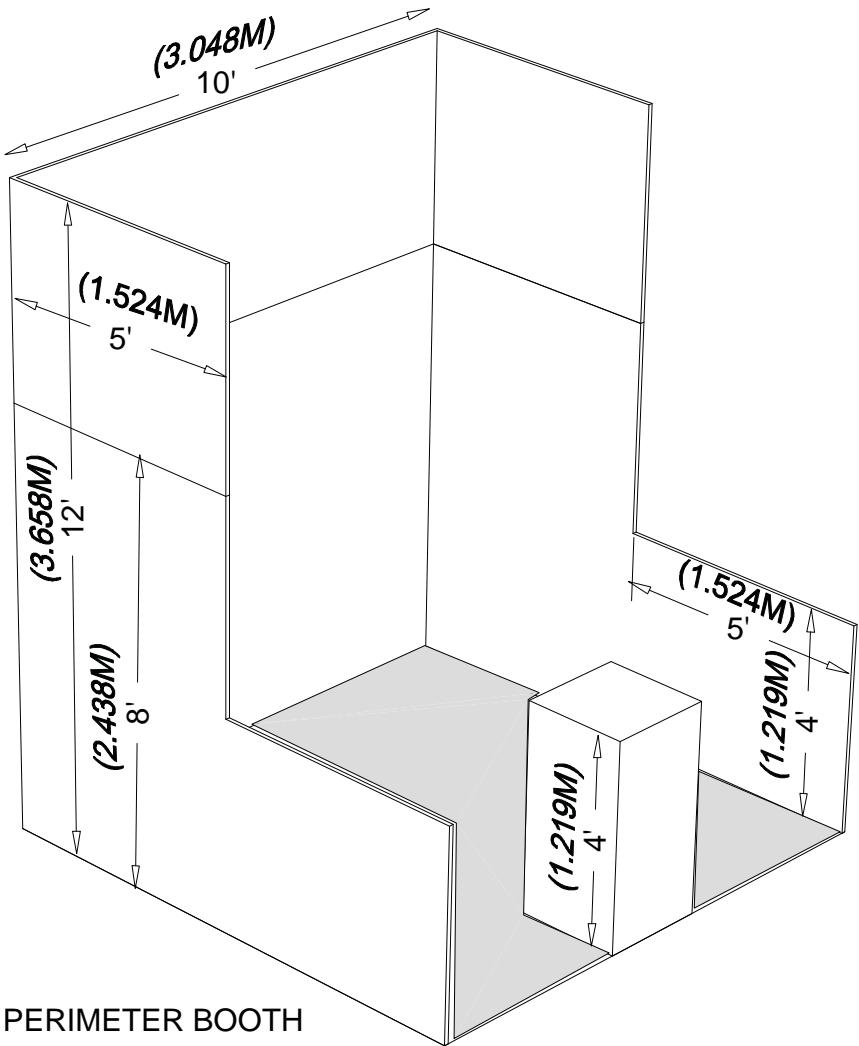
All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).



FRONT VIEW



LEFT SIDE VIEW



10' X 10' PERIMETER BOOTH

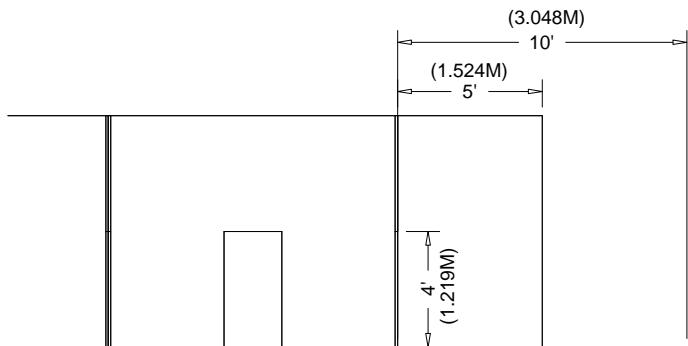
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# End-cap Booth

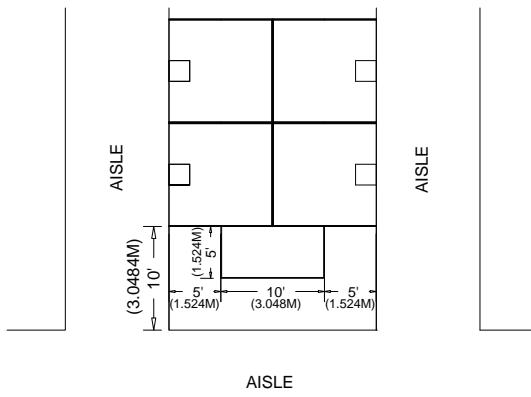
An End-cap Booth is exposed to aisles on three sides and comprised of two booths.

## Dimensions

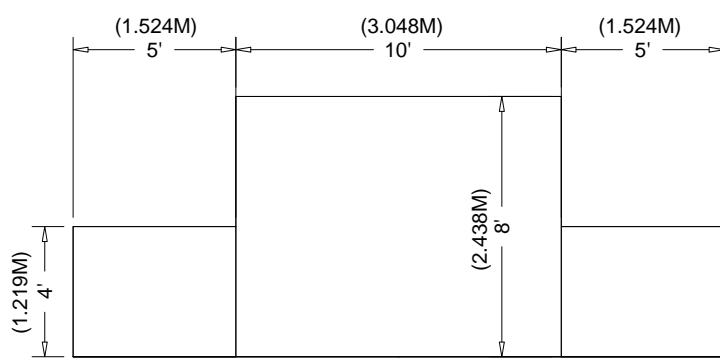
End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height of 8ft (2.44m) is allowed only in the rear half of the booth space and within 5ft (1.52m) of the two side aisles, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle.



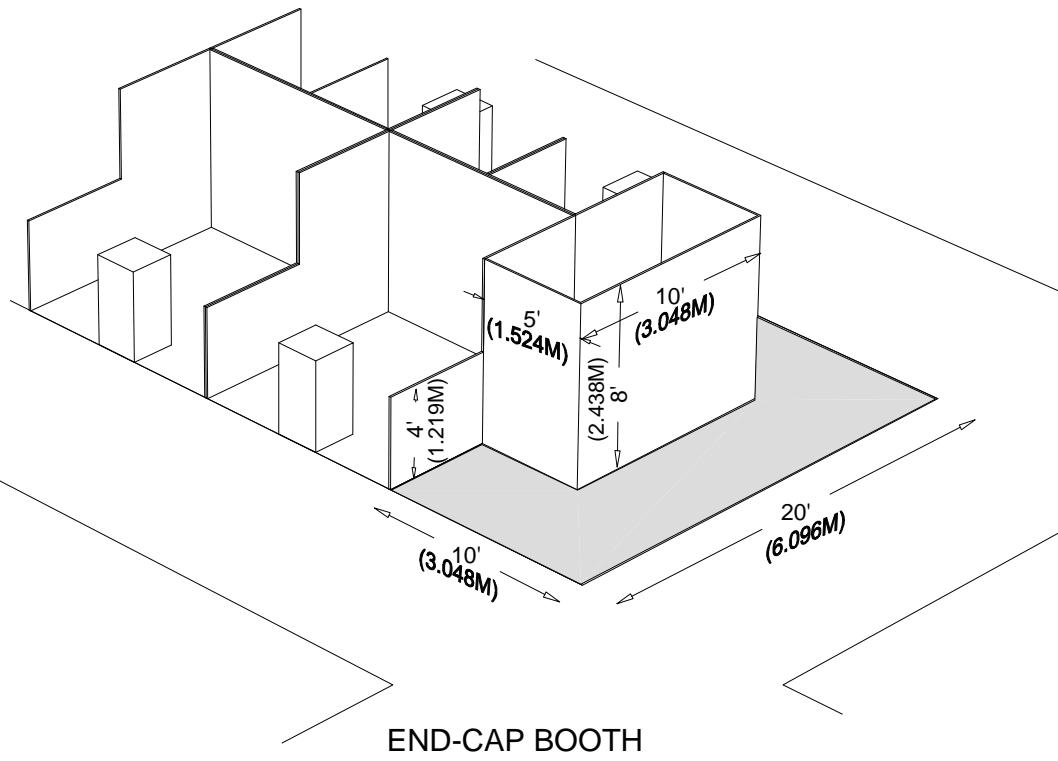
LEFT SIDE VIEW



PLAN VIEW



FRONT VIEW



END-CAP BOOTH

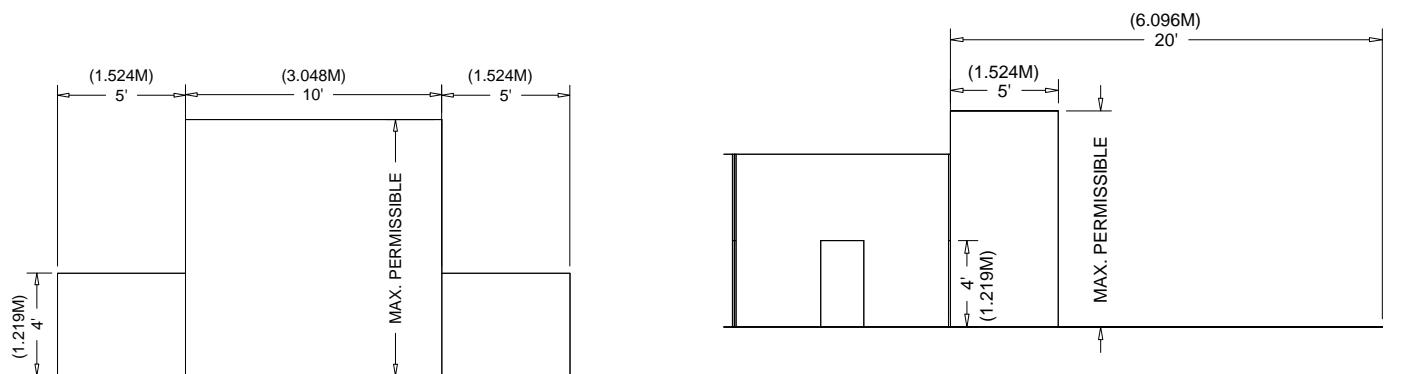
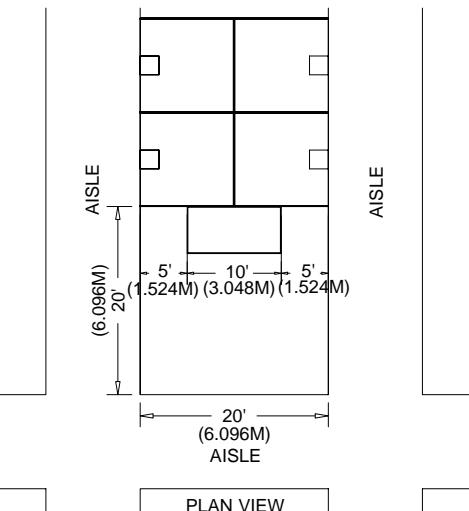
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# Peninsula Booth

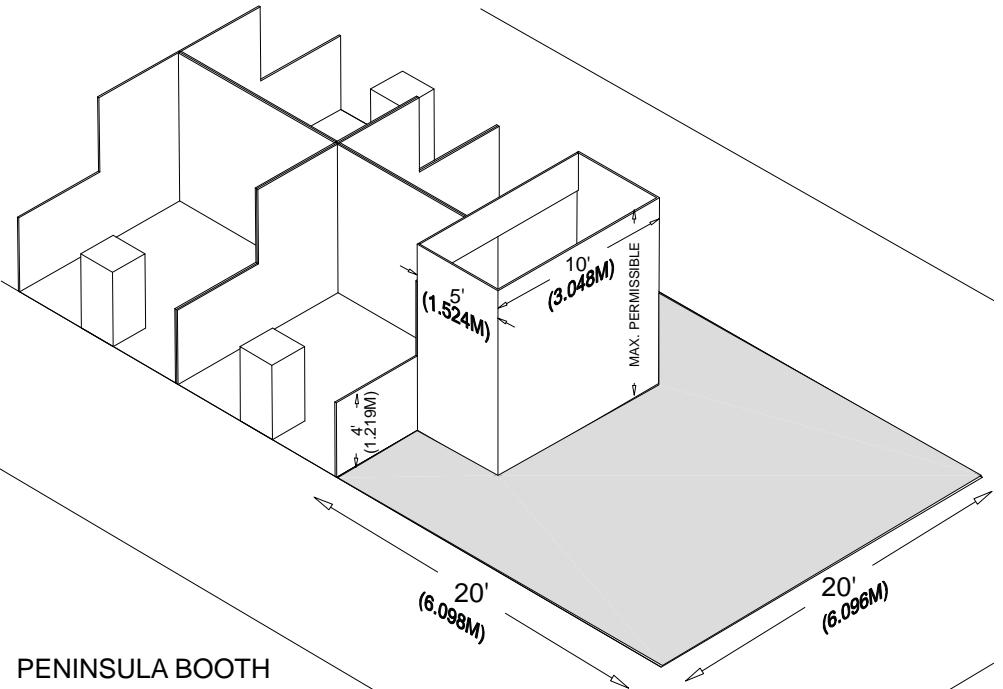
A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a “Split Island Booth.”

## Dimensions

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. (See Line-of-Sight exception on page 8.) A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.



FRONT VIEW



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## Split Island Booth

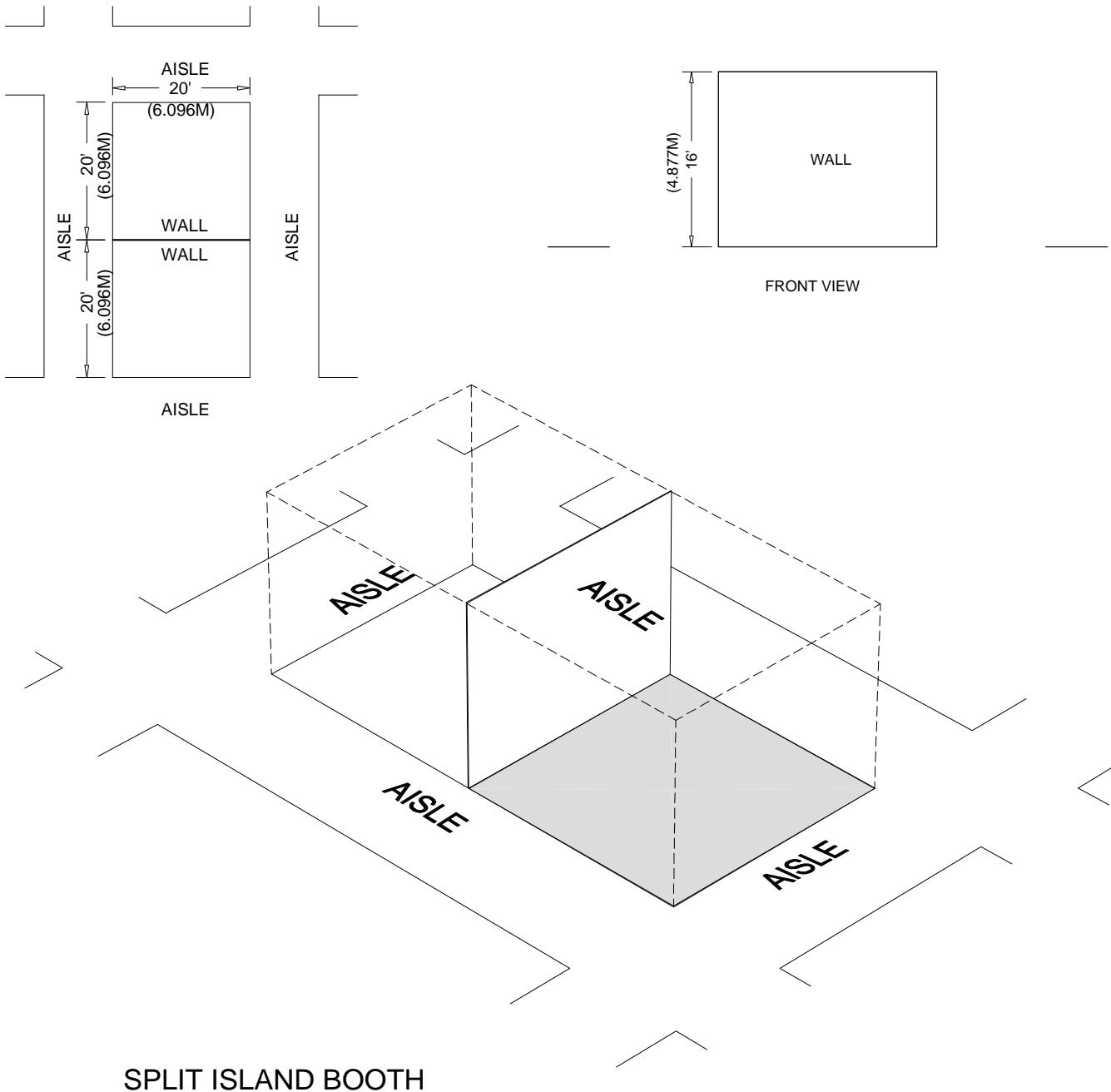
A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth.

The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage. The entire cubic content of the space may be used up to the maximum allowable height.

Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.

WALL

LEFT SIDE VIEW



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# Island Booth

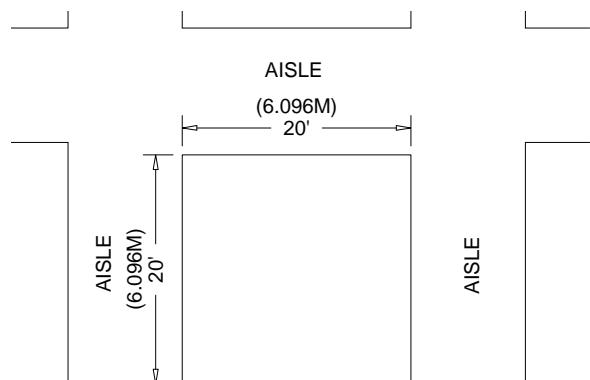
An Island Booth is any size booth exposed to aisles on all four sides.

## Dimensions

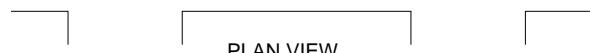
An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently.

## Use of Space

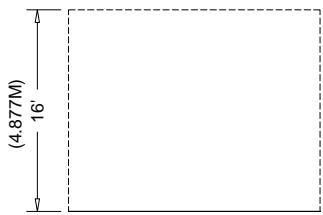
The entire cubic content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.



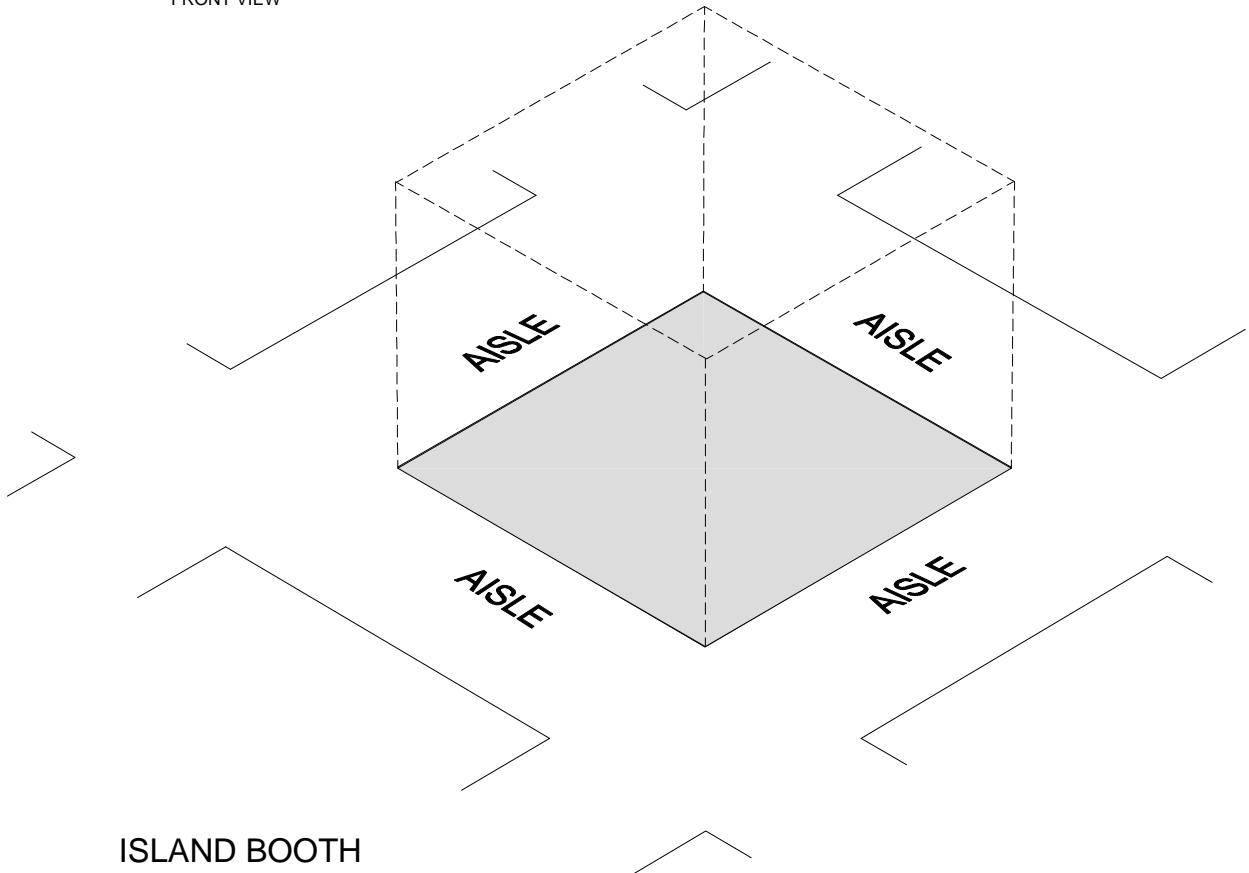
AISLE



PLAN VIEW



FRONT VIEW



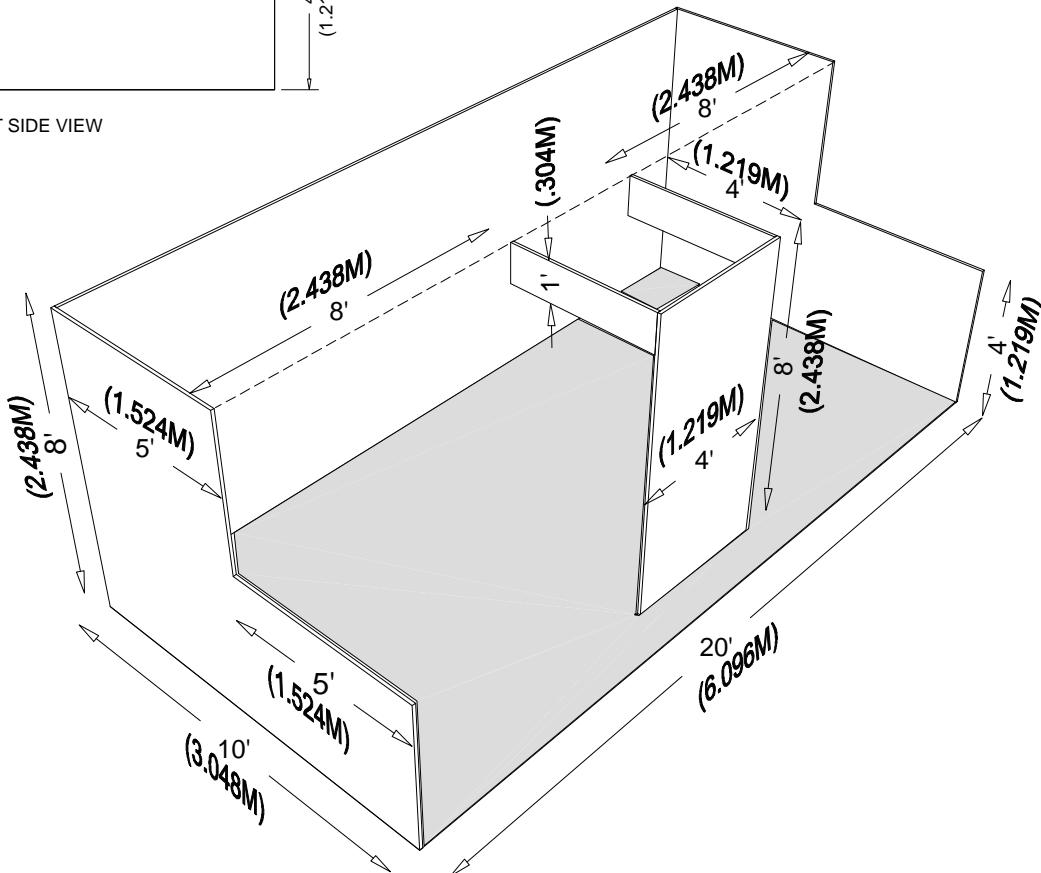
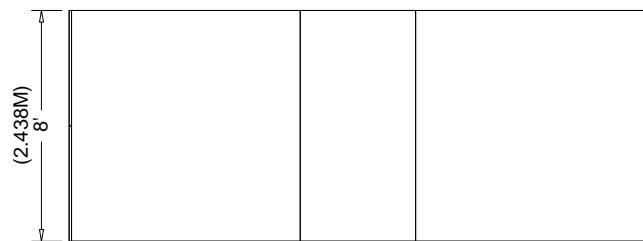
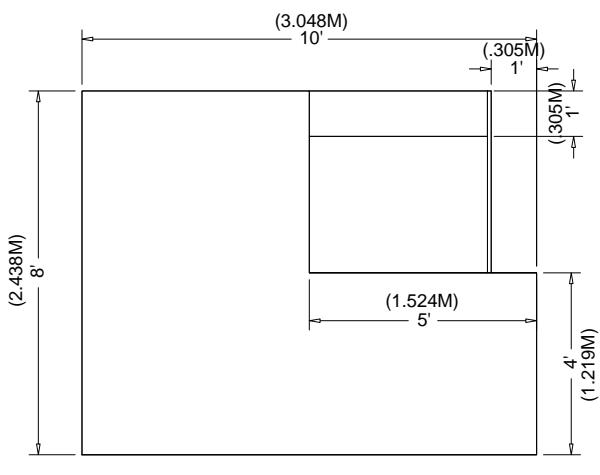
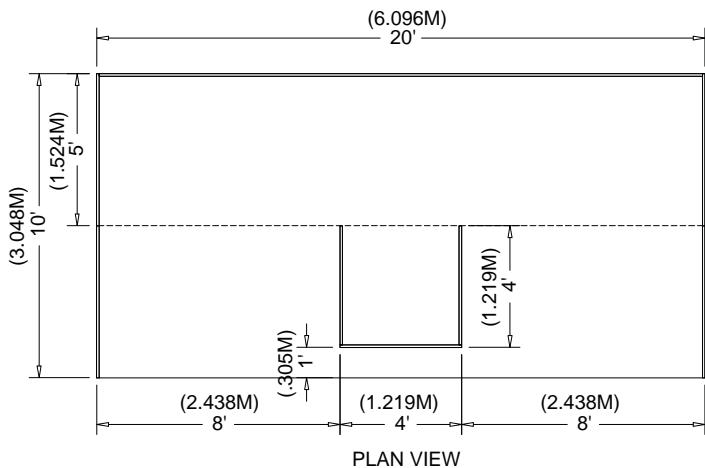
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# Extended Header Booth 20ft (6.10m) or Longer

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.

## Dimensions and Use of Space

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.



10' X 20' EXTENDED HEADER BOOTH

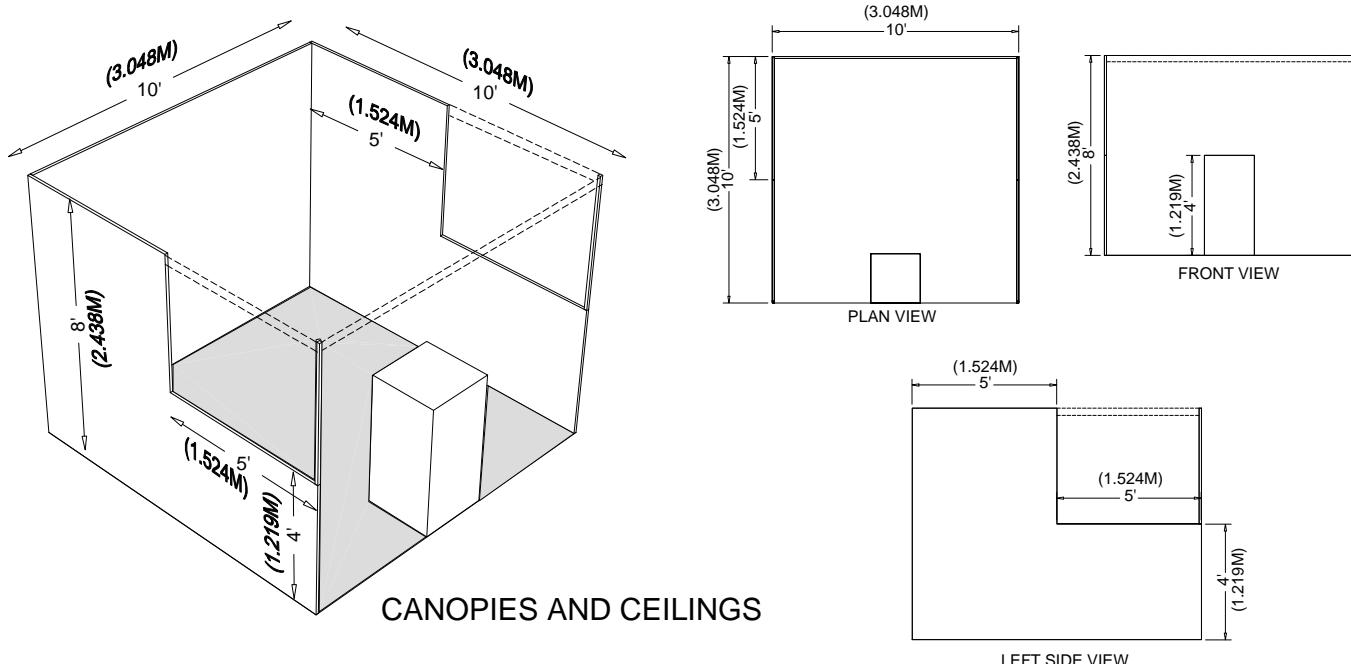
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# Other Important Considerations

## Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with Line-of-Sight requirements. (See “Use of Space” for Linear or Perimeter Booths).

The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.



## Hanging Signs & Graphics

Most exhibition rules allow for hanging signs and graphics in all standard Peninsula and Island Booths, usually to a maximum height range of 16ft to 20ft (4.88m to 6.10m) from the top of the sign. End-cap Booths do not qualify for hanging signs and graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type.

Hanging Signs and Graphics should be set back 10ft (3.05m) from adjacent booths and be directly over contracted space only.

Approval for the use of Hanging Signs and Graphics, at any height, should be received from the exhibition organizer at least 60 days prior to installation. Variances may be issued at the exhibition management's discretion. Drawings should be available for inspection.

## Towers

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used.

Towers in excess of 8ft (2.44m) should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit or safety lines may be required.

## Multi-story Exhibit

A Multi-story Exhibit is a booth where the display fixture includes two or more levels. In many cities, a Multi-storied Exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as show management because it is deemed to be a “structure” for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Exhibition organizers should be prepared to assist exhibitors in this application process.

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# Issues Common To All Booth Types

## Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line, (800) 514-0301, and from the ADA Web site at [www.usdoj.gov/crt/ada/adahom1.htm](http://www.usdoj.gov/crt/ada/adahom1.htm).

## Structural Integrity

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

It is recommended that all 20ft by 20ft (6.10m by 6.10m) and over exhibits require a drawing, plans or renderings, preferably digital, to be submitted to the show organizer.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

## Flammable and Toxic Materials

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

## Electrical

Every exhibit facility has different electrical requirements. However, minimum guidelines are suggested:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “extra hard usage.”
- Cord wiring above floor level can be “SJ” which is rated for “hard usage.”
- Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps should be prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load protectors.

*(continued on next page)*

## Issues Common To All Booth Types *(continued)*

### Lighting

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval.
- Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by exhibition management.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- Currently, some convention facilities are not allowing quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with exhibition management.
- Reduced lighting for theater areas should be approved by the exhibition organizer, the utility provider, and the exhibit facility.

### Storage

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly.

### Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified personnel.

### Sound/Music

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. (Refer to OSHA at [www.osha.gov](http://www.osha.gov) for more information.)

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

## Advisory Notes To Exhibition Organizers

**End-cap Booths:** End-cap Booths cause more problems between exhibitors than any other type of booth, because most exhibitors fail to observe back wall height restrictions. Exhibition managers should be alert to exhibitors reserving End-cap configurations to ensure they do not violate Linear Booth Line-of-Sight regulations for neighboring exhibits.

**Fire Equipment:** Fire hoses, extinguishers, and audible or visual devices for fire alarms should be visible and accessible at all times.

**Hanging Signs:** Although the *Guidelines* indicate 16ft to 20ft (4.88m to 6.10m) as a maximum height range from the top of the sign, some exhibitions permit other heights, or have no height limit. Caution should be exercised so exhibitors will not compete over air space for hanging signs. Most show organizers limit the height of signs.

Exhibitors should be advised to install “hanging points” at the time of manufacture of the sign or display. It is also advisable to have hanging signs labeled and cased separately so that they can be easily identified on site as they usually must be installed before other exhibit construction can begin.

**Hardwall Booths:** Exhibitions that provide Hardwall Booths should specify if these structures can be used for display and attaching products.

**Full Cubic Content:** It is common at certain types of exhibitions to eliminate the line-of-sight requirement for Linear, End-Cap, and Peninsula Booths that back up to Linear Booths. This permits exhibitors to utilize the full cubic content of the booth.

**Perimeter Openings:** Large peninsulas and islands with long high walls can create a “tunnel-like” effect. Exhibitors may be required to install a minimum 6ft (1.83m) opening every 30ft (9.14m).

**Pipe and Drape:** These are commonly used at exhibitions to define exhibit space. Exhibition organizers often include in their rules and regulations that this equipment is not intended as a display fixture. Therefore, product and signs should not be attached or affixed. Measurements of booths must allow for size of pipe on sides and back.

**Product Height:** Some exhibitors have products that exceed display height restrictions. Exhibition organizers should establish guidelines for displaying such products. For example, some exhibitions require that these exhibitors reserve only perimeter space. Products exceeding height restrictions for Islands and Peninsulas are usually permitted, providing they are displayed in operating mode, and the names and logos, etc. on the product are as it is sold.

**Vehicles:** Rules vary depending on the facility, but generally it is required that vehicles on display have no more than a one fourth tank of gas. The filler cap should be sealed and the batteries disconnected. External chargers are usually recommended for demonstration purposes. Keys should always be surrendered to show management while participating in an exhibition or event.

**Height Variances:** Height Variances may be issued for all types of booths. However, in a linear booth, the back side of any structure over 8ft (2.44m) must be free of trademarks, graphics, and/or logos.

**Environmental Responsibility:** Exhibitions, by their very nature, create waste. Properly managed, exhibitions can recycle excess materials and supplies in useful and meaningful ways, and they can do so using methods that result in minimized impact on the environment. Exhibits should utilize recycled, renewable and energy efficient materials whenever possible.



International Association  
*of* Exhibitions *and* Events

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12700 Park Central Drive

Suite 308

Dallas, TX 75251-1500

[www.iaee.com](http://www.iaee.com)



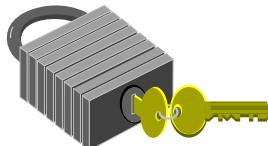
**InSight**  
**InSight 2009 Annual Conference**  
**Exhibit Dates: September 10-12, 2009**  
**Gaylord Palms Resort & Convention Center**  
**Orlando, FL**

## **SECURITY TIPS**

Show Management shares your concern for the security of your products and has taken steps to ensure a safe, secure environment for all exhibitors. Show Management will provide perimeter security for the duration of the show and additional security during move-in and move-out to be stationed at primary freight entrances. However, Show Management cannot provide security for each and every booth on the show floor and is not responsible for any theft or damage to product or displays.

Therefore, private booth security is available and can be ordered for your booth. Please contact Show Management if you require additional security or fill out the Security Order Form located in the Utilities and Additional Services section of this manual. In the meantime, we recommend you take the following precautions:

- **OBTAI**N INSURANCE, which includes a rider to your existing insurance policy to protect your entire exhibit and product from the time they leave your warehouse until they return.
- Do not mark the contents of the package on the cartons or crates.
- Do not store products in "EMPTY CARTONS".
- Ship products in locked cages or trunks when possible to the correct address listed in the Freeman Section of the service kit.
- Make a complete list of all products shipped, listing model #'s and serial #'s, whenever possible.
- Mount or attach products to your display whenever possible.
- Secure your staff's personal property, briefcases, coats, cameras, purses, etc., at all times. (Move-in/out is the most vulnerable time.)
- Stay with your products on closing day until your products are securely packed and marked for shipment. Make outbound shipping arrangements in advance of the close of the show at the *Freeman Service Desk* on-site.
- Inform your staff members working in your booth of the rules regarding removal of merchandise from the show.
- Do not sell, give away, or trade merchandise during or after the show. Re-crate the product and return it with your display.
- Don't wait until the end of the show to inform management of damage or theft. Contact security and/or show management on-site immediately.



*Show Management is not responsible for any theft or damage to product or booth, but we do want you to have a safe, enjoyable and profitable show.*

*Please help us to help you maintain a secure environment for you.*



**InSight**  
**InSight 2009 Annual Conference**  
**Exhibit Dates: September 10-12, 2009**  
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**Orlando, FL**

## **Housing Information**

Book your housing now for the InSight 2009 Annual Conference at:

<http://www.insight-net.org/AnnualConference/TravelHousing/tabcid/402/Default.aspx>

## **ACCOMMODATIONS**

InSight has reserved a block of rooms for the InSight 2009 Annual Conference at the Gaylord Palms Resort & Convention Center in Orlando, Florida. Below is the information you will need in order to reserve your room.

**Location:**

Gaylord Palms  
6000 W. Osceola Parkway  
Kissimmee, Florida 34746

**Room Rate**

\$189/night plus tax  
Single or double occupancy

Reservations can be made **online** or by calling **407.586.2000**.

**Reservations received after August 5, 2009 are subject to rate and availability.**

All reservations require a valid credit card to hold the reservation. Any changes to your reservation must be made by check-in. A penalty fee may apply for early check-out.

No cancellation fee will be charged to your credit card if your reservation is cancelled more than five days prior to your expected arrival.

In the event that your cancellation is made less than five days prior to your expected arrival, your credit card will be charged a penalty of one full night stay plus tax.



**InSight**  
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## Online Badge Registration

Registering for your badges couldn't be easier! InSight's website offers the link to online registration, the most effective and time-saving way to register for the InSight 2009 Annual Conference.

**<https://www.exhibitorresources.net/INST0909S/>**

Please note: Your password is your company number, which is located in the top right-hand corner of your booth invoice from InSight.



# ShowLead™



Published reports show that over 70% of leads captured at events are never followed up on. This is mainly due to an ineffective lead management process, before, during and after the event. That's why we've developed a lead management program that goes far beyond just scanning badges in a booth. In collaboration with key exhibitors, we have designed a solution that manages the process of converting sales leads into customers. Now with the right tools in hand, exhibitors are able to measure event results against objectives in order to justify the investment.

## Benefits

### ✓ Reliability

The **showlead™** system has been tested by thousands of exhibitors across hundreds of events and tradeshows.

### ✓ Flexibility

With our **showlead™** unit, exhibitors can easily capture leads from anywhere in their booth.

### ✓ Reduced Costs

Unlike other systems with **showlead™** both the scanning device and the wireless printer are battery-operated so therefore require no additional power in the booth.

### ✓ Reduced return times

After the event, exhibitors can access their leads online, which means no wasted time standing in line to get their leads downloaded.

### ✓ Fully supported

Our onsite services team are always available on-site to manage exhibitor training and to provide technical support.

### ✓ Increased visibility

By using **showlead™** each attendee will receive personalized access to the BoothTracker system after the event. This system allows them to review all of the exhibitors they visited at the event, so they can further analyze their experience or proactively contact a prospective exhibitor.



### With the **showlead™** lead capture device, exhibitors can ...

#### Capture attendee information quickly

A simple scan of each attendee's registration badge unlocks the valuable contact, demographic and buying behavior information that's linked to every attendee's badge.

#### Identify high potential leads

A number of customizable options such as demographic and sales qualification data fields, allow exhibitors to better qualify prospects faster.

#### Follow-up with prospects faster

Our online web portal allow exhibitors to quickly access, edit, filter, analyze and report on their leads right after the event resulting in a more effective follow-up.

#### Key features of **ShowLead™**:

- ✓ Compact, portable barcode scanner allows simple badge scanning
- ✓ Latest technology in imaging recognizes most 1D & 2D symbologies
- ✓ Graphic LCD display to verify scanned data
- ✓ Thumbwheel user interface to enter additional data
- ✓ Connects wirelessly to available Bluetooth portable printer
- ✓ Built-in rechargeable lithium battery
- ✓ Up to 8,000 leads can be stored
- ✓ All scans are date & time stamped
- ✓ Custom Action Codes can be easily added to the device

**Contact Us For Details:** Ph. 1-866-267-2107 - Email: [leads@showcare.com](mailto:leads@showcare.com) - [www.showcare.com](http://www.showcare.com)

# Lead Retrieval Order Form

**Online Order - Visit [www.showcare.com/exhibitors](http://www.showcare.com/exhibitors) for faster results with immediate order confirmation**



**InSight 2009 Annual Conference**  
**September 09 - 12, 2009**  
**Gaylord Palms**  
**Orlando, Florida**  
**INST0909S**

**MAIL OR FAX THIS FORM TO:**  
Showcare  
2770 14<sup>TH</sup> Avenue, Suite 101  
Markham, Ontario Canada  
L3R 0J1  
Fax: 1-905-479-9743  
Customer Service: 1-866-267-2107

## EARLY DISCOUNT DEADLINE: August 11, 2009

All prices per unit	Before 08/11/09	08/12/09 to 08/27/09	08/28/09 to 09/12/09	#Units	Total
Showlead All-Inclusive Service Package					
• Showlead hand-held unit • Wireless Printer • Custom Action Codes	\$355.00	\$395.00	NA	_____	\$_____
Showlead (Unit Only) (hand-held and battery operated)	\$265.00	\$305.00	\$355.00	_____	\$_____

## Additional Service Options

Wireless Printer (battery operated - requires Showlead)	\$ 90.00	\$ 90.00	\$ 90.00	_____	\$_____
Custom Action Codes (up to 30 lines, 22 char.)	\$ 60.00	\$ 60.00	\$ 75.00	_____	\$_____
Extra Paper Rolls	\$ 5.00	\$ 500	\$ 5.00	_____	\$_____
Lead Report on USB Key	\$ 50.00	\$ 50.00	\$ 75.00	_____	\$_____
Delivery and End of Show Pick-up of Equipment (optional)	\$ 100.00	\$ 100.00	\$ 125.00	_____	\$_____

**Grand Total – USD \$**

## EXHIBITOR and PAYMENT INFORMATION

Company \_\_\_\_\_ Booth# \_\_\_\_\_  
Name of Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Ext \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

Visa  MasterCard  Amex  Check (Payable to Showcare)  
Card Number \_\_\_\_\_  
Cardholder Name \_\_\_\_\_ Exp.Date \_\_\_\_\_  
Signature \_\_\_\_\_

### Important Terms & Conditions

Full payment must be included with order to reserve your Showcare Lead Retrieval Units. Order form will not be processed until full payment is received. Showcare reserves the right to charge correct amount if different from the grand total listed above. The original cardholder must sign all orders paid by credit card.

All orders are subject to a \$50.00 cancellation fee per unit up until 14 days prior to the event where orders are no longer refundable.

Unclaimed or unused units are NOT refundable. Your order and usage implies that you have read, understood and agreed to be subject to the detailed terms and conditionals stipulated on the reverse side of this form.



## TERMS AND CONDITIONS

All orders and usage of Showlead equipment provided by Showcare are/is subject to the following terms and conditions:

### A) Orders and Order Deadlines

1. All orders must be paid for in full prior to unit pick-up.
2. Orders received after the stated deadline will be charged at AFTER DEADLINE RATES without exception. The date payment is received shall determine the applicable rate.
3. All items ordered after the order deadlines are subject to availability.

### B) Payment Terms and Cancellations

1. Service will be rendered after receipt of full payment by credit card or check.
2. Showcare will revise payment amount if different than total amount on order form.
3. All cancellations prior to the event will be subject to a \$50 processing fee per unit.
4. All cancellations following the first day of exhibit opening unclaimed units will be subject a fee of 50% of the total price of the cancelled units.
5. Unclaimed units or unused orders are not refundable once paid for.

### C) On-Site Services and Terms

1. All orders must be picked up from the Showcare counter. It is highly recommended that your company representative(s) pick-up your ordered units one day before exhibit opening to avoid delays.
2. A minimum of one hour or processing time will be required to fulfill on-site orders.
3. On-site modification(s) to or addition of interview survey for existing orders will be subject to a \$50.00 processing fee.

### D) User Terms

1. Showcare remains sole owner of each Showlead unit including all the software and hardware at all times.
2. If the above mentioned unit(s) are not returned to the point by the indicated return deadline (within the hour following the end of the show), the User agrees to pay an additional late fee of \$100.00 (one hundred U.S dollars) per day, up to a maximum of \$1750.00 as well as any additional fees incurred by Showcare to retrieve said unit (i.e shipping charges)
3. If any Showlead unit is misplaced, stolen, damaged while in the User's care, the User shall be responsible for said repair costs or a \$1750.00 replacement fee.

### E) Increased visibility

1. Showcare does not guarantee and shall not be held liable should the User not achieve overall success of the Exhibit with respect to the expected revenue, expected number of leads, booth traffic, Return on Investment (ROI), profits and attendance by using Showcare's equipment, software or know how.
2. The user and Showcare each agree to indemnify, defend and hold harmless the other party and its respective successors and permitted assigns, and its officers, directors, members, agents, employees and/or representatives from and against any claim, action, cause of action, and liabilities including damages and expenses (including court costs and attorney fee's and other fees of professionals) which may be asserted by third parties arising out of the performance of either party's obligations pursuant to the Services Rendered by Showcare to the User, except for the willful misconduct or gross negligence of the other party.
3. "Force Majeure" shall refer to any cause or event(s) that is beyond the reasonable control of the Showcare or the organizer of the meeting, that could not have been reasonably foreseen and prevented by means reasonably available to it, and that causes the Event(s) to be either canceled or postponed "sine die" and this term shall include but shall not be restricted to acts of God, civil unrest or of the public enemy, acts of the Government, fires, flood, epidemics, strikes, lockouts, curtailment or transportation facilities or service. In any such event of Force Majeure, the obligations of Showcare for services not yet rendered shall become automatically terminated and Showcare shall be entitled to retain all the payments already received.

**Your order and usage implies that you have read, understood and agreed to be subject to the terms and conditions stipulated herein.**

**SERVICE INFORMATION****BOOTH EQUIPMENT**

Each 10' x 10' booth will be set up with 8' high black back drape, 3' high black side dividers, (1) 6' white draped table, (2) side chairs, (1) wastebasket, and a 7" x 44" identification sign.

**EXHIBIT HALL CARPET**

The exhibit hall is not carpeted; however, the aisles are carpeted in tuxedo.

All Exhibitors are required to provide some form of floor covering in their booth, which must reach aisle to aisle. Bare concrete is not allowed. The Exhibitor will also be responsible for any cost necessary to finish off the back wall and open area behind their pop up, and/or hard wall structure. No cartons may be stored behind the booths.

**DISCOUNT PRICE DEADLINE DATE**

In order to receive advance order discount rates listed on the price sheet, we must receive your order and payment by August 26, 2009.

Save money by ordering cleaning services and labor in advance. All cleaning orders as well as display and rigging labor orders placed at show site will be charged an additional 30% above the advance rate.

**SHOW SCHEDULE****EXHIBITOR MOVE-IN**

For more information and helpful hints on pre-show procedures and move-in, please go to [www.freemanco.com/preshowFAQ](http://www.freemanco.com/preshowFAQ)

Wednesday   September 09, 2009      8:00 AM - 5:00 PM

**EXHIBIT HOURS**

Thursday   September 10, 2009      10:30 AM - 6:00 PM

Friday   September 11, 2009      10:30 AM - 6:00 PM

Saturday   September 12, 2009      8:00 AM - 10:00 AM

**EXHIBITOR MOVE-OUT**

For more information and helpful hints on post-show procedures and move-out, please go to [www.freemanco.com/postshowFAQ](http://www.freemanco.com/postshowFAQ)

Saturday   September 12, 2009      10:00 AM - 6:00 PM

**DISMANTLE AND MOVE-OUT INFORMATION**

All exhibitor materials must be removed from the exhibit facility by Saturday, September 12, 2009 at 6:00 PM.

To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move-Out deadline, please have all carriers check-in by Saturday, September 12, 2009 at 4:00 PM.

**POST SHOW PAPERWORK AND LABELS**

Our Exhibitor Services Department will gladly prepare your outbound Material Handling Agreement and labels in advance. Be sure your carrier knows the company name and booth number when making arrangements for shipping your exhibit at the close of the show.

## **SERVICE CONTRACTOR CONTACTS / INFORMATION:**

### **FREEMAN**

2200 Consulate Dr  
Orlando, FL 32837-8364  
(407) 816-7900 fax (469) 621-5605  
FreemanOrlandoES@freemanco.com

### **FREEMAN EXHIBIT TRANSPORTATION**

(800) 995-3579 fax (817) 385-0983

### **FREEMAN ONLINE®**

Our Internet online ordering service, Freeman OnLine® is available for your convenience to order all Freeman Services, view show schedule, or print order forms. Once your show is available online you will receive an email which includes a direct link to Freeman OnLine®.

To place online orders you will be required to enter your unique Login ID and Password. If this is your first time to use Freeman OnLine®, click on the "Login" link in the top right corner to create a new account. To access Freeman OnLine® without using the email link, visit [www.myfreemanonline.com](http://www.myfreemanonline.com) and click the "Login" link in the top right corner. If you need assistance with Freeman OnLine® please call our Customer Support Center at (888) 508-5054.

### **SHIPPING INFORMATION**

Warehouse Shipping Address:

Exhibiting Company Name / Booth # \_\_\_\_\_

#### **INSIGHT 2009 ANNUAL CONFERENCE**

C/O FREEMAN  
10088 GENERAL DRIVE  
ORLANDO, FL 32824

Freeman will accept crated, boxed or skidded materials beginning Wednesday, August 05, 2009, at the above address. Material arriving after September 02, 2009 will be received at the warehouse with an additional after deadline charge. Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 8:00 AM - 3:30 PM.

Show Site Shipping Address:

Exhibiting Company Name / Booth # \_\_\_\_\_

#### **INSIGHT 2009 ANNUAL CONFERENCE**

C/O FREEMAN  
GAYLORD PALMS RESORT & CONVENTION CENTER  
3208 GAYLORD WAY  
KISSIMMEE, FL 34746-4414

Freeman will receive shipments at the exhibit facility beginning Wednesday, September 09, 2009. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility are the responsibility of the Exhibitor.

Please note: All items and materials that must be brought into the facility may be subject to Material Handling Charges and are the responsibility of the Exhibitor. This also applies to items not ordered through the Official Show Vendors.

## **LABOR INFORMATION**

Union Labor may be required for your exhibit installation and dismantle. Please carefully read the UNION RULES AND REGULATIONS to determine your needs. Exhibitors supervising Freeman labor will need to pick up and release their labor at the Service Desk. Refer to the order form under Display Labor for Straight time and Overtime hours.

## **ASSISTANCE**

We want you to have a successful show. If we can be of assistance, please call our Exhibitor Services Department at (407) 816-7900.

## **WE APPRECIATE YOUR BUSINESS!**

## **FREEMAN GENERAL INFORMATION**

### **TRANSLATION SERVICES**

Freeman is pleased to offer a new service for our international exhibitors that provides quick interpretation and translation in 150 languages. This service will not only interpret for us on a three way conversation, but also translate emails from customers. To access this feature you may contact Freeman Exhibitor Services at (407) 816-7900 or Freeman's Customer Support Center at (888) 508-5054.

### **HELPFUL HINTS**

#### **SAVE MONEY**

Order early to take advantage of advance order discount rates, place your order by August 26, 2009.

#### **AVOID DELAY**

Ship early to avoid delays. Shipments arriving late at show site will cost you money, time and business!

#### **SAFETY TIPS**

Use a ladder, not a chair. Standing on chairs, tables and other rental furniture is unsafe and can cause injury to you or to others. These objects are not designed to support your standing weight.

Be aware of your surroundings. You are in an active work area with changing conditions during move-in and move-out. Pay attention. Look for obstacles, machinery and equipment that are in use.

Keep your eyes open for scooters and forklifts. The drivers of these vehicles may not be able to see you.

Stay clear of dock areas, trucks and trailers. These areas can be particularly dangerous.

Prevent electrical shocks, falling items and damage to materials. Do not attach items or equipment to the drapes or metal framework provided for your booth. This can cause serious injury or damage to materials.

We discourage children from being in the exhibit hall during installation and dismantle. If children are present during installation and dismantle, they must be supervised by an adult at all times.

Freeman does not ship or handle Hazardous Materials. If any materials you are shipping to the event fall into this category, please contact Freeman to be sure the material will be allowed at the facility and by the association. In addition, if authorized by the facility and the association, you will need to make separate arrangements for the transport and handling of the approved materials, since Freeman will not transport or handle them.

The operation or use of all motorized lifts and motorized material handling equipment for installation/dismantle of exhibits is NOT permitted by exhibitors or by their exhibitor appointed contractors (EAC's). Thank you for your cooperation.

### **EXHIBITOR ASSISTANCE**

For more information and helpful hints on pre-show procedures and move-in, please go to [www.freemanco.com/preshowFAQ](http://www.freemanco.com/preshowFAQ).

For more information and helpful hints on post-show procedures and move-out, please go to [www.freemanco.com/postshowFAQ](http://www.freemanco.com/postshowFAQ).

Call Freeman's Exhibitor Services department at (407) 816-7900 with any questions or needs you may have.

# welcome



Welcome to Freeman, the industry's leading service contractor with more than 75 years of experience creating possibilities for our customers. At Freeman, our people make the difference, and when it comes to all the details of your show experience, our helpful employees have the expertise to ensure you always get your needs met exactly as specified. Above all, we take pride in putting you and your show requirements first, from furniture rental to material handling to custom exhibit programs, exhibit transportation, hanging signs and digital graphics. Whatever your exhibit requires, we have the premier resources to help you have the best show experience possible. Here are just a few of the outstanding services we are proud to offer you:

- Furnishings
- Carpet and Cleaning
- Freight and Material Handling Services
- Exhibit Transportation
- Rental Exhibit Programs
- Installation and Dismantle Services and Labor
- Digital Graphics and Signs

In addition, for some innovative design suggestions to help complement your exhibit, go to [www.freemanco.com/furniturerepairing](http://www.freemanco.com/furniturerepairing) and visit our Furniture Grouping Ideas section. You'll find everything you need to give your booth a coordinated and professional look.

# WELCOME TO Freeman

## **how do I get started?**

To get started, first take a look at Quick Facts highlighting your show specifics and other information you will find useful. Then, browse through our catalogs for the many services we offer. When you determine what your specific needs are, fax or mail the order forms or place your order online at [www.myfreemanonline.com](http://www.myfreemanonline.com). As always, you may call one of our customer service experts at the number listed on Quick Facts for assistance. Please consult our General Information page for some important safety tips and other key facts about all the services we offer.

## **material handling and exhibit transportation**

As the official service contractor for your show, Freeman is here to help you with all your material handling needs, which include exhibit material unloading, 30-day advance storage at the warehouse address, delivery to the booth and handling of empty containers to and from storage. When the event is finished, we also provide material removal from the booth for reloading onto outbound carriers. Freeman can also handle your inbound exhibit transportation to ensure your freight is shipped on-time to the show site or warehouse, based on your preference. For questions about material handling and other information, go to [www.freemanco.com/FAQ](http://www.freemanco.com/FAQ).

## **questions?**

Contact customer service at the number located on Quick Facts for any ordering questions you might have. For all other inquiries about Freeman, please call our customer service center at 888-508-5054. For fast, easy ordering, tools and helpful hints, go to [www.myfreemanonline.com](http://www.myfreemanonline.com).

# F R E E M A N

2200 Consulate Dr  
Orlando, FL 32837-8364  
(407) 816-7900 Fax: (469) 621-5605  
FreemanOrlandoES@freemanco.com

DISCOUNT PRICE  
DEADLINE DATE  
AUGUST 26, 2009

INCLUDE THIS FORM  
WITH YOUR ORDER

NAME OF SHOW: **INSIGHT 2009 ANNUAL CONFERENCE / SEPTEMBER 10-12, 2009**

COMPANY NAME: \_\_\_\_\_ BOOTH #: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ BOOTH SIZE : X \_\_\_\_\_

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

PHONE: \_\_\_\_\_ EXT.: \_\_\_\_\_ FAX #: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ PRINT NAME: \_\_\_\_\_

CONTACT'S E-MAIL: \_\_\_\_\_

E-MAIL FOR INVOICE:  Check if you are a new Freeman customer

Invoices will be sent by e-mail; please provide e-mail address of the person who reconciles your invoices if different than contact's email.

## METHOD OF PAYMENT

BY SUBMITTING THIS FORM OR ORDERING MATERIALS OR SERVICES FROM FREEMAN, YOU AGREE TO BE BOUND BY ALL TERMS & CONDITIONS INCLUDED IN YOUR SERVICE MANUAL.

COMPANY CHECK

Please make check payable to: Freeman

Checks must be in U.S. funds drawn on a U.S. or Canadian bank. ("U.S. FUNDS" MUST BE PRE-PRINTED on Canadian checks.)

**Please reference (219928) on your remittance.**

CREDIT CARD

For your convenience, we will use this authorization to charge your credit card account for your advance orders, and any additional amounts incurred as a result of show site orders placed by your representative. These charges may include all Freeman companies, or any charges which Freeman may be obligated to pay on behalf of Exhibitor, including without limitation, any shipping charges. Please complete the information requested below:

AMERICAN EXPRESS

DISCOVER

MASTER CARD

VISA

DINERS CLUB

ACCOUNT NO.: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_

CARDHOLDER NAME (PRINT): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

CARDHOLDER BILLING ADDRESS: \_\_\_\_\_

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

## ENTER TOTALS HERE

FURNISHINGS & ACCESSORIES	CARPET	CLEANING/SHAMPOOING	PORTER SERVICE	RENTAL EXHIBITS & ACCESSORIES	SIGNS	INSTALLATION LABOR	DISMANTLE LABOR
MATERIAL HANDLING	RIGGING INSTALLATION	RIGGING DISMANTLE	EXHIBIT TRANSPORTATION	HANGING SIGNS	GRAND TOTAL		

- Remember to order in advance to save time and money. You may place your order by phone, fax, mail, or use our online ordering service at: [www.myfreemanonline.com](http://www.myfreemanonline.com).
- Orders received without payment or after the discount price deadline date will be charged at the standard price.
- Copies of invoices may be picked up from the Service Desk prior to show closing.
- If you have questions or need assistance with any items not listed, please call and ask for your Exhibitor Services Representative.

## TELL US WHAT YOU THINK

Freeman is committed to providing great customer service. To help us serve you more effectively in the future, please visit the URL address below upon the completion of your show to provide feedback. Your input will provide the insight needed to ensure that our customer service is in line with your expectations.

<http://feedback.freemanco.com/?219928>

FREEMAN method of payment

# F R E E M A N

2200 Consulate Dr  
Orlando, FL 32837-8364  
(407) 816-7900 Fax: (469) 621-5605  
FreemanOrlandoES@freemanco.com

## INSIGHT 2009 ANNUAL CONFERENCE / SEPTEMBER 10-12, 2009

In order to authorize Freeman to invoice a third party for payment of services rendered to exhibitors, both the exhibiting company and the third party must complete this form and return it at least 14 days prior to show move-in.

### EXHIBITING COMPANY AUTHORIZATION OF THIRD PARTY BILLING

"We understand and agree that we, the exhibiting company, are ultimately responsible for payment of charges and agree by submitting this form or ordering materials or services from Freeman, to be bound by all terms and conditions as described in the Terms & Conditions section of this service manual. In the event that the named third party does not discharge payment of the invoice prior to the last day of the show, charges will revert back to the exhibiting company. All invoices are due and payable upon receipt, by either party. The items checked below are to be invoiced to the third party."

BY SUBMITTING THIS FORM OR ORDERING MATERIALS OR SERVICES FROM FREEMAN, YOU AGREE TO BE BOUND BY ALL TERMS & CONDITIONS INCLUDED IN YOUR SERVICE MANUAL.

EXHIBITOR NAME: (PLEASE PRINT)

EXHIBITOR SIGNATURE:

DATE:

### EXHIBITING COMPANY INFORMATION

EXHIBITING COMPANY NAME:

BOOTH #:

EXHIBITING COMPANY ADDRESS:

CITY/STATE/ZIP:

PHONE:

EXT.

FAX:

CONTACT'S E-MAIL:

### Indicate which services are to be invoiced to the Third Party:

<input type="checkbox"/> ALL FREEMAN SERVICES	<input type="checkbox"/> FREEMAN EXHIBIT TRANSPORTATION
<input type="checkbox"/> I&D LABOR/SUPERVISION	<input type="checkbox"/> RENTAL FURNITURE/CARPET/SIGNS
<input type="checkbox"/> MATERIAL HANDLING/IN & OUT	<input type="checkbox"/> BOOTH CLEANING
	<input type="checkbox"/> OTHER _____

### THIRD PARTY COMPANY INFORMATION

THIRD PARTY COMPANY NAME:

CONTACT NAME:

THIRD PARTY BILLING ADDRESS:

CITY/STATE/ZIP:

PHONE:

EXT:

FAX:

CONTACT'S E-MAIL:

E-MAIL FOR INVOICE:

Invoices will be sent by e-mail; please provide the e-mail address of the person who reconciles your invoices if different than contact's e-mail.

### THIRD PARTY CREDIT CARD AUTHORIZATION

AMERICAN EXPRESS    MASTERCARD    VISA    DISCOVER    DINERS CLUB

CREDIT CARD ACCOUNT NO:

EXP. DATE:

CARDHOLDER NAME (PLEASE PRINT):

CARD TYPE:

AUTHORIZED SIGNATURE:

CARDHOLDER BILLING ADDRESS:

CITY/STATE/ZIP:

07/08 (219928)

FREEMAN third party authorization



## FURNISHING essentials

When it comes to basic seating needs, look no further than Freeman. Our wide array of well-designed modern chairs, armchairs and stools will serve your show space requirements.

# seating

### **diva series**

Natural blonde wood and matte chrome finish highlight this sleek Italian design.

### **diva counter stool**

17"W 16"L 36"H – N71092  
The intermediate 25" seating height makes this stool ideal for theater or demo areas.

### **diva chair**

18"W 16"L 31"H – N71091  
A natural complement to modern exhibit designs.



### **santana armchair**

24"W 20"L 31"H – N710102  
Modern styling with ergonomic shape; as striking as it is comfortable.

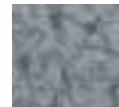
Call customer service at the number listed on Quick Facts. For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com).

*Colors may vary when viewing or printing from a computer.*

**forestdale chair**

21"W 21"L 31"H – N71085

Padded seat and back in distinct geometric fabric with a sturdy lightweight frame.

**director stool**

17"W 24"L 45"H – N710142

**director chair**

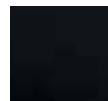
17"W 24"L 32"H – N71042

**custom imprinting**

Ask us about custom logo imprinting on the Director Chair or Stool back fabric. – N710998



Royal Blue



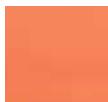
Black



Bright Green



Yellow



Orange



Red



Purple



Bright Blue

**cherry barrel chair***Cranberry or Taupe*

23"W 22"L 29"H – N71038

Traditional style in a cherry finish with classic fabric pattern options.

**diplomat chair***Black Diamond Fabric*

25"W 28"L 36"H – N710144

Comfortable, yet compact for office or conference table seating.



**gray gaslift stool**

24"W 20)L 46"H

With Arms – N71048

No Arms – N71047



Telescoping height  
adjustment; five-caster  
base rolls with ease.

**executive chair***Black Tweed*

28"W 25)L 45"H – N71044

**bugle base chair***Black or Blue Tweed*

21"W 20)L 32"H – N71041





**black diamond side chair**

21"W 23"L 32"H – N71089

**black diamond stool**

22"W 18"L 46"H – N71088

**black diamond armchair**

20"W 21"L 33"H – N71090



Soho Bistro Table (page 8)

**casey padded stool**

*Black or Gray Fabric*

20"W 21.5"L 42.5"H – C210112

**carson armchair**

*Blue, Black or Gray Fabric*

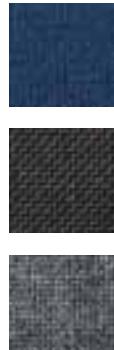
21"W 20"L 33"H – C210101



**opal side chair**

*White*

20"W 19"L 30"H – C210105





# lounge seating

Give your exhibit a casual yet practical look with Freeman superior lounge seating. Pick from a large selection of sofas, loveseats, chairs and barstools that are sure to take your exhibit design to the next level.



## **signature loveseat**

*Black*

33"W 60"L 33"H – N73091

Deeply comfortable sofa-style seating in a sleek, contemporary shape.

## **signature chair**

*Black*

33"W 35"L 33"H – N71093

**kennedy sectional series***Blue or Black Tweed*Flexible sofa-style seating in  
a variety of configurations.**sofa, three-piece**

31"W 87"L 28"H – N730313

**loveseat, two-piece**

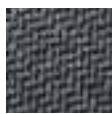
31"W 62"L 28"H – N730213

**corner section**

31"W 31"L 28"H – N73013

**center section**

31"W 25"L 28"H – N73014



**glass conference table**

*Black or Chrome Pedestal*  
42"W 42"L 30"H – N72015  
Rounded square glass top  
is supported by stylish metal  
frame in a choice of two colors.

**cherry cocktail table**

19"W 36"L 17"H – N72026

**cherry end table**

20"W 20"L 20"H – N72027

# tables

What Freeman always brings to the table is professionalism, and nothing says more about your meeting space and/or show site than your surfaces and tabletops. Choose from modern glass conference tables, traditional cocktail, end tables and much more.



Milano Table (page 9)  
Diplomat Chair (page 2)

**metro series***Black***slate end table**

20"W 20)L 17"H – N72029

**slate cocktail table**

20"W 40)L 15"H – N72028

**pedestal tables**

A range of tabletop sizes and materials with pedestals in various heights to fit any space.

**soho series**

Black-Top Mini	18"H x 18"W	N72066
Black-Top Cafe	30"H x 24"W	N72069
Black-Top Bistro	42"H x 24"W	N72070
Black-Top Cafe	30"H x 36"W	N72067
Black-Top Bistro	42"H x 36"W	N72068

**chelsea series**

Butcher Block-Top Cafe	30"H x 30"W	N72063
	30"H x 36"W	N72064
Butcher Block-Top Bistro	42"H x 30"W	N720163
	42"H x 36"W	N720164

**studio series****black end table**

17"W 17)L 18"H – C115104

**black cocktail table**

36"W 20)L 15"H – C115103

**bugle base table***White*

36"W 27"H – N72065



# office furniture

When it's time to set up office, Freeman offers a wide selection of superior, professional pieces in eye-catching shapes and styles to suit any budget and/or design essential. From classic credenzas and bookcases to professional seating, we've got all your office furniture requirements.



Cherry Tables (page 7)  
Cherry Barrel Chairs (page 2)  
Black Table Lamp (page 14)



## **milano table**

42"W 84"L 29"H

*Blonde Top with Black Base – N72093*

*Black Top with Black Base – N72092*

The latest seven-foot conference table by Freeman features clean curved lines and a wealth of work space.



## **luna table**

36"W 72"L 29"H

*Black Top with Black Base – N72094*

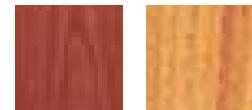
This contemporary six-foot conference table or writing desk comes with a black laminate top.

**hemingway writing table***Black*

24"W 49"L 29"H – N720191

**office series***Cherry or Oak***five-foot desk**

30"W 60"L 30"H

*Cherry – N74061**Oak – N74071***credenza**

16"W 60"L 30"H

*Cherry – N74064**Oak – N74074***bookcase**

12"W 36"L 72"H

*Cherry – N74065**Oak – N74075*

# display

Some of the most essential elements of your exhibit are the surfaces on which you display your show materials. That's why we have an appealing variety of displays, from standing cylinders to sleek computer desks to draped tables and counters, to ensure your show space will be both attractive and interactive.



## draped or undraped table counters

Colored draping includes white vinyl top and pleated skirt on three sides. Fourth-side draping is available. Undraped tables include white vinyl tops.

tables (30" height)	3'	4'	6'	8'
Draped	C130330	C130430	C130630	C130830
Draped on fourth side			C12404630	C12404830
Undraped	C131330	C131430	C131630	C131830
counters (42" height)				
Draped	C130342	C130442	C130642	C130842
Draped on fourth side			C12404642	C12404842
Undraped	C131342	C131442	C131642	C131842



Tabletop risers are also available in a variety of sizes. See order form for details.



### display cubes

Black

#### 12" small

12"W 12)L 42"H – N75030

#### 18" medium

18"W 18)L 36"H – N75031

#### 24" large

24"W 24)L 42"H – N75032



### orion computer kiosk

Black

28)L 28"D 40.5"H – N75079

Pedestal for computer demo with keyboard tray and interior storage. (Computer not included.)



### display cylinders

Black

#### low

30"W 15"H – N75020

#### medium

18"W 20"H – N75021

#### high

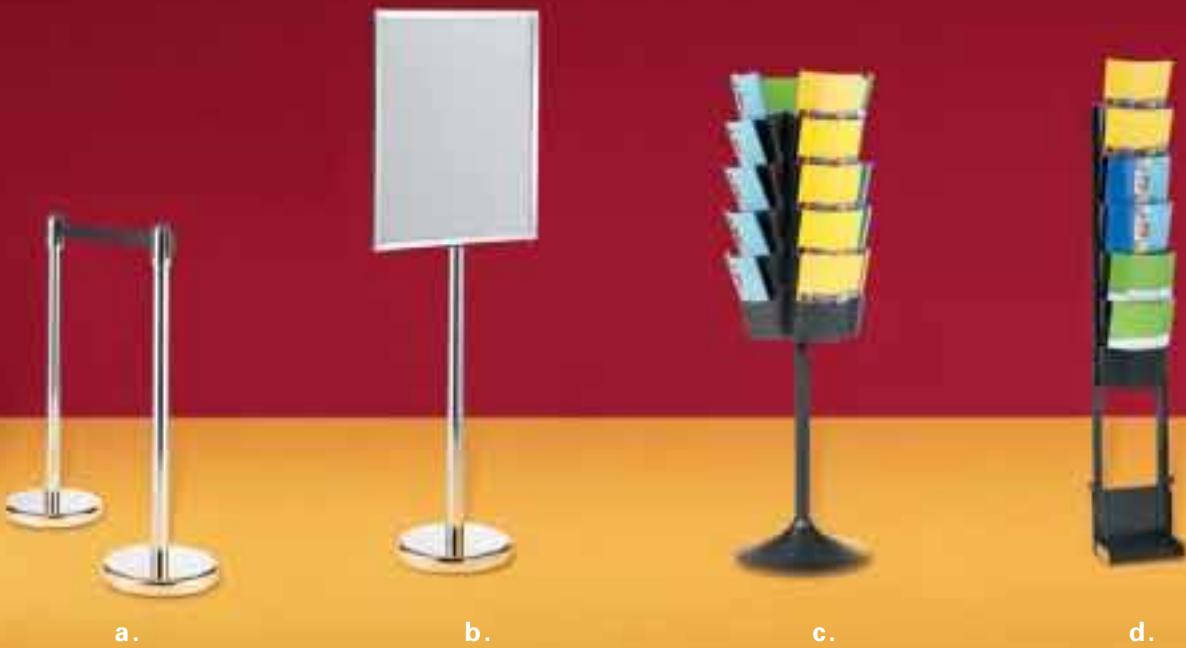
24"W 36"H – N75022



### display counter

Black

24"W 49)L 42"H – N72056



# accessories

We know that every exhibit is different and requires certain pieces that may be hard to find. That's why we offer an assortment of accessories that will meet your needs, from literature racks to bulletin boards to refrigerators and file cabinets. No matter the requirement, your exhibit will always stand out with these striking and functional pieces.

**a. chrome stanchion with 8' retractable belt**

42"H – C220121

**b. chrome sign holder**

Holds 22"x 28" sign – C220118

**c. round literature rack**

17"W 17)L 57"H – N750135

Revolving black display holds printed materials for easy access from 20 pockets.

**d. flat literature rack**

10"W 55"H – N750136

Forward-facing black display presents printed materials in six pockets.

**e. chrome coat tree**

C220109

**f. chrome easel**

C220134

**g. chrome bag rack**

C220110

**h. contempo trash receptacle**

8"W 24"H

*Black* – N75053

*Aluminum* – N75054

**wastebasket**

Wastebasket color may vary.

C220107



*Colors may vary when viewing or printing from a computer.*



**small refrigerator\***  
19"W 19"L 34"H - N75057



## file cabinet with lock



**two-drawer**  
15"W 29"L 28"H – N74082

**four-drawer**  
15"W 29"L 50"H – N74081

A black table lamp with a conical shade and a black base.



\*Note: Electrical power must be ordered separately.

For ideas on furniture pairings, go to [www.freemanco.com/furniturerepairing](http://www.freemanco.com/furniturerepairing)

*Colors may vary when viewing or printing from a computer.*

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**F R E E M A N**

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Orlando, FL 32837-8364  
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FreemanOrlandoES@freemanco.com

DISCOUNT PRICE  
DEADLINE DATE  
AUGUST 26, 2009

INCLUDE THE FREEMAN METHOD OF  
PAYMENT FORM WITH YOUR ORDER

NAME OF SHOW: **INSIGHT 2009 ANNUAL CONFERENCE / SEPTEMBER 10-12, 2009**

COMPANY NAME: \_\_\_\_\_ BOOTH #: \_\_\_\_\_ BOOTH SIZE: **X**

CONTACT NAME : \_\_\_\_\_ PHONE #: \_\_\_\_\_

E-MAIL ADDRESS : \_\_\_\_\_

For Assistance, please call (407) 816-7900 to speak with one of our experts.

For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com)

**FURNISHINGS**

Qty	Part #	Description	Discount Price	Standard Price	Total
<b>CHAIRS</b> Pages 1 & 2					
_____	N71092	Diva Counter Stool .....	166.40	216.30	_____
_____	N71091	Diva Chair.....	145.50	189.15	_____
_____	N710102	Santana Chair .....	143.15	186.10	_____
_____	N71085	Forestdale Chair .....	83.80	108.95	_____
_____	N710144	Diplomat Chair .....	173.70	225.80	_____
_____	N71038	Cherry Barrel Chair .....	147.15	191.30	_____
<input type="checkbox"/> Cranberry <input type="checkbox"/> Taupe					

<b>Director Series</b>							
<input type="checkbox"/> Black	<input type="checkbox"/> Blue	<input type="checkbox"/> Bright Green	<input type="checkbox"/> Orange	<input type="checkbox"/> Purple	<input type="checkbox"/> Red	<input type="checkbox"/> Royal Blue	<input type="checkbox"/> Yellow
_____	N710142	Director Stool .....	106.55	138.50	_____		
_____	N71042	Director Chair .....	99.00	128.70	_____		
_____	N710998	Custom Imprinting/Director	.....	Call for Quote	_____		

<b>Pages 3 &amp; 4</b>					
_____	N71048	Gray Gaslift Stool w/Arms ....	211.20	274.55	_____
_____	N71047	Gray Gaslift Stool .....	187.35	243.55	_____
_____	N71046	Gray Gaslift Chair w/Arms ....	162.10	210.75	_____
_____	N71045	Gray Gaslift Chair .....	136.95	178.05	_____
_____	N71044	Executive Chair .....	221.65	288.15	_____
_____	N71041	Bugle Base Chair .....	116.10	150.95	_____
<input type="checkbox"/> Black Tweed <input type="checkbox"/> Blue Tweed					
_____	N71088	Black Diamond Stool .....	128.05	166.45	_____
_____	N71089	Black Diamond Side Chair ..	95.45	124.10	_____
_____	N71090	Black Diamond Arm Chair....	107.05	139.15	_____
_____	C210105	Opal Side Chair .....	46.70	60.70	_____
_____	C210101	Carson Arm Chair .....	68.50	89.05	_____
<input type="checkbox"/> Black <input type="checkbox"/> Blue <input type="checkbox"/> Gray					
_____	C210112	Casey Padded Stool .....	81.05	105.35	_____
<input type="checkbox"/> Black <input type="checkbox"/> Gray					

<b>LOUNGE SEATING</b> Pages 5 & 6					
_____	N73091	Signature Loveseat .....	530.25	689.35	_____
_____	N71093	Signature Chair .....	310.20	403.25	_____

<b>Kennedy Sectional Series</b>					
<input type="checkbox"/> Black Tweed <input type="checkbox"/> Blue Tweed					
_____	N730313	Kennedy Sofa - 3 piece .....	505.75	657.50	_____
_____	N730213	Kennedy Loveseat - 2 piece	337.15	438.30	_____
_____	N73013	Kennedy Corner Section ....	168.55	219.10	_____
_____	N73014	Kennedy Center Section ...	168.55	219.10	_____

12/07 (219928) 3207

\*Remember to select a color for items  
with checkboxes. A color will be  
selected for you if not indicated.

Page 1 of 2

Qty	Part #	Description	Discount Price	Standard Price	Total
<b>TABLES</b> Pages 7 & 8					
_____	N72026	Cherry Cocktail Table .....	139.75	181.70	_____
_____	N72027	Cherry End Table .....	114.60	149.00	_____
_____	N72028	Metro Slate Cocktail Table .....	129.25	168.05	_____
_____	N72029	Metro Slate End Table .....	117.90	153.25	_____
_____	C115103	Studio Black Cocktail Table ....	90.00	117.00	_____
_____	C115104	Studio Black End Table .....	65.45	85.10	_____
_____	N72015	Glass Conference Table .....	155.30	201.90	_____
<input type="checkbox"/> Black <input type="checkbox"/> Chrome					
_____	N72065	Bugle Base Table/White .....	179.65	233.55	_____
<b>Pedestal Tables - SoHo Series</b>					
_____	N72066	Black-top Mini 18"W x 18"H ....	122.85	159.70	_____
_____	N72069	Black-top Cafe 24"W x 30"H ...	155.95	202.75	_____
_____	N72070	Black-top Bistro 24"W x 42"H	197.10	256.25	_____
_____	N72067	Black-top Café Table 36"x30"	155.95	202.75	_____
_____	N72068	Black-top Bistro 36"W x 42"H ..	205.10	266.65	_____
<b>Pedestal Tables - Chelsea Series - Butcher Block Top</b>					
_____	N72063	Café Table 30"W x 30"H .....	142.15	184.80	_____
_____	N72064	Café Table 36"W x 30"H .....	142.15	184.80	_____
_____	N720163	Bistro Table 30"W x 42"H .....	181.20	235.55	_____
_____	N720164	Bistro Table 36"W x 42"H .....	181.20	235.55	_____
<b>OFFICE FURNITURE</b> Pages 9 & 10					
_____	N72093	Milano Table/Blonde Top .....	307.70	400.00	_____
_____	N72092	Milano Table/Black Top .....	307.70	400.00	_____
_____	N72094	Luna Table/Black Top .....	449.20	583.95	_____
_____	N720191	Hemingway Writing Table .....	305.50	397.15	_____
_____	N74061	Cherry Desk 5' .....	397.70	517.00	_____
_____	N74065	Cherry Bookcase .....	156.30	203.20	_____
_____	N74064	Cherry Credenza .....	308.25	400.75	_____
_____	N74071	Oak Desk 5' .....	397.70	517.00	_____
_____	N74075	Oak Bookcase .....	156.30	203.20	_____
_____	N74074	Oak Credenza .....	308.25	400.75	_____
<b>OFFICE FURNITURE</b> Pages 11 & 12					
_____	N72056	Display Counter .....	335.00	435.50	_____
_____	N75079	Orion Computer Kiosk .....	302.45	393.20	_____
_____	N75030	Black Display Cube/Small .....	159.10	206.85	_____
_____	N75031	Black Display Cube/Medium ...	172.90	224.75	_____
_____	N75032	Black Display/Large .....	205.40	267.00	_____

NAME OF SHOW: **INSIGHT 2009 ANNUAL CONFERENCE / SEPTEMBER 10-12, 2009**

COMPANY NAME:

BOOTH::

BOOTH SIZE:

X

CONTACT NAME :

PHONE #:

E-MAIL ADDRESS :

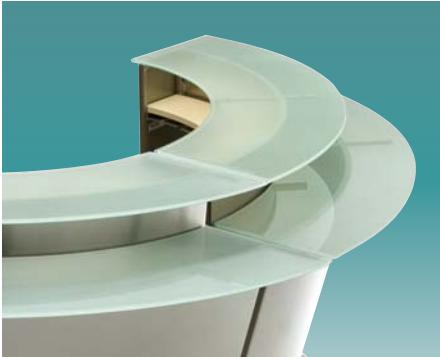
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**FURNISHINGS**

Qty	Part #	Description	Discount Price	Standard Price	Total
<b>DISPLAY FURNITURE</b> Pages 11 & 12 (continued)					
<b>Display Cylinders</b>					
____	N75020	Black Display Cylinder/Low ...	139.15	180.90	_____
____	N75021	Black Display Cylinder/Med	163.35	212.35	_____
____	N75022	Black Display Cylinder/Lg ....	188.00	244.40	_____
<b>Draped Tables - Tables are 24" wide</b>					
____	C130330	Draped Table 3'L x 30"H ..	N/A	N/A	_____
____	C130430	Draped Table 4'L x 30"H ..	99.45	129.30	_____
____	C130630	Draped Table 6'L x 30"H ..	125.70	163.40	_____
____	C130830	Draped Table 8'L x 30"H ..	156.35	203.25	_____
____	C12404630	4th Side Drape 6'L x 30"H ..	20.75	27.00	_____
____	C12404830	4th Side Drape 8'L x 30"H ..	20.75	27.00	_____
____	C130342	Draped Counter 3'L x 42"H ...	N/A	N/A	_____
____	C130442	Draped Counter 4'L x 42"H ...	126.85	164.90	_____
____	C130642	Draped Counter 6'L x 42"H ...	152.45	198.20	_____
____	C130842	Draped Counter 8'L x 42"H ...	184.10	239.35	_____
____	C12404642	4th Side Drape 6'L x 42"H ..	20.75	27.00	_____
____	C12404842	4th Side Drape 8'L x 42"H ..	20.75	27.00	_____
<b>Undraped Tables - Tables are 24" wide</b>					
____	C131330	Undraped Table 3'L x 30"H ..	N/A	N/A	_____
____	C131430	Undraped Table 4'L x 30"H ..	35.85	46.60	_____
____	C131630	Undraped Table 6'L x 30"H ..	46.70	60.70	_____
____	C131830	Undraped Table 8'L x 30"H ..	58.20	75.65	_____
____	C131342	Undraped Counter 3'Lx42"H	N/A	N/A	_____
____	C131442	Undraped Counter 4'Lx42"H	62.05	80.65	_____
____	C131642	Undraped Counter 6'Lx42"H	74.05	96.25	_____
____	C131842	Undraped Counter 8'Lx42"H	84.90	110.35	_____
<b>Table Top Risers</b>					
____	C150410	Single Step Riser 4'L x 7"H	35.30	45.90	_____
____	C150610	Single Step Riser 6'L x 7"H	65.10	84.65	_____
____	C150810	Single Step Riser 8'L x 7"H	68.65	89.25	_____
____	C150414	Single Step Riser 4'L x14"H	N/A	N/A	_____
____	C150614	Single Step Riser 6'L x14"H	N/A	N/A	_____
____	C150814	Single Step Riser 8'L x14"H	N/A	N/A	_____
____	C150420	Double Step Riser 4'L .....	N/A	N/A	_____
____	C150620	Double Step Riser 6'L .....	N/A	N/A	_____
____	C150820	Double Step Riser 8'L .....	N/A	N/A	_____
<b>TOTAL COST</b>					
			+	=	
		Sub-Total		7% Tax	Total Cost

# SELECT furnishings



Make your exhibit come to life with Select Furnishings from Freeman. We have an extensive variety of high-quality furniture in eye-catching shapes and styles to suit your budget and design needs, so you're sure to find the perfect solution for your exhibit. Plus, our prices are all-inclusive and cover shipping and material handling, with no hidden fees. Browse through this brochure, and if you don't find what you want, don't worry. We will work with you every step of the way to make sure you get exactly what you're looking for.

# seating

Sit back and relax – your search for comfortable seating is over. Pick from a sleek selection of sofas, loveseats and chairs that are sure to take your exhibit design to the next level.

## lisbon group

*Black Leather*

### sofa

88" L 36"D 34"H – 8302



### loveseat

64" L 36"D 34"H – 8303

### chair

40" L 36"D 34"H – 81011



## barcelona chair

*Black Leather*

30" L 31"D 35"H – 8102

## barcelona chair

*White Leather*

30" L 31"D 35"H – 810816



## newport group

*Charcoal Leather*

Sectional composed of one loveseat, one armless chair and one corner chair

112" L 34"D 33"

### loveseat

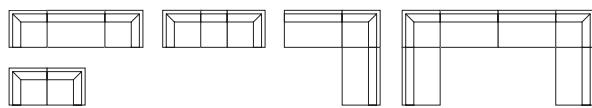
54" L 34"D 33"H – 8308

### armless chair

24" L 34"D 33"H – 8109

### corner chair

34" L 34"D 33"H – 81010





**south beach group**

*Platinum Suede*

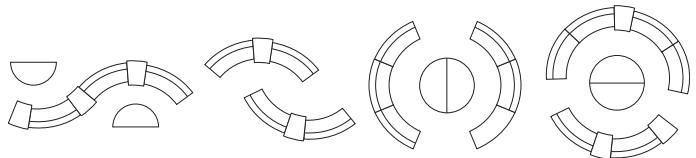
Sectional composed of two  
sofas and one ottoman  
152" L 40" D 33" H

**sofa**

69" L 29" D 33" H – 8301

**ottoman**

25" L 31" D 18" H – 8151



**key west group**

*Black*

**sofa**

85" L 35" D 33" H – 8306

**loveseat**

57" L 35" D 33" H – 8307



**astro group**

*Beige Suede*



**sofa**

83" L 36" D 29" H – 83063

**chair**

36" L 36" D 29" H – 810809

**sydney table**

48" L 24" D 18" H – 82052

**sydney end table**

27" L 23" D 22" H – 82054



**rio group**

*Blue Suede*



**sofa**

76" L 34" D 33" H – 8305

**chair**

39" L 34" D 33" H – 81014

**inspiration table**

42" L 28" D 18" H – 82022

**inspiration end table**

24" L 28" D 22" H – 82023



**marrakesh group**

*Beige*



**sofa**

84" L 37" D 34" H – 83062

**chair**

34" L 37" D 38" H – 810808



**memphis group**

*Black*



**sofa (compact)**

55" L 31" D 28" H – 83064

**chair**

27.25" L 31.75" D 27.5" H – 810812



# casual seating



## t-vac chair

*Translucent/Chrome*  
25" L 23" D 30" H – 8101

For a great variety of informal, modern seating options, look no further.

Here you will find chairs, sofas, stools, ottomans – even sophisticated bar sets – that will turn any exhibit into a destination.

## square ottoman

*Black Leather* – 8154  
*White Leather* – 8152  
40" L 40" D 17" H



## bench ottoman

*Black Leather* – 8155  
*White Leather* – 8153  
24" L 60" D 17" H



## half round ottoman

*Black Leather* – 81513  
*White Leather* – 81514  
6' L 3' D 17" H

## circle ottoman

*Black/White Leather*  
6' L 6' D 17" H



## cube

*Blueberry* – 8157  
*Raspberry* – 8159  
*Lemon* – 81510  
*Natural* – 81511  
*Black Leather* – 81512  
17" L 17" D 18" H



## globus occasional chair

*White Vinyl* – 810817  
28" L 26" D 28" H

**cappuccino chair***Chocolate*

29"L 29"D 34"H – 8104

**tub chair***Black*

31"L 31"D 31"H – 8103

**berlin stack chair***White/Red – 810811**White/Black – 810810*

18"L 22"D 32"H

**stage chair***Onyx – 8105**Camel – 8106**Beige – 8107**Red – 8108*

24"L 26"D 36"H



**panton chair**

White – 81017  
20"L 24"D 33"H

**berlin stack chair**

Red/White – 810811  
Black/White – 810810  
18"L 22"D 32"H

**new york chair**

Onyx Seat/Maple Back/  
Chrome Legs  
23"L 32"D 33"H – 81090

**ICE side chair**

Transparent/Chrome  
17.25"L 20"D 32"H – 810814

**iso mesh pull-up chair**

Black  
26"L 24"D 38"H – 810707

**manhattan chair**

Oyster  
26"L 22"D 34"H – 810110



**flex chair***With Wheels*

24" L 22" D 31" H - 81018

**tilt executive chair***With Arms, Onyx/Black*

26" L 25" D 34" H - 81075

**altura conference/  
guest chair***Black Crepe*

25" L 20" D 34" H - 81063

**luxor executive chair***High Back, Black Leather*

27" L 28" D 47" H - 810807

Adjustable

**otto highback chair***High Back Exec.*

23" L 21" D 43" H - 810813

**altura junior executive chair***Mid Back, Black Crepe*

25" L 25" D 37" H - 81073

Adjustable



**ohio barstool**

Gray/Chrome – 810100  
Red/Chrome – 810101  
Black/Chrome – 810102  
18"Round 31"H Adjustable



**banana barstool**  
White/Chrome – 810103  
Black/Chrome – 810104  
21" L 22" D 30" H



**circle martini bar**

Composed of three martini bars  
208.5" L 102" D 139.5" H

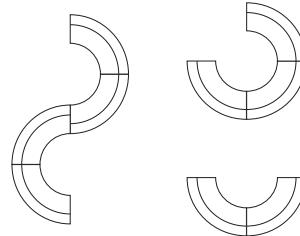
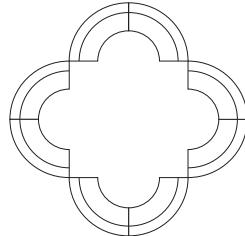
**martini bar**

69.5" L 34" D 46.5" H Radius 50" – 8501



**ICE barstool**

Transparent/Chrome  
16.75" L 16" D 37.75" H – 810815



**gin barstool**

Maple/Chrome  
16" L 16" D 29" H – 810505



**jetson chair**

Black  
19" L 18" D 31" H – 810702

**jetson barstool**

Black  
18" L 19" D 29" H – 810706



**oslo barstool**

Blue – 810200  
White – 810201  
17" L 20" D 30" H

# tables

What Freeman always brings to the table is professionalism, and nothing says more about your space than your surfaces and tabletops. Choose from modern glass tops, traditional wood end tables and more.



**manhattan table**  
42" Round 29"H – 82033



**silverado end table**  
24" Round 22"H – 82015



**silverado table**  
36" Round 17"H – 82014



**sydney end table**  
Black – 82054  
White – 82055  
27"L 23"D 22"H



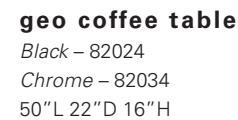
**sydney table**  
Black – 82052  
White – 82053  
48"L 24"D 18"H



**geo conference table**  
Black – 82041  
Chrome – 82051  
60"L 36"D 29"H



**geo end table**  
Black – 82025  
Chrome – 82035  
26"L 26"D 20"H



**geo coffee table**  
Black – 82024  
Chrome – 82034  
50"L 22"D 16"H



**etagere**

*Black* – 850604  
*Pewter* – 850605  
30”L 16”D 70”H

**locking door pedestal**

*Black*  
24”L 24”D 42”H – 85078

**refrigerator\***

*White*  
14.0 cubic feet  
20”L 30”D 65”H – 8503001

# lighting

Make your exhibit shine – literally – with our outstanding selection of lamps. From modern to classic styles, choose the perfect one to light up your environment.

**a.****b.****c.****a. floor lamp\***

*Pewter*  
58”H – 850704

**b. lumalight lamp\***

*Red* – 850701  
*White* – 850702  
*Orange* – 850703  
15”L 13”D 90”H

**c. parisian lamp\***

*Pewter*  
28”H – 850705

COMPANY NAME:

BOOTH #:

BOOTH SIZE: X

CONTACT NAME :

PHONE #:

E-MAIL ADDRESS :

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Qty	Part #	Description	Discount Price	Standard Price	Total	Qty	Part #	Description	Discount Price	Standard Price	Total						
<b>SEATING</b> Pages 1 & 2																	
<b>Lisbon Group - Black leather</b>																	
<b>Chairs</b>																	
____	8302	Sofa .....	512.35	666.05	_____	____	81017	Panton Chair (white) .....	134.75	175.20	_____						
____	8303	Loveseat .....	461.45	599.90	_____	____	810814	ICE Side Chair (transparent).....	146.90	190.95	_____						
____	81011	Chair .....	343.70	446.80	_____	____	81090	New York Chair .....	132.60	172.40	_____						
____	8102	Barcelona - black leather	562.20	730.85	_____	____	810707	ISO Mesh Pull-up Chair ....	214.30	278.60	_____						
____	810816	Barcelona - white leather	562.20	730.85	_____	____	810110	Manhattan Chair (oyster) .....	155.95	202.75	_____						
<b>Newport Group - Charcoal leather</b>																	
____	8308	Loveseat .....	466.75	606.80	_____	<b>SEATING (continued)</b> Pages 5 & 6											
____	8109	Armless Chair .....	264.15	343.40	_____	<b>Chairs (continued)</b>											
____	81010	Corner Chair .....	309.75	402.70	_____	____	81018	Flex Chair w/ wheels .....	110.30	143.40	_____						
<b>South Beach Group - Platinum suede</b>																	
____	8301	Sofa .....	449.75	584.70	_____	____	81075	Tilt Executive Chair .....	219.60	285.50	_____						
____	8151	Ottoman .....	197.30	256.50	_____	____	810807	Luxor Executive Chair .....	298.10	387.55	_____						
<b>Key West Group - Black</b>																	
____	8306	Sofa .....	405.25	526.85	_____	____	81063	Altura Conf/Guest Chair ....	224.90	292.35	_____						
____	8307	Loveseat .....	366.00	475.80	_____	____	81073	bac .....	247.15	321.30	_____						
<b>Pages 3 &amp; 4</b>																	
<b>Astro Group - Beige suede</b>																	
____	83063	Sofa .....	477.35	620.55	_____	____	810813	Otto Highback Chair .....	308.10	400.55	_____						
____	810809	Chair .....	316.20	411.05	_____	____	810702	Jetson Chair (black) .....	132.60	172.40	_____						
____	82052	Sydney Cocktail Table - black .....	200.95	261.25	_____	<b>Barstools &amp; Bar</b>											
____	82054	Sydney End Table - black .....	166.25	216.15	_____	____	810100	Ohio Barstool (gray) .....	123.05	159.95	_____						
<b>Rio Group - Blue suede</b>																	
____	8305	Sofa .....	416.85	541.90	_____	____	810101	Ohio Barstool (red) .....	123.05	159.95	_____						
____	81014	Chair .....	300.20	390.25	_____	____	810102	Ohio Barstool (black) .....	123.05	159.95	_____						
____	82022	Inspiration Table .....	219.60	285.50	_____	____	810103	Banana Barstool (white) .....	133.65	173.75	_____						
____	82023	Inspiration End Table .....	207.95	270.35	_____	____	810104	Banana Barstool (black) .....	133.65	173.75	_____						
<b>Marrakesh Group - Beige</b>																	
____	83062	Sofa .....	427.50	555.75	_____	____	810815	ICE Barstool (transparent) .....	157.10	204.25	_____						
____	810808	Chair .....	300.90	391.15	_____	____	810505	Gin Barstool (maple) .....	117.75	153.10	_____						
<b>Memphis Group - Black</b>																	
____	83064	Sofa .....	429.40	558.20	_____	____	810706	Jetson Barstool (black) .....	185.65	241.35	_____						
____	810812	Chair .....	308.10	400.55	_____	____	810200	Oslo Barstool (blue) .....	168.65	219.25	_____						
<b>Chairs</b>																	
____	8101	T-Vac (translucent/chrome)	219.60	285.50	_____	____	810201	Oslo Barstool (white) .....	168.65	219.25	_____						
____	810819	Globus Occasional-White	291.70	379.20	_____	____	8501	Martini Bar .....	984.40	1,279.70	_____						
<b>Ottomans</b>																	
____	8154	Square (black leather) .....	224.90	292.35	_____	<b>TABLES, LIGHTING &amp; MORE</b> Pages 9 & 10											
____	8152	Square (white leather) .....	224.90	292.35	_____	____	82033	Manhattan Table 29"H .....	215.30	279.90	_____						
____	8155	Bench (black leather) .....	270.50	351.65	_____	____	82015	Silverado End Table 22" H .....	180.35	234.45	_____						
____	8153	Bench (white leather) .....	270.50	351.65	_____	____	82014	Silverado Table 17"H .....	190.95	248.25	_____						
____	81513	Half Round (black leather)	281.10	365.45	_____	____	82041	Geo Conf Table (black) .....	303.40	394.40	_____						
____	81514	Half Round (white leather)	281.10	365.45	_____	____	82051	Geo Conf Table (chrome) .....	303.40	394.40	_____						
<b>Cubes</b>																	
____	8157	Blueberry .....	78.50	102.05	_____	____	82025	Geo End Table (black) .....	163.35	212.35	_____						
____	8159	Raspberry .....	78.50	102.05	_____	____	82035	Geo End Table (chrome) .....	163.35	212.35	_____						
____	81510	Lemon .....	78.50	102.05	_____	____	82024	Geo Coffee Table (black) .....	180.35	234.45	_____						
____	81511	Natural .....	78.50	102.05	_____	____	82034	Geo Coffee Table (chrome) .....	180.35	234.45	_____						
____	81512	Black Leather .....	78.50	102.05	_____	____	82054	Sydney End Table (black) .....	166.25	216.15	_____						
<b>Pages 5 &amp; 6</b>																	
<b>Miscellaneous</b>																	
____	850604	Etagere (black) .....	222.75	289.60	_____	____	82055	Sydney End Table (white) .....	166.25	216.15	_____						
____	850605	Etagere (pewter) .....	222.75	289.60	_____	____	82052	Sydney Cocktail Table (black) .....	200.95	261.25	_____						
____	85078	Locking Door Pedestal .....	332.00	431.60	_____	____	82053	Sydney Cocktail Table (white) .....	200.95	261.25	_____						
____	8503001	Refrigerator 14 cu. ft. (white) .....	556.90	723.95	_____	<b>LIGHTING</b>											
<b>TOTAL COST</b>																	
____	Sub-Total	+	7% Tax	=	Total Cost												

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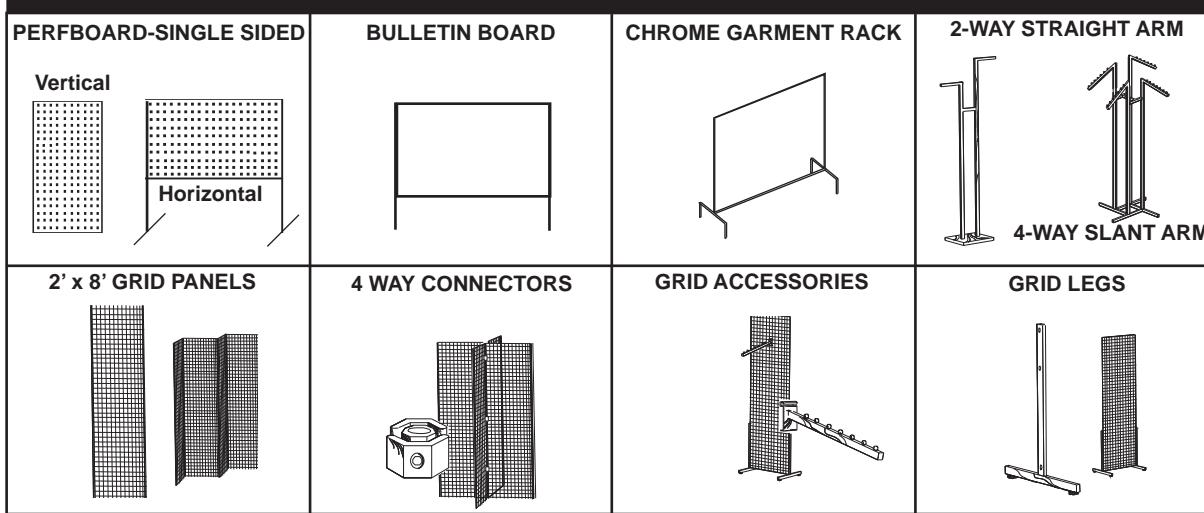
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## ACCESSORIES



Qty	Part #	Description	Discount Price	Standard Price	Total
<b>PERFBOARD / BULLETIN BOARDS</b>					
<input type="checkbox"/>	Horizontal	Horizontal			
<input type="checkbox"/>	Vertical	Vertical			
____	C10201484	Bulletin Board.....	171.10	222.45	_____
____	10201182	8x1/2m-Single Sided/Vert..	101.25	131.65	_____
____	10201180	8x1m-Single Sided/Vert..	171.10	222.45	_____
____	10201482	4x 8'-Double Sided/Horiz..	171.10	222.45	_____
____	10202	Loop Hook per dozen.....	6.95	9.05	_____
____	10203	Single Hook per dozen....	15.05	19.55	_____
____	10204	Double Hook per dozen....	6.95	9.05	_____
<b>GRIDS</b>					
____	103028	Chrome Grid.....	79.75	103.70	_____
____	103010	Black Grid.....	79.75	103.70	_____
____	103029	Grid Legs - Chrome.....	30.70	39.90	_____
____	103029	Grid Legs - Black.....	30.70	39.90	_____
____	103030	Grid Connectors .....	10.00	13.00	_____

Qty	Part #	Description	Discount Price	Standard Price	Total
<b>GRIDS</b>					
____	10307	7-Way Waterfall .....	14.45	18.80	_____
____	10403	2-Way Straight Arm .....	101.65	132.15	_____
____	10402	2-Way Slant Arm.....	101.65	132.15	_____
____	10404	4-Way Slant Arm.....	131.05	170.35	_____
<b>ACCESSORIES</b>					
____	10405	Garment Rack .....	52.45	68.20	_____
____	15905	Fish Bowl.....	29.20	37.95	_____
____	6605	40 Gallon Trash Receptacle.	114.50	148.85	_____
____	159011	Ticket Tumbler.....	66.20	86.05	_____
____	159020	Ballot Box 12"x12" square....	51.35	66.75	_____
____	159021	Ballot Box 18"x18" square....	65.05	84.55	_____
____	151010	Security Cage .....	210.60	273.80	_____
____	15104	Pad lock.....	42.35	55.05	_____
<b>TOTAL COST</b>					
<i>Sub-Total</i> _____ + <i>Tax (7%)</i> _____ = <i>TOTAL</i> _____					

Don't see what you need?  
Please call Exhibitor Services at 407-816-7900.

# carpet



When it comes to making your exhibit stand out on the show floor, we have you covered. Freeman offers superior carpet options designed to fit the requirements of your exhibit space. With classic, custom or prestige carpet available to suit your needs, Freeman has endless carpet options to choose from. Here are some facts about our first-rate carpet service:

- Freeman uses only colorfast carpet, making it a consistent, matching shade every time
- Freeman employees supervise the laying of your carpet
- To ensure quality, we thoroughly inspect each refurbished carpet
- All of our carpet padding has recently been upgraded to above industry standards

# prestige CARPET

Freeman Prestige Carpet combines plush comfort with durable soil and stain resistance, perfect for high-traffic areas. Six popular colors are available in a luxurious 40-ounce weight, and all 15 designer colors are available in a 28-ounce weight.

Freeman Prestige Carpet packages include brand-new, 10-foot-wide carpet, delivery, visqueen covering, installation, carpet tape, carpet removal and all carpet material handling fees. Price includes environmentally friendly disposal of carpet after usage. Foam padding is available for a minimal fee. If you have a large order, call to find out about our extra discounts.

## custom options

Prestige Carpets can also be customized to fit your exhibit needs with unique logos, patterns and borders. Call the phone number on Quick Facts for assistance.



white\*



sea breeze\*



gray pearl\*



charcoal\*



black\*



navy\*



wedgewood



toast



cream



baywater



pine



cabernet



raspberry



peach



cardinal

\*Colors available in both 28 oz. and 40 oz.

# classic CARPET

## custom cut

Freeman Classic Carpet is available in a range of colors and includes delivery, visqueen covering, installation, carpet tape, carpet removal and all carpet material handling fees. Foam padding is available for a minimal fee. If you have a large order, call to find out about our extra discounts.

## standard cut

Our Classic Carpet comes in a variety of sizes: 9' x 10', 9' x 20', 9' x 30', 9' x 40' and larger. Prices include delivery, installation, carpet tape, carpet removal and all carpet material handling fees. Foam padding and visqueen covering are available for a small surcharge. As always, there are no hidden fees.



gray



tuxedo



blue



black



red



plum



green



teal



burgundy

## questions?

Call customer service at the number listed on Quick Facts. For fast, easy ordering, visit us at [www.myfreemanonline.com](http://www.myfreemanonline.com).

*Actual colors may vary slightly.*

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# F R E E M A N

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CONTACT NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_

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- For FREE samples or a quote on **orders over 1200 sq. ft.** please call our Exhibitor Sales Department at (407) 816-7900.
- **No MATERIAL HANDLING charges apply.** Rental prices are for the duration of the show and include delivery to and removal from your booth space.
- **Orders received after the deadline or without payment will be charged the Standard Price and are subject to availability.** Prestige and Custom Cut Classic Carpet are subject to a 100% Cancellation Charge.

For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com)

**PRESTIGE CARPET** - includes plastic covering, delivery, material handling, installation and removal

- Guaranteed new, high quality carpet available in a variety of designer colors.

#### CHOOSE YOUR CARPET COLOR - 40 oz. Carpet:

Black  Charcoal  Gray Pearl  Navy  Sea Breeze  White

**40 oz. Carpet Rental** - Price per sq. ft. (100 sq. ft. minimum)      Discount      Standard      Total

1 - 700 sq. ft.      Booth Size: \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ sq. ft. @ \$ 3.10 \$ 4.05 \_\_\_\_\_

701 - 1200 sq. ft.      Booth Size: \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ sq. ft. @ \$ 2.85 \$ 3.70 \_\_\_\_\_

#### CHOOSE YOUR CARPET COLOR - 28 oz. Carpet:

<input type="checkbox"/> Baywater	<input type="checkbox"/> Cardinal	<input type="checkbox"/> Gray Pearl	<input type="checkbox"/> Pine	<input type="checkbox"/> Toast
<input type="checkbox"/> Black	<input type="checkbox"/> Charcoal	<input type="checkbox"/> Navy	<input type="checkbox"/> Raspberry	<input type="checkbox"/> Wedgewood
<input type="checkbox"/> Cabernet	<input type="checkbox"/> Cream	<input type="checkbox"/> Peach	<input type="checkbox"/> Sea Breeze	<input type="checkbox"/> White

**28 oz. Carpet Rental** - Price per sq. ft. (100 sq. ft. minimum)      Discount      Standard      Total

1 - 700 sq. ft.      Booth Size: \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ sq. ft. @ \$ 2.70 \$ 3.50 \_\_\_\_\_

701 - 1200 sq. ft.      Booth Size: \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ sq. ft. @ \$ 2.40 \$ 3.10 \_\_\_\_\_

**CUSTOM CUT CLASSIC CARPET** - includes plastic covering, delivery, material handling, installation and removal

- Our Custom Cut Classic Carpeting is available in custom cut sizes, and in a variety of standard colors.

#### CHOOSE YOUR CARPET COLOR:

Black  Blue  Burgundy  Gray  Green  Plum  Red  Teal  Tuxedo

**Rental** - Price per square foot (100 sq. ft. minimum)

**16 oz. Carpet Rental**      Discount      Standard      Total

Per sq. ft.      Booth Size: \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ sq. ft. @ \$ 2.10 \$ 2.75 \_\_\_\_\_

**CLASSIC CARPET** - includes delivery, material handling, installation and removal

- Our 16 oz. Classic Carpeting is available in a variety of standard colors in the following standard sizes.

#### CHOOSE YOUR CARPET COLOR:

Black  Blue  Burgundy  Gray  Green  Plum  Red  Teal  Tuxedo

Qty	Description	Discount	Standard	Total
-----	-------------	----------	----------	-------

_____	9' x 10' Classic Carpet .....	\$ 143.15	\$ 186.10	_____
-------	-------------------------------	-----------	-----------	-------

_____	9' x 20' Classic Carpet .....	\$ 286.30	\$ 372.20	_____
-------	-------------------------------	-----------	-----------	-------

_____	9' x 30' Classic Carpet .....	\$ 429.45	\$ 558.30	_____
-------	-------------------------------	-----------	-----------	-------

_____	9' x 40' Classic Carpet .....	\$ 572.60	\$ 744.40	_____
-------	-------------------------------	-----------	-----------	-------

**CARPET PADDING AND PLASTIC COVERING** - includes delivery, material handling, installation and removal

- Price is per sq. ft.

Qty	Description	Discount	Standard	Total
_____	Carpet Padding - 1/2" (90 - 700 sq. ft.).....	\$ .53	\$ .70	_____
_____	Carpet Padding - 1/2" (Over 700 sq. ft.).....	\$ .38	\$ .50	_____
_____	Plastic Covering .....	\$ .36	\$ .45	_____

#### TOTAL COST

Sub- Total      +      7% Tax      =

Total Cost

\*\*All utility lines must be installed before carpet installation. Utilities should be ordered in advance.\*\*

# F R E E M A N

2200 Consulate Dr  
Orlando, FL 32837-8364  
(407) 816-7900 Fax: (469) 621-5605  
FreemanOrlandoES@freemanco.com

INCLUDE THE FREEMAN METHOD OF  
PAYMENT FORM WITH YOUR ORDER

NAME OF SHOW: **INSIGHT 2009 ANNUAL CONFERENCE / SEPTEMBER 10-12, 2009**

COMPANY NAME: \_\_\_\_\_ BOOTH #: \_\_\_\_\_ BOOTH SIZE: \_\_\_\_\_ X  
CONTACT NAME : \_\_\_\_\_ PHONE #: \_\_\_\_\_  
E-MAIL ADDRESS : \_\_\_\_\_

For Assistance, please call (407) 816-7900 to speak with one of our experts.

**For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com)**

## CLEANING SERVICES

- Prices are based on total square footage of booth regardless of area to be cleaned.
- 100 sq. ft. minimum.
- Our exclusive cleaning contract for this show will not permit other service contractors, including exhibitor appointed contractors to provide this service.
- **Show Site Prices will apply to all cleaning orders placed at show site.**

### VACUUMING (per sq. ft. - 100 sq. ft. minimum)

Qty (sq. ft.)	Part #	Description	Advance Price	Show Site Price	Total
_____	610100	Booth Vacuuming - One Time .....	.40	.50	_____
_____	610200	Booth Vacuuming - 2 Days .....	.68	.90	_____
_____	610300	Booth Vacuuming - 3 Days .....	1.02	1.35	_____
_____	610400	Booth Vacuuming - 4 Days .....	N/A	N/A	_____

### SHAMPOOING (per sq ft - 100 sq ft minimum)

Qty (sq. ft.)	Part #	Description	Advance Price	Show Site Price	Total
_____	630100	Shampoo Carpet - One Time .....	.71	.90	_____
_____	630200	Shampoo Carpet - 2 Days .....	N/A	N/A	_____
_____	630300	Shampoo Carpet - 3 Days .....	N/A	N/A	_____

### PORTER SERVICE (per day)

Qty (# days)	Part #	Description	Advance Price	Show Site Price	Total
_____	620500	Exhibit Area / Under 500 sq.ft. .....	99.00	128.70	_____
_____	6201500	Exhibit Area / 501 - 1,500 sq. ft. .....	107.70	140.00	_____
_____	6202500	Exhibit Area / 1,501 - 2,500 sq. ft. .....	141.85	184.40	_____
_____	6203500	Exhibit Area / Over 2,500 sq.ft.....		Call for Quote	

### TOTAL COST

Sub-Total	+	7 %Tax	=	Total Cost
-----------	---	--------	---	------------



# RENTAL exhibits

Without a doubt, the single most important element in any trade show or exposition is your exhibit. It defines your company's look and image, attracts business and shows off your most important assets. That's why Freeman is committed to providing you with the exhibit that best fits your needs. We have more than 75 years of experience creating custom exhibits for our clients, so it's no wonder we're the premier exposition services experts. We offer five contemporary exhibit systems, plus a vast array of surface options, custom enhancements, graphic design panels and endless available accessories. Our all-inclusive exhibits also cover local delivery, storage, installation, dismantling, needed repairs and carpet cleaning.

Please see the enclosed order form to place your order or contact our Freeman exhibit experts to see what display is right for you.

## system 1

### version a

This basic professional model features our standard metal and comprises one display panel plus a digital graphics-ready space\* for your company's name or logo.

10' x 10'

#1000

10' x 20' (not shown)

#1010



### version b

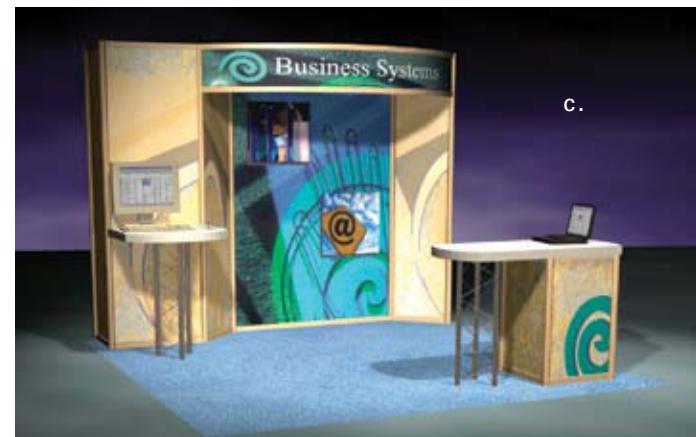
This professional model features sleek powder-coated metal with matching panels, plus a display table, three panels and digital graphics-ready space\* for your company's name or logo.

10' x 10'

#1020

10' x 20' (not shown)

#1030



### version c (pictured above)

This professional, designer model features digital graphic panels, a choice of powder-coated metal, display table and display counter.

10' x10'

#1040

10' x 20' (not shown)

#1050

\*For versions A and B, graphic design elements are priced separately and not included with exhibit order.

Note: Electrical service must be ordered separately.

Call customer service at the number listed on Quick Facts.

For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com)

# system 2

## version a

This basic professional model features our standard metal and comprises two display panels plus a digital graphics-ready space\* for your company's name or logo.

10' x 10' (not shown)

#2000

10' x 20'

#2010



## version b

This model features powder-coated metal with matching displays, a free-standing counter plus a digital graphics-ready space\* for your company's name or logo.

10' x 10' (not shown)

#2020

10' x 20'

#2030



## version c (pictured below)

This professional, designer model features digital graphic panels, a choice of powder-coated metal, display table and display counter.

10' x 10' (not shown)

#2040

10' x 20'

#2050



\*For versions A and B, graphic design elements are priced separately and not included with exhibit order.

Note: Electrical service must be ordered separately.

# system 3

## version a

This basic professional model features our standard metal and comprises one display panel plus a digital graphics-ready space\* for your company's name or logo.

10' x 10'

#3000

10' x 20' (not shown)

#3010



## version b

This model features powder-coated metal and includes matching panels, one free-standing counter plus a digital graphics-ready space\* for your company's name, logo, or key visuals.

10' x 10'

#3020

10' x 20' (not shown)

#3030



## version c (pictured below)

This professional, designer model features digital graphic panels, a choice of powder-coated metal, display table and display counter.

10' x 10'

#3040

10' x 20' (not shown)

#3050

\*For versions A and B, graphic design elements are priced separately and not included with exhibit order.

Note: Electrical service must be ordered separately.



c.

# system 4

## version a

This basic professional model features our standard metal and comprises three display panels plus a digital graphics-ready space\* for your company's name or logo.

10' x 10'

#4000

10' x 20' (not shown)

#4010



## color options

Bring your rental exhibit to life with our eye-catching color options shown below. Version A systems include your choice of Blue, Gray, or Black Fabric or White Hardwall. Versions B and C systems offer a selection of five colors, also shown below. Call the number listed on Quick Facts for samples.

### version a options



Blue Fabric



Gray Fabric



Black Fabric



White Hardwall

### version b & c options



Beige



Blue



Forest Green



White



Black

### version b

This model features powder-coated metal with three matching panels, one free-standing counter, one display table and a digital graphics-ready space\* for your company's name or logo.

10' x 10'

#4020

10' x 20' (not shown)

#4030



### version c (pictured below)

This professional, designer model features digital graphic panels, a choice of powder-coated metal, display table and display counter.

10' x 10'

#4040

10' x 20' (not shown)

#4050

\*For versions A and B, graphic design elements are priced separately and not included with exhibit order.

Note: Electrical service must be ordered separately.

# CUSTOM designs

When it comes to planning your exhibit, no one does it better than Freeman. We give you the flexibility to create a custom exhibit with the convenience and affordability of a rental program. Our team of experts will help you bring your exhibit design to life, from the initial concept through final production.



## ENHANCEMENTS & ACCESSORIES

We want your exhibit to be perfect, right down to the last detail. That's why we offer you a wide array of accessories to make your display stand out. Attract attention and communicate important marketing messages with vivid signs, banners and graphics. Graphic resources available to you include four-color, high-resolution digital printing in virtually any size.

Impress your clients and customers with custom flooring, furniture and lighting that gives your exhibit extra depth and utility. You may also choose to add carpet, tile, hardwood, counters, bars, stools, chairs and computer kiosks for that perfect finishing touch.



# TOTALFLEX® BY FREEMAN

Now available to rent or purchase, TotalFlex® display provides more options for configuring exhibits to fit your space, budget and vision. It's versatile, lightweight, portable, durable, and needs just minutes and no tools to set up.

- Cases easily convert into a podium.
- Velcro® compatible fabric panels available in wide selection of colors.
- Compatible with shelves, lights and other innovative trade show accessories.
- Custom graphics\*, available through Freeman, can dramatically enhance your exhibit's appearance.
- A wide array of sizes and configurations, including tabletops and towers, are available.



a.

## version a

8'h x 8'w Floor Standing Unit  
8'h x 10'w Floor Standing Unit

## version b

40'h x 6'w Tabletop Unit  
40'h x 8'w Tabletop Unit

b.



\*For versions A and B, graphic design elements are priced separately and not included with exhibit order.

F R E E M A N

# F R E E M A N

2200 Consulate Dr  
Orlando, FL 32837-8364  
(407) 816-7900 Fax: (469) 621-5605  
FreemanOrlandoES@freemanco.com

DISCOUNT PRICE  
DEADLINE DATE  
AUGUST 26, 2009

INCLUDE THE FREEMAN METHOD OF  
PAYMENT FORM WITH YOUR ORDER

NAME OF SHOW: **INSIGHT 2009 ANNUAL CONFERENCE / SEPTEMBER 10-12, 2009**

COMPANY NAME:  BOOTH #:  BOOTH SIZE:  X

CONTACT NAME:  PHONE #:

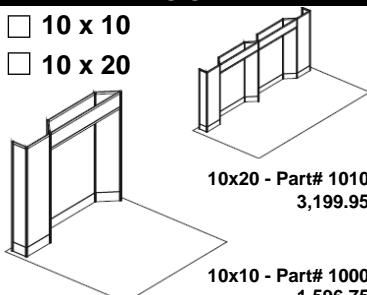
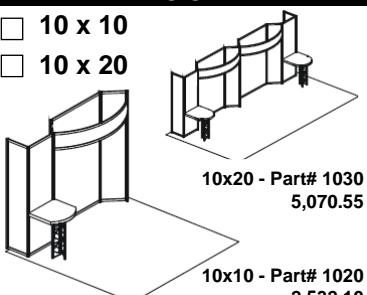
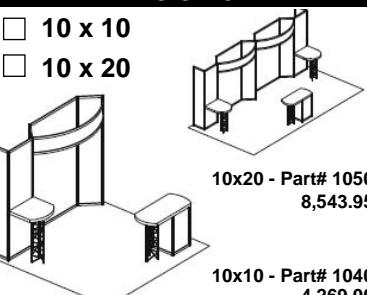
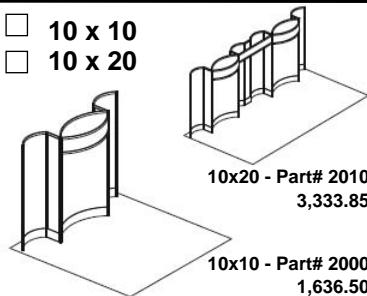
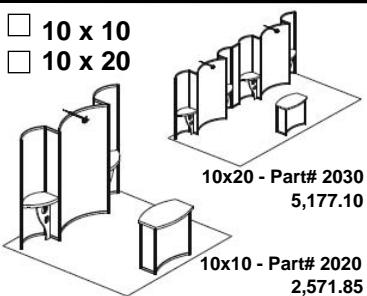
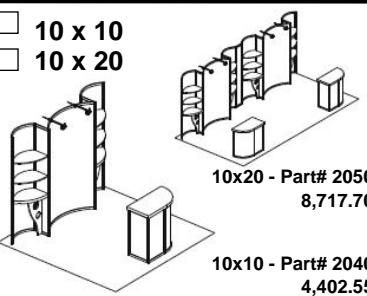
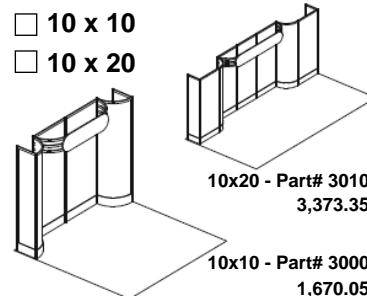
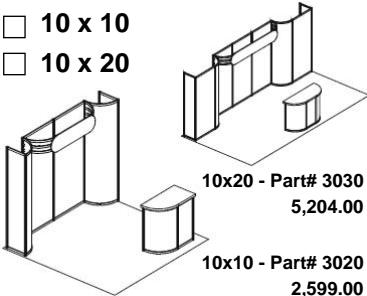
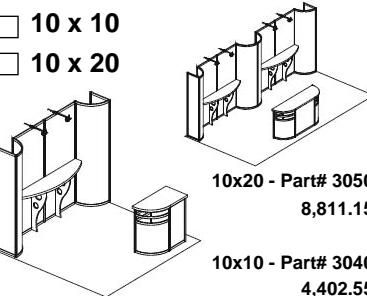
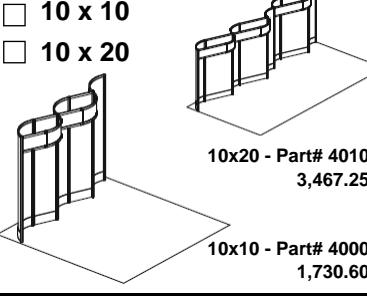
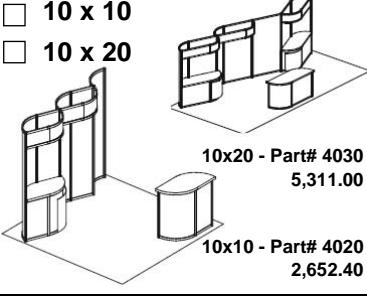
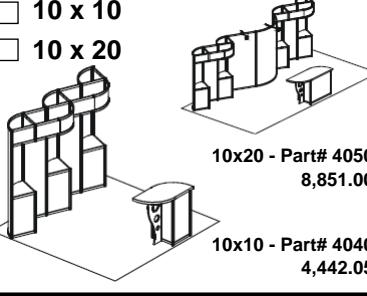
E-MAIL ADDRESS:

For Assistance please call (407) 816-7900 to speak with one of our experts.

For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com)

All Exhibits Include: Installation & Dismantle of Exhibit  
Material Handling of Exhibit  
Classic Carpet with Nightly Vacuuming  
2 Arm Lights (per 10' unit)

To place your order, please check  
the appropriate box and complete  
the reverse side.

SYSTEM 1 OPTIONS		VERSION A	VERSION B	VERSION C	
<input type="checkbox"/> 10 x 10	<input type="checkbox"/> 10 x 20				
10x10 - Part# 1000	1,596.75	10x20 - Part# 1010	3,199.95	10x20 - Part# 1050	8,543.95
SYSTEM 2 OPTIONS		VERSION A	VERSION B	VERSION C	
<input type="checkbox"/> 10 x 10	<input type="checkbox"/> 10 x 20				
10x20 - Part# 2010	3,333.85	10x20 - Part# 2030	5,177.10	10x20 - Part# 2050	8,717.70
10x10 - Part# 2000	1,636.50	10x10 - Part# 2020	2,571.85	10x10 - Part# 2040	4,402.55
SYSTEM 3 OPTIONS		VERSION A	VERSION B	VERSION C	
<input type="checkbox"/> 10 x 10	<input type="checkbox"/> 10 x 20				
10x20 - Part# 3010	3,373.35	10x20 - Part# 3030	5,204.00	10x20 - Part# 3050	8,811.15
10x10 - Part# 3000	1,670.05	10x10 - Part# 3020	2,599.00	10x10 - Part# 3040	4,402.55
SYSTEM 4 OPTIONS		VERSION A	VERSION B	VERSION C	
<input type="checkbox"/> 10 x 10	<input type="checkbox"/> 10 x 20				
10x20 - Part# 4010	3,467.25	10x20 - Part# 4030	5,311.00	10x20 - Part# 4050	8,851.00
10x10 - Part# 4000	1,730.60	10x10 - Part# 4020	2,652.40	10x10 - Part# 4040	4,442.05

## CUSTOM EXHIBITS & EXHIBITS LARGER THAN 10 X 20

An Exhibitor Sales Specialist will contact you to assist in creating a unique exhibit  
 \*Electrical power and labor to install lights must be ordered separately  
 \*Custom Graphics must be ordered separately

NAME OF SHOW: **INSIGHT 2009 ANNUAL CONFERENCE / SEPTEMBER 9-12, 2009**

COMPANY NAME:

BOOTH #:

BOOTH SIZE:

X

CONTACT NAME :

PHONE #:

E-MAIL ADDRESS :

**CHOOSE YOUR PANELS****VERSION A**

**BLUE FABRIC**  
 **GRAY FABRIC**  
 **BLACK FABRIC**  
 **WHITE HARDWALL**

**VERSIONS B & C  
(HARDWALL)**

**BEIGE**  
 **NAVY**  
 **FOREST GREEN**  
 **WHITE**  
 **BLACK**

**CARPET**

Our Classic Carpet and nightly vacuuming are included in the price of your Rental Exhibit. Please choose from the following available colors:

<input type="checkbox"/> Black	<input type="checkbox"/> Gray	<input type="checkbox"/> Red
<input type="checkbox"/> Blue	<input type="checkbox"/> Green	<input type="checkbox"/> Teal
<input type="checkbox"/> Burgundy	<input type="checkbox"/> Plum	<input type="checkbox"/> Tuxedo

You may upgrade your carpet to one of our 15 designer colors in our PRESTIGE carpet line. Now available in **28 oz.** and **40 oz.** weight. Refer to our enclosed Carpet order form for color selections and pricing.

**LIGHTING**

Each Rental Exhibit includes 2 Arm Lights (per 10' unit).

**Note: Electrical power and labor to install lights must be ordered using the electrical order form included in your service manual.**

**QUICK TIPS**

- Please see the **Exhibit Accessories** order form, or contact our Exhibitor Sales Specialist to assist in selecting custom accessories for your exhibit.
- Consider ordering floral accessories to enhance your exhibit on the **Floral Services** order form.
- If you are shipping literature or products, material handling rates will apply.
- Order in advance to save time, money and ensure availability. **Orders received after the deadline date or without payment will cost an additional 30% over prices indicated.**
- **Orders cancelled after production begins are subject to a 100% Cancellation Charge.**

**HEADER IDENTIFICATION SIGN****VERSIONS A & B**

Circle the font style for your header identification sign, and then indicate your color preference.

<input type="checkbox"/> <b>CLARENCE MEDIUM</b>	<input type="checkbox"/> <b>ENVIRO</b>
<input type="checkbox"/> <b>EUROSTILE BOLD</b>	<input type="checkbox"/> <b>HELVETICA BOLD</b>
<input type="checkbox"/> <b>TIMES NEW ROMAN</b>	

**Other** \_\_\_\_\_

**Indicate color of background:**

<input type="checkbox"/> Beige	<input type="checkbox"/> Navy	<input type="checkbox"/> White
<input type="checkbox"/> Black	<input type="checkbox"/> Forest Green	

Indicate which color lettering you would like. We have a wide variety of standard colors available.

**Letter color desired:** \_\_\_\_\_

Indicate exactly how you want your company name to appear:

**10' X 20' Rental Exhibits:** indicate copy of second

header: (\*Only applies to units pictured with a second header\*)

 **VERSION C**

An Exhibitor Sales Specialist will contact you to assist with your custom graphics.

**CONTACT FOR PRICING**

Please check any of the following boxes to have an Exhibitor Sales Specialist contact you for pricing:

Upgrade Carpet  
 Custom Logo Header  
 Creating a Custom Exhibit

**TOTAL COST**

Sub-Total	+	7 % Tax	=	Total Cost
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# exhibit

## PACKAGES

Without a doubt, the single most important element in any trade show or exposition is your exhibit. It defines your company's look and image, attracts business and shows off your most important assets. That's why Freeman is committed to providing you with the exhibit that best fits your needs. We have more than 75 years of experience creating exhibits for our clients, so it's no wonder we're the premier exposition services experts. All our premium packages include choice of standard panel colors and materials, Classic Carpet in a variety of colors, daily cleaning, local delivery, installation and dismantling labor, light fixtures and the option to order designer panel colors and materials.

### **TOTALFLEX® by Freeman**

Now available to rent or purchase, the TOTALFLEX system is versatile, lightweight, portable, durable, and needs just minutes and no tools to set up.

8'h x 8'w Floor Standing Unit

8'h x 10'w Floor Standing Unit (shown)

40" h x 6'w Tabletop Unit

40" h x 8'w Tabletop Unit

•Cases easily convert into a podium.

•Velcro® compatible fabric panels available in wide selection of colors.

•Custom graphics\*, available through Freeman, can dramatically enhance your exhibit's appearance.

\*All graphic design elements are priced separately and not included with exhibit order.





a.

#### package a

Our basic, professional free-standing counter exhibit allows you to display all your show materials in a convenient fashion.

10' x 10'

#1710201



b.

#### package b

This package includes even more display space with a curved back wall, as well as space for digital graphics.\*

10' x 10'

#1710300



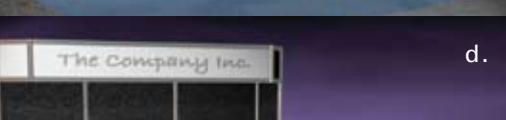
c.

#### package c

This package includes a back wall counter exhibit with plenty of display space and room for digital graphics.\*

10' x 10'

#1710400



d.

#### package d

This package includes a three-shelf exhibit with extra display room and an open, inviting look and feel.

10' x 10'

#1710500



e.

#### package e

This package includes an angled exhibit with built-in display counters, space for graphics\* and impressive room for presentation.

10' x 20'

#1710600



f.

#### package f

This premium package features a striking island display, with room for graphics\* and an open, walk-through area for traffic.

20' x 20'

#1710800

\*All graphic design elements are priced separately and not included with exhibit order.

Call the number listed on Quick Facts for details on custom graphics and logo headers to upgrade your exhibit.

Note: Electrical service must be ordered separately.

#### color options

Bring your exhibit to life with our eye-catching color options shown below. Choose from our standard panel colors & materials in Black, Blue, or Gray Fabric, as well as White Hardwall and Perfboard. You may also order designer panel colors and materials if need be. Call the number on Quick Facts for samples.

#### standard panel colors/materials



Black Fabric



Blue Fabric



Gray Fabric



White Hardwall



White Perfboard\*

\*Perfboard only available in straight panels and not available in curved walls.

#### questions?

All packages can be customized or modified, depending on your specific requirements. To speak to a rental exhibit specialist, or for custom components, call the number listed on Quick Facts.

**F R E E M A N**

# F R E E M A N

2200 Consulate Dr  
Orlando, FL 32837-8364  
(407) 816-7900 Fax: (469) 621-5605  
FreemanOrlandoES@freemanco.com

DISCOUNT PRICE  
DEADLINE DATE  
AUGUST 26, 2009

INCLUDE THE FREEMAN METHOD OF  
PAYMENT FORM WITH YOUR ORDER

NAME OF SHOW: **INSIGHT 2009 ANNUAL CONFERENCE / SEPTEMBER 10-12, 2009**

COMPANY NAME: \_\_\_\_\_ BOOTH #: \_\_\_\_\_ BOOTH SIZE: **X**

CONTACT NAME : \_\_\_\_\_ PHONE #: \_\_\_\_\_

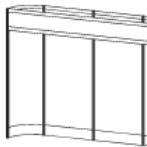
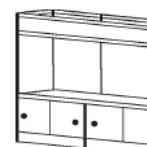
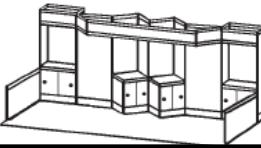
E-MAIL ADDRESS : \_\_\_\_\_

For Assistance please call (407) 816-7900 to speak with one of our experts.

**For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com)**

All Exhibits Include: Installation & Dismantle of Exhibit  
Material Handling of Exhibit  
Classic Carpet with Nightly Vacuuming  
2 Arm Lights (per 100 sq. ft.)

*To place your order, please check the appropriate box and complete the remaining selections at the bottom of the form.*

PACKAGES	A. FREE STANDING COUNTER	B. CURVED BACK WALL EXHIBIT	C. BACK WALL COUNTER EXHIBIT
	Discount Price      Standard Price 2,722.15      3,538.80 <input type="checkbox"/> Part# 1710201 	Discount Price      Standard Price 1,472.35      1,914.05 <input type="checkbox"/> Part# 1710300 	Discount Price      Standard Price 2,131.35      2,770.75 <input type="checkbox"/> Part# 1710400 
	D. 3 SHELF 10' X 10' EXHIBIT	E. 10' X 20' ANGLED EXHIBIT	F. 20' X 20' ISLAND EXHIBIT
	Discount Price      Standard Price 2,114.85      2,749.30 <input type="checkbox"/> Part# 1710500 	Discount Price      Standard Price 4,805.30      6,246.90 <input type="checkbox"/> Part# 1710600 	Discount Price      Standard Price 8,510.05      11,063.05 <input type="checkbox"/> Part# 1710800 

Orders received after the deadline date or without payment will be charged the Standard Rate and are subject to availability.  
Orders cancelled after production begins are subject to a 100% Cancellation Charge.

## CHOOSE YOUR PANEL

BLUE FABRIC     GRAY FABRIC  
 BLACK FABRIC     WHITE HARDWALL  
 WHITE PERFBORD

## CARPET

Our Classic Carpet and nightly vacuuming are included in the price of your Rental Exhibit. Please choose from the following available colors:

Black     Gray     Red  
 Blue     Green     Teal  
 Burgundy     Plum     Tuxedo

You may upgrade your carpet to one of our 15 designer colors in our PRESTIGE carpet line. Now available in **28 oz.** and **40 oz.** weight. Refer to our enclosed Carpet order form for color selections and pricing.

## LIGHTING

Each Rental Exhibit includes 2 Arm Lights (per 10' unit).

Note: Electrical power and labor to install lights must be ordered using the electrical order form included in your service manual.

## HEADER IDENTIFICATION SIGN

Check the font style for your header identification sign, and then indicate your color preference.

CLARENDON MEDIUM     ENVIRO  
 EUROSTILE BOLD     HELVETICA BOLD  
 TIMES NEW ROMAN

Indicate which color lettering you would like. We have a wide variety of standard colors available:

**Letter color desired:** \_\_\_\_\_

Indicate exactly how you want your company name to appear:

## CONTACT FOR PRICING

Please check any of the following boxes to have an Exhibitor Sales Specialist contact you for pricing:

Upgrade Carpet  
 Custom Logo Header  
 Creating a Custom Exhibit

## TOTAL COST

Sub-Total	+	7 % Tax	=	Total Cost
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FREEMAN exhibit packages

# F R E E M A N

2200 Consulate Dr  
Orlando, FL 32837-8364  
(407) 816-7900 Fax: (469) 621-5605  
FreemanOrlandoES@freemanco.com

DISCOUNT PRICE  
DEADLINE DATE  
AUGUST 26, 2009

INCLUDE THE FREEMAN METHOD OF  
PAYMENT FORM WITH YOUR ORDER

NAME OF SHOW: **INSIGHT 2009 ANNUAL CONFERENCE / SEPTEMBER 10-12, 2009**

COMPANY NAME:  BOOTH #:  BOOTH SIZE:  X

CONTACT NAME:  PHONE #:

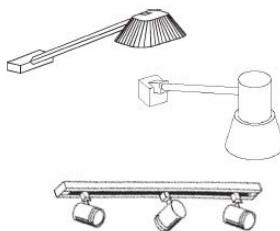
E-MAIL ADDRESS:

For Assistance, please call (407) 816-7900 to speak with one of our experts.

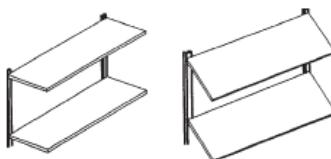
For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com)

## ACCESSORIES FOR RENTAL UNITS

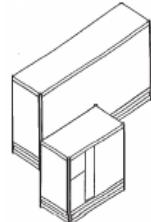
### LIGHTS (use only on rentals)



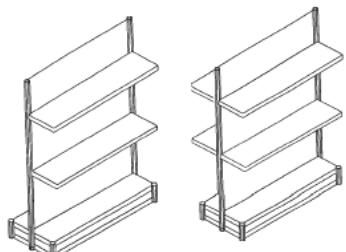
### SHELVES (use only on rentals)



### CABINETS



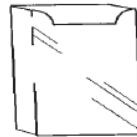
### GONDOLAS



### RADIUS COUNTER (does not have doors)



### LITERATURE POCKETS



Qty	Part #	Description	Discount Price	Standard Price	Total
<b>LIGHT FIXTURES</b> (electrical service & labor to install lights not included)					
17251	Arm Light (200w) .....	85.15	110.70		
172514	4' Tracklight (3 lights)	274.65	357.05		
17252	Halogen Light .....	92.10	119.75		

Qty	Part #	Description	Discount Price	Standard Price	Total		
<b>GONDOLAS</b>							
<input type="checkbox"/>	Blue Fabric	<input type="checkbox"/>	Gray Fabric	<input type="checkbox"/>	Perfboard	<input type="checkbox"/>	White PVC
174541	Single Sided 1M x 4' High...	289.00	375.70				
174542	Double Sided 1M x 4' High..	384.25	499.55				
174581	Single Sided 1M x 8' High...	451.85	587.40				
174582	Double Sided 1M x 8' High..	600.50	780.65				

### CABINETS & LOCKS

**Cabinets**  
 Black Fabric  Blue Fabric  Gray Fabric  White PVC

17305	1M x ½M x 36" High.....	337.05	438.15	
17306	1M x ½M x 42" High.....	363.40	472.40	
17308	2M x ½M x 36" High.....	511.95	665.55	
17309	2M x ½M x 42" High.....	538.70	700.30	
173010	1M Radius x ½M x 36" High.	N/A	N/A	
173011	1M Radius x ½M x 42" High..	343.60	446.70	

(Radius Cabinets do not have doors)

17301	Cabinet Lock .....	13.65	17.75	
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Inside Shelves Available ..... Quoted on Request

Don't see what you need?

Please call an Exhibitor Sales Specialist at (407) 816-7900.

### TOTAL COST

Sub-Total	+	7% Tax	=	Total Cost
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# F R E E M A N

2200 Consulate Drive  
Orlando, Florida 32837  
(407) 816-7900 • Fax: (469) 621-5605  
[FreemanOrlandoES@Freemanco.com](mailto:FreemanOrlandoES@Freemanco.com)

DISCOUNT PRICE  
DEADLINE DATE

30 DAYS PRIOR TO MOVE IN

INCLUDE THE FREEMAN METHOD OF PAYMENT FORM WITH YOUR ORDER

FREEMAN totalflex

NAME OF SHOW: **INSIGHT 2009 ANNUAL CONFERENCE / SEPTEMBER 10-12, 2009**

COMPANY NAME \_\_\_\_\_ BOOTH # \_\_\_\_\_

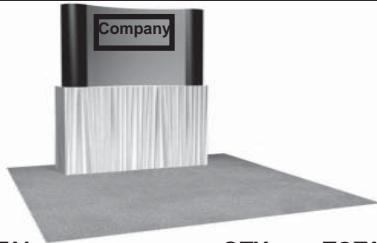
CONTACT NAME: \_\_\_\_\_ PHONE # \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

For Assistance, please call 407-857-1500 to speak with one of our experts.

For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com)

## TABLE TOP UNIT



RENTAL	QTY.	TOTAL
Size		
40" H x 6' W	\$769.45	_____
40" H x 8' W	\$897.95	_____

PURCHASE*	QTY.	TOTAL
Size		
40" H x 6' W	\$962.05	_____
40" H x 8' W	\$1090.70	_____

\*Shipping Not Included

**Rental Units Include:**

Draped Table (Select color below)  
Classic Carpet 9' X 10' (Select color below)  
Installation & Dismantle of Exhibit  
Material Handling of Exhibit  
Nightly Vacuuming  
1-200 Watt Halogen Light (Electrical service & labor not included)

**Purchase Units Include:**

1-Case

Header Identification Sign - (white with black text) Indicate copy below:

**Fabric Panel Colors for All Units:**  Black  Gray

**Additional Fabric Panel Colors for Purchase Units Only:**

Blaze Red  Blueberry  Emerald  Silver

\*Other Colors Also Available for Purchase Units\*

**9'x10' Classic Carpet:**  Blue  Black  Burgundy  
 Green  Gray  Plum  Red  Teal  Tuxedo

**Table Drape:**

Berry  Black  Blue  Burgundy  Green  
 Gold  Gray  Plum  Red  Teal  White

## FLOOR UNIT



RENTAL	QTY.	TOTAL
Size		
8' H x 8' W	\$1,283.55	_____
8' H x 10' W	\$1,535.25	_____

PURCHASE*	QTY.	TOTAL
Size		
8' H x 8' W	\$2,182.60	_____
8' H x 10' W	\$2,563.05	_____

\*Shipping Not Included

**Rental Units Include:**

Classic Carpet 9' X 10' (Select color below)  
Installation & Dismantle of Exhibit  
Material Handling of Exhibit  
Nightly Vacuuming  
1-Podium - 8'H x 10'W unit only  
2-200 watt Halogen Lights(Electrical service & labor not included)

**Purchase Units Include:**

2-Cases

One Time Installation & Dismantle

1-Podium - 8'H x 10'W unit only

Header Identification Sign - (white with black text) Indicate copy below:

**Fabric Panel Colors for All Units:**  Black  Gray

**Additional Fabric Panel Colors for Purchase Units Only:**

Blaze Red  Blueberry  Emerald  Silver

\*Other Colors Also Available for Purchase Units\*

**9'x10' Classic Carpet:**  Blue  Black  Burgundy  
 Green  Gray  Plum  Red  Teal  Tuxedo

## CUSTOM GRAPHIC / PHOTO PANELS

Our custom graphic panels can dramatically enhance your exhibit's appearance.

Please check the box to have an Exhibitor Sales Specialist contact you to assist in creating a unique exhibit.

OPTIONAL ACCESSORIES	RENTAL	PURCHASE	TOTAL
Part #	Description	Qty.	Price
1715800	2-200 Watt Halogen Light Kit	_____	\$160.70
1715801	1-200 Watt Halogen Light Kit	_____	\$83.50
1715802	Straight Shelf	_____	\$64.15
1715803	Angle Shelf	_____	\$64.15
		Qty.	Price
		_____	\$228.95
		_____	\$167.15
		_____	\$115.80
		_____	\$115.80

## QUICK TIPS

- If shipping literature or products, material handling rates will apply.
- Order in advance to save time, money and ensure availability. **Orders received after the deadline date or without payment will cost an additional 30% over prices indicated.**

## TOTAL COST

Sub-Total \_\_\_\_\_ + Tax (7%) = TOTAL \_\_\_\_\_



# fabric solutions



## comprehensive capabilities

Freeman can digitally print high-resolution, photo-quality images on nylon, stretch fabrics, carpeting and a variety of other materials. No matter what size, shape, or color, Freeman can print it. We can further customize exhibits with:

- Aluminum framing to transform large digital graphics into backwalls and other free-standing structures
- Integrated lighting for enhanced effects
- A wide variety of opaque and translucent materials

## one-stop solutions

Freeman's exhibit specialists can deliver a range of services to fit any budget and both long and short-term usage goals.

- Design
- Fabrication
- Custom Graphics
- Lighting Effects
- Installation and Dismantling
- Shipping and Storage

## geometric structures

For detailed specifications on structures such as these, or for more information on our wide range of versatile fabric solutions, please contact our representatives at the number listed in your exhibitor information.

## questions?

Call customer service at the number listed on Quick Facts. For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com).

**F R E E M A N**

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[FreemanOrlandoES@Freemanco.com](mailto:FreemanOrlandoES@Freemanco.com)

**DISCOUNT PRICE  
DEADLINE DATE  
30 DAYS PRIOR TO MOVE IN**

**INCLUDE THE FREEMAN METHOD OF  
PAYMENT FORM WITH YOUR ORDER**

NAME OF SHOW: **INSIGHT 2009 ANNUAL CONFERENCE / SEPTEMBER 10-12, 2009**

COMPANY NAME \_\_\_\_\_ BOOTH #: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

For Assistance, please call 407-816-7900 to speak with one of our experts.

**For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com)**

**STANDARD PURCHASE -- Standard Framing, Sizes, and Fabric**

- Single-sided graphics, frame hardware and harness included.
- Complete the "Hanging Sign" order form. (Labor and hardware to hang sign are NOT included.)
- Orders received after the deadline date are subject to availability and will be charged standard prices.

**An Exhibitor Sales Specialist will contact you for details.**

**Square Signs**

<u>Quantity</u>	<u>Length</u>	<u>Height</u>	<u>All Sides (Linear Ft.)</u>	<u>Discount Price</u>	<u>Standard Price</u>	<u>Total</u>
_____	10' x 10'	3'	40'	\$4,654.50	\$6,050.85	_____
_____	10' x 10'	4'	40'	\$5,526.05	\$7,183.85	_____
_____	15' x 15'	3'	60'	\$6,579.35	\$8,553.15	_____
_____	15' x 15'	4'	60'	\$7,771.45	\$10,102.90	_____

**Rectangle Signs**

<u>Quantity</u>	<u>Length</u>	<u>Height</u>	<u>All Sides (Linear Ft.)</u>	<u>Discount Price</u>	<u>Standard Price</u>	<u>Total</u>
_____	10' x 15'	3'	50'	\$5,863.15	\$7,622.10	_____
_____	10' x 15'	4'	50'	\$6,807.55	\$8,849.80	_____

**Circle Signs**

<u>Quantity</u>	<u>Diameter</u>	<u>Height</u>	<u>Circumference (Linear Ft.)</u>	<u>Discount Price</u>	<u>Standard Price</u>	<u>Total</u>
_____	10'	3'	31.42'	\$4,109.90	\$5,342.85	_____
_____	10'	4'	31.42'	\$4,750.75	\$6,175.00	_____
_____	15'	3'	47.12'	\$5,792.50	\$7,530.25	_____
_____	15'	4'	47.12'	\$6,706.90	\$8,718.95	_____

**Triangle Signs**

<u>Quantity</u>	<u>Length</u>	<u>Height</u>	<u>All Sides (Linear Ft.)</u>	<u>Discount Price</u>	<u>Standard Price</u>	<u>Total</u>
_____	10' x 10' x 10'	3'	30'	\$3,852.65	\$4,657.45	_____
_____	10' x 10' x 10'	4'	30'	\$4,175.05	\$5,427.55	_____
_____	15' x 15' x 15'	3'	45'	\$5,531.80	\$7,191.35	_____
_____	15' x 15' x 15'	4'	45'	\$7,890.95	\$10,258.25	_____

**Serpentine Signs**

<u>Quantity</u>	<u>Length</u>	<u>Height</u>	<u>Double Sided (Linear Ft.)</u>	<u>Discount Price</u>	<u>Standard Price</u>	<u>Total</u>
_____	15'	3'	30'	\$3,011.60	\$3,915.10	_____
_____	15'	4'	30'	\$3,775.20	\$4,907.75	_____
_____	20'	3'	40'	\$4,528.45	\$5,887.00	_____
_____	20'	4'	40'	\$5,331.25	\$6,930.65	_____
_____	30'	3'	60'	\$5,933.80	\$7,713.95	_____
_____	30'	4'	60'	\$7,180.50	\$9,334.65	_____

**Total:** \_\_\_\_\_ **x Tax(7%)** \_\_\_\_\_ = \_\_\_\_\_

**CUSTOM PURCHASE -- Custom Framing, Various Custom Sizes, and Fabrics**

Please check the box to have an Exhibitor Sales Specialist contact you regarding FREE Samples of materials and/or quotes.

**FREEMAN fabric solutions**



# digital graphics



## creating visual excitement

Quality graphics contribute significantly to the impact of your exhibit. Vivid colors and sharp images attract attention, build traffic, and communicate messages more effectively. Freeman has invested in the latest printing technology and has the skills to provide you with the finest digital graphic reproduction available.

## state-of-the-art capabilities

Freeman can provide four-color, photo-quality, high-resolution digital printing in virtually any size for banners, signage, exhibit graphics, and more. Each Freeman location has stand-alone printing capabilities, and all are supported by the Corporate Graphics Center for special requirements. Last minute repairs and replacements are handled efficiently through our nationwide resources.

## superior quality control

Electronic file transfer, in-house printing, and company-wide standardization of procedures allow us to control quality, cost and scheduling for our customers on a nationwide basis.

## depth of resources

- VUTEK™ and Salsa printers provide large format, four-color, high-resolution digital printing of single and double-sided banners up to 10' wide and virtually any size with seams.
- Encad printers provide digital processing of banners up to 5' wide without seams.
- All Freeman operations use the same printers, software, ink, adhesives, and laminates for continuity.
- Seaming, grommeting, lamination, and mounting are handled in-house.
- A variety of fabrics are available, including nylon, vinyl, and mesh materials.
- Computer-aided graphic design for your assistance.

## freeman specializes in the digital graphic reproduction and installation of:

- Suspended banners
- Logo reproduction
- Accent graphic photo panels
- Backlit displays and murals
- Large format signage and banners
- four-color carpet image printing

## questions?

Call customer service at the number listed on Quick Facts. For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com).

# F R E E M A N

2200 Consulate Dr  
Orlando, FL 32837-8364  
(407) 816-7900 Fax: (469) 621-5605  
FreemanOrlandoES@freemanco.com

DISCOUNT PRICE  
DEADLINE DATE  
AUGUST 26, 2009

INCLUDE THE FREEMAN METHOD OF  
PAYMENT FORM WITH YOUR ORDER

NAME OF SHOW: **INSIGHT 2009 ANNUAL CONFERENCE / SEPTEMBER 10-12, 2009**

COMPANY NAME: \_\_\_\_\_ BOOTH #: \_\_\_\_\_ BOOTH SIZE:

CONTACT NAME : \_\_\_\_\_ PHONE #: \_\_\_\_\_

E-MAIL ADDRESS : \_\_\_\_\_

For Assistance, please call (407) 816-7900 to speak with one of our experts.

For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com)

## GRAPHICS & SIGNS

To order your graphics, complete this order form and attach your sign copy or electronic file.

Please see artwork guidelines for electronic files on page 2 of this form.

Note: All graphics are subject to a 100% Cancellation Charge.

### DIGITAL GRAPHICS

Freeman has the capabilities to provide you with the finest digital graphic reproduction available. Capabilities include four-color, photo-quality, high-resolution digital printing virtually any size for banners, signage, exhibit graphics and more.

L X \_\_\_\_\_ W = \_\_\_\_\_ sq.ft.  
sq. ft. \_\_\_\_\_ x or = \$ \_\_\_\_\_  
\$ 16.25 per sq. ft. discount price  
\$ 24.40 per sq. ft. standard price

- Minimum order per graphic 9 sq. ft. (1296 sq. in.)
- Double sq. ft. for double-sided graphics
- Round sq. ft. to next whole increment
- File conversion, retouching, cloning or color correcting may incur additional labor charges.

(See reverse side for graphic guidelines.)

### LARGE DIGITAL GRAPHICS

Please call an Exhibitor Sales Specialist for price quotes on graphics over 80 sq. ft.

File Information:

Electronic File Name \_\_\_\_\_

Application \_\_\_\_\_

PMS Colors \_\_\_\_\_

#### Backing Material:

Foamcore  Masonite

PVC  Plexi

Gatorfoam  Other

Vertical

Horizontal

Use Your Judgment  
For Sign Layout



### STANDARD SIZES

CHOOSE YOUR SIZE: QTY.	Discount Price	Standard Price	TOTAL
7" x 11"	@ 46.70	70.05	= _____
7" x 22"	@ 47.90	71.85	= _____
7" x 44"	@ 51.60	77.40	= _____
9" x 44"	@ 57.55	86.35	= _____
11" x 14"	@ 61.15	91.75	= _____
14" x 22"	@ 67.20	100.80	= _____
14" x 44"	@ 87.40	131.10	= _____
22" x 28"	@ 95.20	142.80	= _____
28" x 44"	@ 134.95	202.45	= _____
20" x 60"	@ 193.15	289.75	= _____

(white only)

Note: File conversion, retouching, cloning or color may incur additional labor charges. (See reverse side for graphic guidelines.)

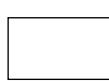
### INDICATE YOUR SIGN COPY HERE:

\* Please feel free to attach additional sign copy on separate page.

Vertical



Horizontal



Use Your Judgment  
For Sign Layout



Background Color:

Lettering Color:

### TOTAL COST

Sub-Total \_\_\_\_\_ + 7 % Tax \_\_\_\_\_ = Total Cost \_\_\_\_\_

Special Instructions \_\_\_\_\_

\_\_\_\_\_

## CUSTOMER GUIDELINES FOR SUBMITTING GRAPHICS ARTWORK

*Our desire is to provide you with the best possible quality graphics for your event or exhibit. You can help us in that effort by providing digital art files using the following guidelines. If you are sending us completed, print-ready files, please pass the following information on to your graphics designer. Two overall considerations for submitting acceptable artwork involves proper resolution or size of the file to avoid poor quality images, and proper color matching information and proofs to ensure accurate color reproduction.*

### PLEASE PROVIDE THE FOLLOWING WHEN SUBMITTING ART

Minimum requirements for original artwork, such as logos, when Freeman is providing design and layout:

- 300 dpi resolution at a size of 8 x 10 inches (higher resolution files will result in improved final product)

Minimum requirements for final artwork that Freeman will reproduce exactly as provided:

- 100 dpi resolution at full size of actual finished product

Minimum requirements for both:

- All related PMS and/or CMYK color codes (if submitting CMYK values, please supply accurate color swatches.)
- Accurate color proof print of artwork
- Contact name, phone number and e-mail address of art creator if applicable
- If submitting a “vector” file, include all fonts, or convert fonts to outlines or paths

### ACCEPTABLE FILE SOFTWARE FORMATS

We are capable of working with both PC and MAC based software, and can accept art created with the following software programs (listed in order of preference):

- ADOBE—Illustrator, InDesign, and Photoshop
- COREL DRAW
- QUARK XPRESS

Files should always be saved in their native format.

### ACCEPTABLE FILE TYPES

Files that Freeman **can use** in order of preference, include:

- EPS and AI (especially when submitting logos)
- TIF (especially when submitting photos)
- JPG (provided resolution is high enough for photo images; not recommended for logos)

File types that Freeman **cannot use** to reproduce high quality graphics include:

- GIF files
- Microsoft Office software files such as Word (.doc), or PowerPoint (.ppt) file types
- Self-extracting files, such as EXE or SEA files

### WAYS TO SEND ARTWORK

• Artwork files that are of acceptable resolution as listed above will typically be too large to send via e-mail. Files may be saved and sent via overnight delivery on either a CD-ROM or a DVD, along with the hard-printed proof copy. (Floppy disks and zip drives are not a good option for sending large graphics files.)

• Files may also be posted to Freeman's FTP site. You may get the password and other needed information from your Freeman service representative in order to post files. However, a hard copy proof and backup of the files on CD-Rom/DVD are required and must be sent via overnight delivery in addition to posting the electronic files. Please call (407) 816-7900 for assistance.



# installation & dismantle

When it comes to installation and dismantling of exhibits, no one does it better than Freeman. With more than 75 years of experience, our group of specialists is ready to assist you with all of your exhibit requests, from beginning to end.

Whether you choose to supervise or you need the assistance of a full-time Freeman employee, we can meet all your needs, from shipping and storage to emergency on-site repairs to basic installation and dismantling to support service coordination including electrical, furnishings and more. Freeman has the resources and the capabilities to help you have the most successful show experience possible.

## do i need to order labor?

As an exhibitor, you are required to follow local labor jurisdictions. Please refer to the enclosed "Labor Jurisdictions" information sheet for details.

## installation and dismantling services available

Freeman will work closely with you to coordinate every phase of your trade show participation, including:

- Preplanning and budget consultation
- Support service coordination – electrical, furnishings, floral and more
- Shipping and storage management
- On-site supervisors with dedicated floor managers
- Skilled labor and technicians for installation and dismantling
- Full, in-house carpentry
- Graphics production
- Emergency repairs and refurbishing
- Postshow evaluations
- Multiple show coordination

Supervise any labor yourself, or if you need assistance, Freeman I&D experts will do it for you.

## if you use Freeman staff

Exhibits are set up prior to your arrival under the direction of Freeman I&D supervisors. We charge 30% of the total labor charge, with a minimum \$45 fee.

## if you supervise yourself

*Installation* – Your labor supervisor must check in at the exhibitor service center to pick up laborers. Upon completion of work, your supervisor must return to the exhibitor service center to release the laborers. Start time is guaranteed only when labor is requested for the start of the working day.

*Dismantling* – When scheduling dismantling labor, be sure to allow time for empty containers to be returned to the booth after the close of your show. Start time is guaranteed only when labor is requested for the start of the working day.

## questions?

Call customer service at the number listed on Quick Facts.

For fast, easy ordering, visit us at [www.myfreemanonline.com](http://www.myfreemanonline.com).

# Union Jurisdictions for Orlando, Florida

To assist you in planning for your participation in this upcoming exposition, we are certain you will appreciate knowing in advance that union labor may be required for certain aspects of your exhibit handling. To help you understand the jurisdiction the various unions have, we ask that you read the following:

## **EXHIBIT INSTALLATION AND DISMANTLING**

Currently we have an agreement with the Local IATSE Union to provide labor for display erection and dismantling. Full time employees of the exhibiting companies, however, may set their own exhibits without assistance from this local. Any labor services that may be required beyond what your regular full time employees can provide, must be rendered by the Union. Labor can be ordered in advance by returning the Display Labor form, or at showsite, at the service desk. Proof of full time employment status may be requested by the Union Steward of any personnel working in your booth.

## **MATERIAL HANDLING**

Exhibitors may hand-carry their own materials into the exhibit facility. The use or rental of dollies, flat trucks and other mechanical equipment, however, is not permitted. FREEMAN will control access to the loading docks in order to provide for a safe and orderly move-in/out. Only full time employees of the exhibiting company will be allowed to hand-carry items. Unloading or reloading at the dock of any and all contracted carriers will be handled by FREEMAN.

## **TIPPING**

FREEMAN requests that exhibitors do not tip our employees. They are paid at an excellent wage scale denoting a professional status, and we feel that tipping is not necessary. This applies to all employees. Any request for such should be brought to the attention of a Freeman representative at the service desk or correspondence may be directed to the attention of the General Manager at the local office address.

## **SAFETY**

Standing on chairs, tables, or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. FREEMAN cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please order labor on the Display Labor order form and the necessary ladders and tools will be provided.

# F R E E M A N

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Orlando, Florida 32837

(407) 816-7900 • Fax: (469) 621-5605  
[FreemanOrlandoES@Freemanco.com](mailto:FreemanOrlandoES@Freemanco.com)

DISCOUNT PRICE  
DEADLINE DATE  
AUGUST 26, 2009

INCLUDE THE FREEMAN METHOD OF  
PAYMENT FORM WITH YOUR ORDER

NAME OF SHOW: **INSIGHT 2009 ANNUAL CONFERENCE / SEPTEMBER 10-12, 2009**

COMPANY NAME \_\_\_\_\_ BOOTH #: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

For Assistance, please call 407-816-7900 to speak with one of our experts.

For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com)

## DISPLAY LABOR (One Hour Minimum per Worker)

Description	Advance Price	Show Site Price
Straight Time- 8:00 A.M. to 4:30 P.M. Monday through Friday.....	\$ 74.25	\$ 96.55
Overtime- 6:00 A.M. to 8:00 A.M. and 4:30 P.M. to 12:00 Midnight Monday through Friday		
6:00 A.M. to 12:00 Midnight Saturday and Sunday.....	\$ 111.40	\$144.85
Double Time- 12:00 Midnight to 6:00 A.M. and recognized holidays.....	\$ 148.50	\$193.10
<ul style="list-style-type: none"> <li>• Show Site prices will apply to all labor orders placed at show site.</li> <li>• Price is per person/per hour.</li> <li>• Start time guaranteed only at start of working day.</li> <li>• One hour minimum per person - labor thereafter is charged in half (1/2) hour increments.</li> <li>• Supervisor must check in at Service Desk to pickup labor</li> <li>• Labor must be canceled in writing, 24 hours in advance to avoid a one (1) hour cancellation fee per worker.</li> <li>• When scheduling dismantle labor, be sure to allow sufficient time for empty containers to be returned to your booth.</li> <li>• Freeman supervised jobs will be completed at our discretion prior to show opening and before the hall must be cleared. <u>Please include setup plan/photo, special instructions &amp; inbound shipping information with this order.</u></li> </ul>		

## INSTALLATION LABOR

**Freeman Supervised Labor - Please complete the reverse side of this form.**

- Installation of your exhibit will be completed at our discretion prior to show opening.
- The charge for this service is 30% of the total installation labor bill, with a minimum of \$45.00.

Emergency contact: \_\_\_\_\_ Phone Number: \_\_\_\_\_

**Exhibitor Supervised Labor (Supervisor must check in at Service Desk to pick up labor)**

Supervisor will be: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Date	Start Time	No. of People	Approx. Hrs. per Person	Total Hrs.	Hourly Rate	Estimated Total Cost
_____	_____	_____	x _____ = _____	_____	@ \$ _____ = \$	_____
_____	_____	_____	x _____ = _____	_____	@ \$ _____ = \$	_____
_____	_____	_____	x _____ = _____	_____	@ \$ _____ = \$	_____
Freeman Supervision (30%/\$45.00) = \$						_____
Tax (7%) = \$						_____
Total Installation = \$						_____

## DISMANTLE LABOR

**Freeman Supervised Labor - Please complete the reverse side of this form.**

- Freeman is not responsible for product or literature that is not properly packed and labeled by exhibitor.
- The charge for this service is 30% of the total dismantle labor bill, with a minimum of \$45.00.

Emergency contact: \_\_\_\_\_ Phone Number: \_\_\_\_\_

**Exhibitor Supervised Labor (Supervisor must check in at Service Desk to pick up labor)**

Supervisor will be: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Date	Start Time	No. of People	Approx. Hrs. per Person	Total Hrs.	Hourly Rate	Estimated Total Cost
_____	_____	_____	x _____ = _____	_____	@ \$ _____ = \$	_____
_____	_____	_____	x _____ = _____	_____	@ \$ _____ = \$	_____
_____	_____	_____	x _____ = _____	_____	@ \$ _____ = \$	_____
Freeman Supervision (30%/\$45.00) = \$						_____
Tax (7%) = \$						_____
Total Installation = \$						_____

NAME OF SHOW: **INSIGHT 2009 ANNUAL CONFERENCE / SEPTEMBER 9-12, 2009**

COMPANY NAME: \_\_\_\_\_ BOOTH#: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ PHONE#: \_\_\_\_\_

**FREEMAN SUPERVISED LABOR**

**IN ORDER TO BETTER SERVE YOU - PLEASE COMPLETE THE FOLLOWING INFORMATION IF YOUR DISPLAY IS TO BE SET-UP AND/OR DISMANTLED BY FREEMAN I&D AND YOU WILL NOT BE PRESENT TO SUPERVISE THE INSTALLATION AND/OR DISMANTLE.**

**INBOUND SHIPPING & SET UP INFORMATION**

Freight will be shipped to Warehouse \_\_\_\_\_ Show Site \_\_\_\_\_ Date Shipped \_\_\_\_\_

Total No. of: \_\_\_\_\_ Crates \_\_\_\_\_ Cartons \_\_\_\_\_ Fiber Cases \_\_\_\_\_

Setup Plan/Photo: Attached \_\_\_\_\_ To Be Sent With Exhibit \_\_\_\_\_ In Crate No. \_\_\_\_\_

Carpet: With Exhibit \_\_\_\_\_ Rented From Freeman \_\_\_\_\_ Color \_\_\_\_\_ Size \_\_\_\_\_

Electrical Placement: \_\_\_\_\_ Drawing Attached Drawing With Exhibit Electrical Under Carpet \_\_\_\_\_

Comments: \_\_\_\_\_

Graphics: With Exhibit \_\_\_\_\_ Shipped Separately \_\_\_\_\_

Comments: \_\_\_\_\_

Special Tools/Hardware Required: \_\_\_\_\_

**OUTBOUND SHIPPING INFORMATION**SHIP TO: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_**METHOD OF SHIPMENT**

Freeman Exhibit Transportation:  
 Common Carrier  
 Air Freight       Next Day       2nd Day       Deferred       Expedited

 Other (list carrier name & phone number):

Other Common Carrier: \_\_\_\_\_  
 Other Air Freight: \_\_\_\_\_  
 Van Line: \_\_\_\_\_

**FREIGHT CHARGES**

Prepaid       Collect  
 Bill To: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**In the event your selected carrier fails to show on final move-out day, please select one of the following options:**

Reroute via Freeman's choice  
 Deliver back to Freeman warehouse at Exhibitor's expense.

***PLEASE NOTE: Freeman is not responsible for product or literature that is not properly packed and labeled by exhibitor.***



# EXHIBIT transportation

Making your show experience a success hinges not only on what you bring to the show, but also what you take away. No one knows that better than Freeman. We've had more than 75 years of experience in the business, and we're here to help you with all your exhibit transportation needs. From initial inbound transportation and move-in to move-out and outbound transportation, we've got the specialists to assist you with all your show requirements. Take a look at the services we can offer you and you'll see why we're the best in the business.

As the official service contractor, we can make it easier for you to transport your exhibit to the show and on to its next destination. Our on-site experts are there every step of the way – preshow, move-in, on the actual show days as well as during move-out. Also, if you need anything after the show, your Freeman contact will be there to assist you. Some of our available services also include:

- A special toll-free number where Freeman experts give you the fast, friendly service that has become our trademark, track shipments, arrange for pickup and more.
- One convenient invoice with all your show services prequoted, so you never get hit with hidden costs. Freeman also offers competitive prices for exhibit transportation with value-added customer service.
- Preprinted shipping labels and material handling agreements. There is no need to handwrite all your labels when we can print them for you automatically.

***Don't forget about inbound shipping! Complete and send the attached order form to order your inbound and outbound shipping.***

## questions?

Call our exhibit transportation experts at 800-995-3579. For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com).

**F R E E M A N**

1-800-995-3579

**COMPLETE THIS FORM ONLY IF YOU ARE  
SHIPPING YOUR EXHIBIT MATERIALS BY  
FREEMAN EXHIBIT TRANSPORTATION**

INCLUDE THE FREEMAN METHOD OF  
PAYMENT FORM WITH YOUR ORDER

NAME OF SHOW: **INSIGHT 2009 ANNUAL CONFERENCE / SEPTEMBER 10-12, 2009**

COMPANY NAME:

BOOTH #:

BOOTH SIZE:

X

CONTACT NAME :

PHONE #:

E-MAIL ADDRESS :

For Assistance, please call 1-800-995-3579 to speak with one of our experts.

For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com)**EXHIBIT TRANSPORTATION****TIPS FOR EASY ORDERING**

- Credit card information must be on file prior to pick up, as charges will be included on your show services invoice.
- International Exhibitors remember - Shipments originating from countries other than the U.S. must be cleared through customs. Please call for additional information:  
1-800-995-3579

**COMPLETE THE FOLLOWING ITEMS  
ON THIS FORM:**

**PICK UP INFORMATION**

Requested Pick Up Date:

SHIPPER NAME

SHIPPER ADDRESS

(City) (State) (Zip)

**DESTINATION** I will be shipping to the **WAREHOUSE****FREEMAN / Exhibiting Company Name / Booth #****INSIGHT 2009 ANNUAL CONFERENCE**

C/O: FREEMAN  
10088 GENERAL DRIVE  
ORLANDO, FL 32824

MUST BE DELIVERED BY SEPTEMBER 02, 2009

 I will be shipping to **SHOW SITE****FREEMAN / Exhibiting Company Name / Booth #****INSIGHT 2009 ANNUAL CONFERENCE**

C/O: FREEMAN  
GAYLORD PALMS RESORT & CONVENTION CENTER  
3208 GAYLORD WAY  
KISSIMMEE, FL 34746-4414

CANNOT BE DELIVERED BEFORE SEPTEMBER 09, 2009

**TYPE OF SERVICE**

- 1 Day: Delivery next business day (before 5:00 PM)
- 2 Day: Delivery by 5:00 PM second business day
- Deferred: Delivery within 3 - 4 business days
- Declared Value \$ \_\_\_\_\_

**Air Transportation charges are billed by Dimensional or  
Actual Weight, whichever is greater.**

- Standard Ground: Dependent on distance
- Expedited Ground: Tailored to specific requirements
- Specialized: Pad wrapped, uncrated, truck load

09/07

**SHIPPING INFORMATION****Items to be shipped**

Number of Pieces	Est. Weight
____ Crates (wooden)	_____
____ Cartons (cardboard)	_____
____ Cases/Trunks (fiber) (color _____)	_____
____ Skids/Pallets	_____
____ Carpet (color _____)	_____
____ Other ( _____ )	_____
____ Total	_____

Size of largest piece: (H) \_\_\_\_\_ (W) \_\_\_\_\_ (L) \_\_\_\_\_

**NOTE: Shipments will be weighed and measured prior to delivery.****OUTBOUND SHIPPING**

I would like to schedule outbound Freeman Exhibit Transportation. Please provide me with a Material Handling Agreement at show site for my shipping instructions and signature. So we may print your Outbound Material Handling Agreement and labels, please complete the following information **if different from pick up address:**

Ship to address:

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Number of Labels : \_\_\_\_\_

**FAX THIS COMPLETED FORM TO:  
(817) 385-0983**

**A TRANSPORTATION SPECIALIST  
WILL CALL YOU TO CONFIRM  
RECEIPT OF ORDER AND  
FINALIZE DETAILS.**

SHOW # (219928) \_\_\_\_\_

FREEMAN exhibit transportation

**F R E E M A N**

**F R E E M A N**

**R U S H**

**DO NOT DELAY**

*MUST DELIVER BY SEPTEMBER 02, 2009*

**R U S H**

**DO NOT DELAY**

*MUST DELIVER BY SEPTEMBER 02, 2009*

TO: \_\_\_\_\_  
EXHIBITOR NAME

C/O: FREEMAN  
10088 GENERAL DRIVE  
ORLANDO, FL 32824

TO: \_\_\_\_\_  
EXHIBITOR NAME

C/O: FREEMAN  
10088 GENERAL DRIVE  
ORLANDO, FL 32824

**WAREHOUSE**

EVENT: INSIGHT 2009 ANNUAL CONFERENCE

BOOTH NO. \_\_\_\_\_ NO. \_\_\_\_\_ OF \_\_\_\_\_ PCS.

**WAREHOUSE**

EVENT: INSIGHT 2009 ANNUAL CONFERENCE

BOOTH NO. \_\_\_\_\_ NO. \_\_\_\_\_ OF \_\_\_\_\_ PCS.

THE ABOVE LABELS ARE PROVIDED FOR YOUR CONVENIENCE.  
PLACE ONE ON EACH PIECE SHIPPED TO ENSURE PROPER DELIVERY.  
IF MORE LABELS ARE NEEDED, COPIES ARE ACCEPTABLE.

**F R E E M A N**

**F R E E M A N**

**R U S H**

**DO NOT DELAY**

**CANNOT DELIVER BEFORE SEPTEMBER 09, 2009**

**TO:**

*EXHIBITOR NAME*

**C/O: FREEMAN**

GAYLORD PALMS RESORT  
& CONVENTION CENTER  
3208 GAYLORD WAY  
KISSIMMEE, FL 34746-4414

**SHOW SITE**

**EVENT: INSIGHT 2009 ANNUAL CONFERENCE**

**BOOTH NO: \_\_\_\_\_ NO. \_\_\_\_\_ OF \_\_\_\_\_ PCS**

**R U S H**

**DO NOT DELAY**

**CANNOT DELIVER BEFORE SEPTEMBER 09, 2009**

**TO:**

*EXHIBITOR NAME*

**C/O: FREEMAN**

GAYLORD PALMS RESORT  
& CONVENTION CENTER  
3208 GAYLORD WAY  
KISSIMMEE, FL 34746-4414

**SHOW SITE**

**EVENT: INSIGHT 2009 ANNUAL CONFERENCE**

**BOOTH NO: \_\_\_\_\_ NO. \_\_\_\_\_ OF \_\_\_\_\_ PCS**

THE ABOVE LABELS ARE PROVIDED FOR YOUR CONVENIENCE.  
PLACE ONE ON EACH PIECE SHIPPED TO ENSURE PROPER DELIVERY.  
IF MORE LABELS ARE NEEDED, COPIES ARE ACCEPTABLE.

# WHAT ARE FREIGHT SERVICES?

As the official service contractor, Freeman is the exclusive provider of freight services. Material handling includes unloading your exhibit material, storing up to 30 days in advance at the warehouse address, delivering to the booth, the handling of empty containers to and from storage, and removing of material from the booth for reloading onto outbound carriers. It should not be confused with the cost to transport your exhibit material to and from the convention or event. You have two options for shipping your advance freight — either to the warehouse or directly to show site.

## How do I ship to the warehouse?

- We will accept freight beginning 30 days prior to show move-in.
- To check on your freight arrival, call Exhibitor Services at the location listed on Quick Facts.
- To ensure timely arrival of your materials at show site, freight should arrive by the deadline date listed on Quick Facts. Your freight will still be received after the deadline date, but additional charges will be incurred.
- The warehouse will receive shipments Monday through Friday, except holidays. Refer to Quick Facts for warehouse hours. No appointment is necessary.
- The warehouse will accept crates, cartons, skids, trunks/cases and carpets. Loose or pad-wrapped material must be sent directly to show site.
- All shipments must have a bill of lading or delivery slip indicating the number of pieces, type of merchandise and weight.
- Certified weight tickets must accompany all shipments.
- Warehouse freight will be delivered to the booth prior to exhibitor setup.
- Please call the number located on Quick Facts if you want to ship oversized material that requires special equipment to the warehouse.

## How do I ship to show site?

- Freight will be accepted only during exhibitor move-in. Please refer to Quick Facts for the specific exhibitor move-in dates and times.
- All shipments must have a bill of lading or delivery slip indicating the number of pieces, type of merchandise and weight.
- Certified weight tickets must accompany all shipments.

## What about prepaid or collect shipping charges?

- Collect shipments will be returned to the delivery carrier.
- To ensure that your freight does not arrive collect, mark your bill of lading "prepaid."
- "Prepaid" designates that the transportation charges will be paid by the exhibitor or a third party.

## How should I label my freight?

- The label should contain the exhibiting company name, the booth number and the name of the event.
- The specific shipping address for either the warehouse or show site is located on Quick Facts.

## How do I estimate my Material Handling charges?

- Charges will be based on the weight of your shipment. Each shipment received is considered separately. The shipment weight will be rounded to the next 100 pounds. Each 100 pounds is considered one "cwt." (one hundred weight). All shipments are subject to reweigh.
- On the Order Form, select whether the freight will arrive at the warehouse or be sent directly to show site.
- Next, select the category that best describes your shipment. There are three categories of freight:

**Crated:** material that is skidded or is in any type of shipping container that can be unloaded at the dock with no additional handling required.

**Special Handling:** material delivered by the carrier in such a manner that it requires additional handling, such as ground unloading, stacked and constricted space unloading, designated piece unloading, loads mixed with pad-wrapped material, loads failing to maintain shipping integrity, carpet and/or pad-only shipments, and shipments that require additional time, equipment or labor to unload. Federal Express and UPS are included in this category due to their delivery procedures.

**Uncrated:** material that is shipped loose or pad-wrapped, and/or unskidded machinery without proper lifting bars or hooks.

- Add overtime charges for inbound if material is delivered to the booth during the overtime period stated on Quick Facts. This includes both warehouse and show-site shipments.

- Add overtime charges for outbound if material is loaded onto the outbound carrier during the overtime period stated on Quick Facts.
- Add the late delivery charge listed on the Order Form if the shipment is accepted at the warehouse or at show site after the deadline date listed on Quick Facts.
- The above services, whether used completely or in part, are offered as a package and the charges will be based on the total inbound weight of the shipment.
- Shipments received without receipts or freight bills, such as UPS and Federal Express, will be delivered to the booth without guarantee of piece count or condition.

## What happens to my empty containers during the show?

- Pick up "Empty Labels" at the Service Center. Place a label on each container. Labeled containers will be picked up periodically and stored in non-accessible storage during the show.
- At the close of the show, the empty containers will be returned to the booth in random order. Depending on the size of the show, this process may take several hours.

## How do I protect my materials after they are delivered to the show or before they are picked up after the show?

- Consistent with trade show industry practices, there may be a lapse of time between the delivery of your shipment(s) to your booth and your arrival. The same is true for the outbound phase of the show — the time between your departure and the actual pick-up of your materials. During these times, your materials will be left unattended. We recommend that you arrange for a representative to stay with your materials or that you hire security services to safeguard your materials.

## How do I ship my materials after the close of the show?

- Each shipment must have a completed Material Handling Agreement in order to ship materials from the show. All pieces must be labeled individually.
- To save time, complete and submit the Outbound Shipping Form in advance, or you may contact the Service Center at show site for your shipping documents. The Material Handling Agreement and labels will be processed and available prior to show closing.
- After materials are packed, labeled, and ready to be shipped, the completed Material Handling Agreement must be turned in at the Service Center.
- Call your designated carrier with pick-up information. Please refer to Quick Facts for specific dates and times. In the event your selected carrier fails to show on final move-out day, your shipment will either be rerouted to Freeman's carrier choice or delivered back to the warehouse at exhibitor's expense.
- For your convenience, show-recommended carriers will be on site to handle outbound transportation.

## Where do I get a forklift?

- Forklift orders to install or dismantle your booth after materials are delivered may be ordered in advance or at show site. We recommend that you order in advance to avoid additional charges at show site. Refer to the Order Form for available equipment.
- Advance and show-site orders for equipment and labor will be dispatched once a company representative signs the labor order at the Service Center.
- Start time is guaranteed only when equipment is requested for the start of the working day.

## Do I need insurance?

- Be sure your materials are insured from the time they leave your firm until they are returned after the show. It is suggested that exhibitors arrange all-risk coverage. This can be done by riders to your existing policies.
- All materials handled by Freeman are subject to the enclosed Terms and Conditions.

## Other available services (may not be available in all locations)

- Cranes
- Scissor lifts, condors
- Access storage at show site
- Exhibit transportation services (see enclosed brochure)
- Security storage at show site
- Short-term and long-term warehouse storage
- Local pick-up and delivery
- Priority empty return

**F R E E M A N**

# FREEMAN

2200 Consulate Drive  
Orlando, Florida 32837  
(407) 816-7900 • Fax: (469) 621-5605  
[FreemanOrlandoES@Freemanco.com](mailto:FreemanOrlandoES@Freemanco.com)

INCLUDE THE FREEMAN METHOD OF PAYMENT FORM WITH YOUR ORDER

NAME OF SHOW: INSIGHT 2009 ANNUAL CONFERENCE / SEPTEMBER 9-12, 2009

COMPANY NAME \_\_\_\_\_ BOOTH #: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

For Assistance, please call 407-816-7900 to speak with one of our experts.

**Let Freeman OnLine® estimate your material handling charges for you.** Log on to [www.myfreemanonline.com](http://www.myfreemanonline.com), select your show and click on "Estimate My Material Handling Costs". From Freeman OnLine® you can print extra shipping labels, get tips on how to package your freight and much more.

## MATERIAL HANDLING SERVICES

**CRATED:** Material that is skidded or is in any type of shipping container that can be unloaded at the dock with no additional handling required.

**SPECIAL HANDLING:** (See definitions on back) Material delivered by a carrier in such a manner that it requires additional handling, such as ground unloading, stacked or constricted space unloading, designated piece unloading, shipment integrity, alternate delivery location, loads mixed with pad wrapped material, carpet and/or pad only shipments, no documentation and shipments that require additional time, equipment or labor to unload. **Federal Express, UPS, Airborne Express & DHL** are included in this category due to their delivery procedures.

**UNCRATED:** Material that is shipped loose or pad-wrapped, and/or unskidded machinery without proper lifting bars or hooks.

**STRAIGHT TIME:** 8:00 A.M. to 4:30 P.M. Monday through Friday

**OVERTIME:** 4:30 P.M. to 8:00 A.M. Monday through Friday, all day Saturday, Sunday, and Holidays  
(Overtime will be applied to all freight received at the warehouse and/or show site that must be moved into or out of booth during above listed times.)

	Description	Price Per CWT	200LB Minimum
<b>RATE CLASSIFICATIONS:</b>			
<b>Warehouse Shipment (200 lb. minimum)</b>			
	Crated or Skidded Shipment.....	\$ 62.25	124.50
	Special Handling Shipment.....	\$ 80.95	161.90
<b>Show Site Shipment (200 lb. minimum)</b>			
	Crated or Skidded Shipment.....	\$ 56.25	112.50
	Special Handling Shipment.....	\$ 73.15	146.30
	Uncrated or Pad Wrapped Shipment .....	\$ 84.40	168.80
<b>Small Package - Maximum weight is 30 lbs per shipment*</b>			
	Per Shipment .....	\$ 35.50	

\*A small package shipment is a shipment totaling any number of pieces with a combined weight not to exceed 30 lbs that is received on the same day, from the same shipper and delivered by the same carrier.

### ADDITIONAL SURCHARGES:

#### Shipment Delivered after Deadline Date (in addition to above rates)

Warehouse Shipment after Deadline <b>SEPTEMBER 2, 2009</b> .....	\$ 15.55	31.10
Show Site Shipment after Deadline <b>SEPTEMBER 10, 2009</b> .....	\$ 14.05	28.10

#### Overtime Charge - Inbound (in addition to above rates)

Crated or Skidded Shipment.....	\$ 14.05	28.10
Special Handling Shipment.....	\$ 18.30	36.60
Uncrated or Pad Wrapped Shipment .....	\$ 21.10	42.20

#### Overtime Charge - Outbound (in addition to above rates)

Crated or Skidded Shipment.....	\$ 14.05	28.10
Special Handling Shipment.....	\$ 18.30	36.60
Uncrated or Pad Wrapped Shipment .....	\$ 21.10	42.20

Description	Weight	CWT	Price per CWT	Estimated Total Cost (200 lb. Min.)
	÷ 100 =			
<b>Surcharges</b>	÷ 100 =			
			<b>Tax(7%)</b>	
			<b>Total</b>	

### Tips to Save on Material Handling

- **Consolidate shipments** - when total weight is less than 200 lbs. For Example:

3 Separate Shipments                            1 Consolidated Shipment

60 lbs. charged @ 200 lbs. \$ 124.50

3 pieces (1 shipment)

52 lbs. charged @ 200 lbs. \$ 124.50

177 lbs. charged @ 200 lbs = \$124.50

65 lbs. charged @ 200 lbs. \$ 124.50 = \$373.50

**Added benefit** - your shipments are less likely to get misplaced if they are packaged together with larger items.

FREEMAN material handling

## SPECIAL HANDLING DEFINITIONS

for frequently asked questions and material handling estimator tools, go to [www.myfreemanonline.com](http://www.myfreemanonline.com)

Special handling applies to shipments that are loaded by cubic space and/or packed in such a manner as to require additional labor/handling, such as ground unloading, constricted space unloading, designated piece unloading, carpet/pad only shipments or stacked shipments. Also included are shipment integrity, alternate delivery locations, mixed shipments, and shipments without individual bills of lading. Shipments loaded in this manner require additional time, labor, or equipment, to unload, sort and deliver.

### **What is Ground Loading/Unloading?**

Vehicles that are not dock height, preventing the use of loading docks, such as U-hauls, flat bed trailers, double drop trailers, company vehicles with trailers that are not dock level, etc.

### **What is Constricted Space Loading/Unloading?**

Trailer loaded "high and tight" shipments that are not easily accessible. Freight is loaded to full capacity of trailer – top to bottom, side to side. One example of this is freight that is loaded down one side of a trailer that must be bypassed to reach targeted freight.

### **What is Designated Piece Loading/Unloading?**

Drivers that require the loading crew to bring multiple pieces of the freight to the rear of the trailer to select the next piece, having to remove freight from the trailer then reload to fit or the trailer must be loaded in a sequence to ensure all items fit.

### **What are Stacked Shipments?**

Shipments loaded in such a manner requiring multiple items to be removed to ground level for delivery to booth. Stacked or "cubed out" shipments, loose items placed on top of crates and/or pallets constitute special handling.

### **What is Shipment Integrity?**

Shipment integrity involves shipments on a carrier that are intermingled, or delivered in such a manner that additional labor is needed to sort through and separate the various shipments on a truck for delivery to our customers.

### **What is Alternate Delivery Location?**

Alternative delivery location refers to shipments that are delivered by a carrier that requires us to deliver some shipments to different levels in the same building, or to other buildings in the same facility.

### **What are Mixed Shipments?**

Mixed shipments are defined as shipments of mixed crated and uncrated goods, where the percentage of uncrated is minimal and does not warrant the full uncrated rate for the shipment, but does require special handling. Freeman defines special handling for mixed loads as having less than 50% of the volume as uncrated.

### **What does it mean if I have "No Documentation"?**

Shipments arrive from a small package carrier (including, among others, Federal Express, UPS, Airborne Express & DHL) without an individual Bill of Lading, requiring additional time, labor and equipment to process.

### **What about carpet only shipments?**

Shipments that consist of carpet and/or carpet padding only require special handling because of additional labor and equipment to unload.

### **What is the difference between Crated and Uncrated Shipments?**

Crated shipments are those that are packed in any type of shipping container that can be unloaded at the dock with no additional handling required. Such containers include crates, fiber cases, cartons, and properly packed skids. An uncrated shipment is material that is shipped loose or pad-wrapped, and/or unskidded without proper lifting bars and hooks.

# F R E E M A N

2200 Consulate Drive  
Orlando, Florida 32837  
(407) 816-7900 • Fax: (469) 621-5605  
[FreemanOrlandoES@Freemanco.com](mailto:FreemanOrlandoES@Freemanco.com)

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For Assistance, please call 407-816-7900 to speak with one of our experts.

For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com)

## FORKLIFT RIGGING EQUIPMENT AND LABOR

Straight Time - 8:00 A.M. to 4:30 P.M. Monday through Friday

Overtime - 6:00 A.M. to 8:00 A.M. and 4:30 P.M. to 12:00 Midnight Monday through Friday

6:00 A.M. to 12:00 Midnight Saturday and Sunday

Double Time - 12:00 Midnight to 6:00 A.M. and recognized holidays

- Show site prices will apply to all labor orders placed at show site
- Start time guaranteed only at start of working day
- One hour minimum - labor thereafter is charged in half (1/2) hour increments
- Supervisor must check in at Service Desk to pick up labor
- When scheduling dismantle labor, be sure to allow sufficient time for empty containers to be returned to your booth

Part#	Description	Advance Price	Show Site Price
<b>FORKLIFT LABOR</b>			
304050	Forklift w/operator - up to 5,000 lbs - ST.....	\$150.90	\$196.15
304051	Forklift w/operator - up to 5,000 lbs - OT.....	\$188.05	\$244.45
3040100	Forklift w/operator - up to 10,000 lbs - ST.....	\$211.20	\$274.55
3040101	Forklift w/operator - up to 10,000 lbs - OT.....	\$248.35	\$322.85
3040150	Forklift w/operator - up to 15,000 lbs - ST.....	\$235.30	\$305.90
3040151	Forklift w/operator - up to 15,000 lbs - OT.....	\$272.45	\$354.20
304040	Forklift w/operator - 4-Stage - ST.....	\$162.15	\$210.80
304041	Forklift w/operator - 4-Stage - OT.....	\$199.30	\$259.10

## RIGGING LABOR

3020100	Rigger Foreman - ST.....	\$ 97.85	\$127.20
3020101	Rigger Foreman - OT.....	\$146.75	\$190.80
5020200	Rigger - ST.....	\$ 75.25	\$ 97.85
5020201	Rigger - OT.....	\$112.90	\$146.75

## INSTALLATION

Part #	Description	Date	Start Time	# of Equip/ Person	Approx Hrs per Person	Total Hours	Hourly Rate	Estimated Total Cost

Describe work to be done: \_\_\_\_\_

Tax(7%)	_____
Total	_____

## DISMANTLE

Part #	Description	Date	Start Time	# of Equip/ Person	Approx Hrs per Person	Total Hours	Hourly Rate	Estimated Total Cost

Describe work to be done: \_\_\_\_\_

Tax(7%)	_____
Total	_____

FREEMAN forklift / rigging labor

# F R E E M A N

2200 Consulate Dr  
Orlando, FL 32837-8364  
(407) 816-7900 Fax: (469) 621-5605  
FreemanOrlandoES@freemanco.com

## OUTBOUND MATERIAL HANDLING AND SHIPPING LABELS

NAME OF SHOW: **INSIGHT 2009 ANNUAL CONFERENCE / SEPTEMBER 10-12, 2009**

COMPANY NAME: \_\_\_\_\_ BOOTH #: \_\_\_\_\_ BOOTH SIZE: **X**

CONTACT NAME : \_\_\_\_\_ PHONE #: \_\_\_\_\_

E-MAIL ADDRESS : \_\_\_\_\_

For Assistance, please call (407) 816-7900 to speak with one of our experts.

For fast, easy ordering, go to [www.myfreemanonline.com](http://www.myfreemanonline.com)

**EVERY OUTBOUND SHIPMENT WILL REQUIRE A MATERIAL HANDLING AGREEMENT AND LABELS. WE WOULD BE HAPPY TO PREPARE THESE FOR YOU IN ADVANCE AND WILL DELIVER THEM TO YOUR BOOTH AT SHOW SITE TO REVIEW AND SIGN. TO TAKE ADVANTAGE OF THIS SERVICE, PLEASE COMPLETE AND RETURN THIS FORM.**

### SHIPPING INFORMATION

FROM: SHIPPER/EXHIBITOR NAME: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE/ PROVINCE: \_\_\_\_\_ ZIP/ POSTAL CODE: \_\_\_\_\_

SHIP TO: COMPANY NAME: \_\_\_\_\_

DELIVERY ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE/ PROVINCE: \_\_\_\_\_ ZIP/ POSTAL CODE: \_\_\_\_\_

PHONE#: \_\_\_\_\_ ATTN: \_\_\_\_\_

SPECIAL INSTRUCTIONS: \_\_\_\_\_

### METHOD OF SHIPMENT

PLEASE CHECK DESIRED METHOD OF SHIPMENT BELOW

#### FREEMAN EXHIBIT TRANSPORTATION

- 1 Day: Delivery next business day
- 2 Day: Delivery by 5:00 P.M. second business day
- Expedited
- Deferred: Delivery within 3-4 business days
- Standard Ground
- Specialized: Pad wrapped, uncrated, or truckload
- OTHER COMMON CARRIER \_\_\_\_\_
- OTHER VAN LINE \_\_\_\_\_
- OTHER AIR FREIGHT \_\_\_\_\_

Next Day       2nd Day       Deferred

CARRIER PHONE #: \_\_\_\_\_

Once your shipment is packed and ready to be picked up, please return the Material Handling Agreement to the Exhibitor Services Center.

Verify the piece count, weight and that a signature is on the Material Handling Agreement prior to shipping out.

#### SHIPMENTS WITHOUT PAPERWORK TURNED IN WILL BE RETURNED TO OUR WAREHOUSE AT EXHIBITOR'S EXPENSE.

Freeman will make arrangements for all Freeman Exhibit Transportation shipments. Arrangements for pick-up by other carriers is the responsibility of the exhibitor. During exhibitor move-out, when time permits, Freeman will attempt a courtesy phone call to your carrier to confirm the scheduled pick-up.

DESIRED NUMBER OF LABELS: \_\_\_\_\_

# PAYMENT & LABOR

YOU ARE ENTERING A CONTRACT WHICH LIMITS YOUR POSSIBLE RECOVERY IN CASE OF LOSS OR DAMAGE. The terms and conditions set forth below become a part of the Contract between FREEMAN and you, the EXHIBITOR. Acceptance of said terms and conditions will be construed when any of the following conditions are met:

- THE METHOD OF PAYMENT FORM IS SIGNED; OR
- AN ORDER FOR LABOR, SERVICES AND/OR RENTAL EQUIPMENT IS PLACED BY EXHIBITOR OR
- WORK IS PERFORMED ON BEHALF OF EXHIBITOR BY LABOR SECURED THROUGH FREEMAN.

## DEFINITIONS

For purposes of this Contract, "FREEMAN" means Freeman Decorating Services, Inc. ("FDSI"), Freeman Decorating Ltd. Freeman Audio Visual Solutions, Inc., and their respective employees, directors, officers, agents, assigns, affiliated companies, and related entities. The term "EXHIBITOR" means the Exhibitor, its employees, agents, representatives, and any Exhibitor Appointed Contractors ("EAC").

## PAYMENT TERMS

Full payment, including any applicable tax, is due at the time the order is placed. Purchase orders are not considered payment. All payments must be in U.S. funds and all checks must be drawn on a U.S. bank. Orders received without advance payment or after the deadline date will incur additional After Deadline charges as indicated on each order form. All materials and equipment are on a rental basis for the duration of the show or event and remain the property of Freeman except where specifically identified as a sale. All equipment rentals are based on Show Rates and apply only to Show Days. Rental prices on Audio Visual equipment (including computers) do not include labor, delivery, electrical services or removal of the equipment from the booth. Exhibitor agrees to use all rental equipment with reasonable care to prevent excessive wear and tear and/or damage to Freeman's property. Exhibitor will notify Freeman immediately of any damage to rental equipment and agrees to be billed for any damage to, or loss of, rental equipment rented to Exhibitor. In case of cancellation of any labor orders by Exhibitor a one-hour "per person, per hour" charge will be applied for all labor and equipment orders that are not canceled in writing at least 24 hours prior to the scheduled start time. If Prestige Carpet, Custom-Cut Carpet, Modular Rental Exhibits, Audio Visual and/or Computer Equipment and any other custom-order items or services have already been provided at the time of cancellation, fees will remain at 100% of the original charge. If the Show or Event is canceled because of reasons beyond Freeman's control, Exhibitor remains responsible for all charges for services and equipment provided up to and including the date of cancellation. Freeman will not issue refunds to Exhibitor of any payments made before the date of cancellation. Exhibitor is solely responsible for, and agrees to pay, any and all charges related to removal of items from Exhibitor's booth after the show has ended even if items were provided by, or belong to a third party. It is Exhibitor's responsibility to advise the Freeman Service Center Representative of problems with any orders, and to check the Exhibitor's invoice for accuracy prior to the close of the Show or Event. If Exhibitor is exempt from payment of sales tax, Freeman requires an exemption certificate for the State in which the services are to be used. Resale certificates are not valid unless Exhibitor is rebilling these charges to its customers. For International Exhibitors, Freeman requires 100% prepayment of advance orders, and any order or services placed at show site must be paid at the show. For all others, should there be any preapproved unpaid balance after the close of the show; terms will be net, due and payable in Dallas, Texas upon receipt of invoice. Effective 30 days after invoice date, any unpaid balance will bear a FINANCE CHARGE at the lesser of the maximum rate allowed by applicable law, or 1.5% per month, which is an ANNUAL PERCENTAGE RATE of 18%, and future orders will be on a pre-paid basis only. If any finance charge hereunder exceeds the maximum rate allowed by applicable law, the finance charge shall automatically be reduced to the maximum rate allowed, and any excess finance charge received by Freeman shall be either applied to reduce the principal unpaid balance or refunded to the payer. If past due invoices or invoice balances are placed with a collection agency or attorney for collection or suit, Exhibitor agrees to pay all legal and collection costs. THESE PAYMENT TERMS AND CONDITIONS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF TEXAS. In the event of any dispute between the Exhibitor and Freeman relative to any loss, damage, or claim, such Exhibitor shall not be entitled to and shall not withhold payment, or any partial payment, due to Freeman for its services, as an offset against the amount of any alleged loss or damage. Freeman reserves the right to charge Exhibitor for the difference between the Exhibitor's estimate of charges and the actual charges incurred by Exhibitor, or for any charges that Freeman may be obligated to pay on behalf of Exhibitor, including without limitation, any shipping charges. If Exhibitor provides a credit card for payment and charges are rejected by the Exhibitor's credit card company for any reason, Freeman hereby provides notice that it reserves the right, and Exhibitor authorizes Freeman, to continue to attempt to secure payment through that credit card for as long as unpaid balances remain on the Exhibitor's account. Exhibitor hereby grants a lien on its property in Freeman's possession to the extent of any outstanding obligations owed to Freeman by Exhibitor.

**LABOR UNDER SUPERVISION OF EXHIBITOR:** Exhibitor shall be responsible for the performance of labor provided under this section. It is the responsibility of Exhibitor to supervise labor secured through Freeman in a reasonable manner as to prevent bodily injury and/or property damage and also to direct them to work in a manner that is in compliance with Freeman's Safe Work Rules and/or Federal, State, County and Local ordinances, rules and/or regulations, including but not limited to Show or Facility Management rules and/or regulations. It is the responsibility of Exhibitor to check in with the Service Desk to pick up labor, and to return to the Service Desk to release labor when the work is completed. **INDEMNIFICATION:** Exhibitor agrees to indemnify, hold harmless, and defend Freeman from and against any and all demands, claims, causes of action, fines, penalties, damages, liabilities, judgments, and expenses (including but not limited to reasonable attorneys' fees and investigation costs) arising out of work performed by labor provided by Freeman but supervised by Exhibitor. Further, the Exhibitor's indemnification of Freeman includes any and all violations of Federal, State, County or Local ordinances, "Show Regulations and/or Rules" as published and/or set forth by Facility or Show Management, and/or directing labor provided by Freeman to work in a manner that violates any of the above rules, regulations, and/or ordinances.

## IMPORTANT

**PLEASE REFER TO FREEMAN'S "MATERIAL HANDLING TERMS & CONDITIONS" AS IT RELATES TO MATERIAL HANDLING SERVICES AND TO THE "SERVICE REQUEST & SHIPPING INSTRUCTIONS CONTRACT" AS IT RELATES TO TRANSPORTATION SERVICES. CONTRACT TERMS DEPEND ON THE NATURE OF SERVICES SECURED BY EXHIBITOR THROUGH FREEMAN. TERMS & CONDITIONS MAY VARY FOR EACH TYPE OF SERVICE ORDERED THROUGH FREEMAN.**

# MATERIAL HANDLING

## YOU ARE ENTERING A CONTRACT WHICH LIMITS YOUR POSSIBLE RECOVERY IN CASE OF LOSS OR DAMAGE.

The terms and conditions set forth below become a part of the Contract between FREEMAN and you, the EXHIBITOR. Acceptance of said terms and conditions will be construed when any of the following conditions are met:

- THE MATERIAL HANDLING SERVICE AGREEMENT IS SIGNED; OR
- EXHIBITOR'S MATERIALS ARE DELIVERED TO FREEMAN'S WAREHOUSE OR TO A SHOW OR EXPOSITION SITE FOR WHICH FREEMAN IS THE OFFICIAL SHOW CONTRACTOR; OR
- AN ORDER FOR LABOR AND/OR RENTAL EQUIPMENT IS PLACED BY EXHIBITOR WITH FREEMAN.

**1. DEFINITIONS.** For purposes of this Contract, "FREEMAN" or "The Freeman Companies" means Freeman Decorating Services, Inc., Freeman Decorating Ltd., Freeman Exhibit, AVV-TELAV Inc., Freeman Transportation, Hoffend Xposition, Stage Rigging, Inc., Kerry Technical Services, TFC, Inc., Freeman Electrical Services, and their respective employees, directors, officers, agents, assigns, affiliated companies, and related entities including, but not limited, to any subcontractors FREEMAN may appoint. The term "EXHIBITOR" means the Exhibitor, its employees, agents, representatives, and any Exhibitor Appointed Contractors ("EAC").

**2. PACKAGING AND CRATES.** FREEMAN 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, FREEMAN 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 fork-lift and similar means.

**3. EMPTY CONTAINERS.** Empty container labels will be available at the show site service desk. Affixing labels to the containers is the sole responsibility of EXHIBITOR or its representative. All previous labels must be removed or obliterated. FREEMAN assumes no responsibility for:

- Error in the above procedures
- Removal of containers with old empty labels and without FREEMAN labels
- Improper information on empty labels

FREEMAN WILL NOT BE LIABLE FOR LOSS OR DAMAGE TO CRATES AND CONTAINERS OR THEIR CONTENTS WHILE SAME ARE IN EMPTY CONTAINER STORAGE.

**4. INBOUND SHIPMENT(S).** Consistent with trade show industry practices, there may be a lapse of time between the delivery of shipment(s) to the booth and the arrival of EXHIBITOR or its representative, and during such time the materials will be left unattended. FREEMAN 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 SHOW SITE. FREEMAN highly recommends the securing of security services from Facility or Show Management.

**5. OUTBOUND SHIPMENT(S).** 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 booths for loading onto a carrier and during such time the materials will be left unattended. FREEMAN WILL NOT BE RESPONSIBLE OR LIABLE FOR ANY LOSS, DAMAGE, THEFT, OR DISAPPEARANCE OF EXHIBITOR'S MATERIALS BEFORE SAME HAVE BEEN PICKED UP FOR RELOADING AT THE CONCLUSION OF THE EVENT. FREEMAN highly recommends the securing of security services from Facility or Show Management. All Material Handling Agreements submitted to FREEMAN by EXHIBITOR will be checked at the time of pickup from the booth and corrections will be made where discrepancies exist between the quantities of items on any form submitted to FREEMAN and the actual count of such items in the booth at the time of pickup.

**6. DELIVERY TO THE CARRIER FOR RELOADING.** FREEMAN 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. FREEMAN loads the 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. FREEMAN assumes no responsibility for loss, damage, theft or disappearance of EXHIBITOR'S materials that arises out of improperly loaded materials.

**7. DESIGNATED CARRIERS.** In order to expedite removal of materials from show site as required by Show Management and/or the facility, FREEMAN shall have the authority to change the EXHIBITOR designated carrier if that carrier does not pick up the shipment(s) at the appointed time. 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 FREEMAN be responsible for any loss resulting from such rerouting designation.

**8. FREEMAN'S RESPONSIBILITIES.** FREEMAN shall be responsible only for those services which it directly provides. FREEMAN assumes no responsibility for any persons, parties, or other contracting firms not under FREEMAN'S direct supervision and control. FREEMAN'S performance hereunder is subject to, and FREEMAN shall not be responsible for loss, delay, or damage due to, strike, lockouts, work stoppages, natural elements, vandalism, Act of God, civil disturbances, power failures, explosions, acts of terrorism or war, or for any other cause beyond FREEMAN'S reasonable control, nor for ordinary wear and tear in the handling of materials.

**9. INSURANCE.** It is understood that FREEMAN is not an insurer. Insurance on exhibit materials, if any, shall be obtained by EXHIBITOR in amounts and for perils determined by EXHIBITOR. EXHIBITOR agrees to provide FREEMAN with a release of subrogation to the extent of any insurance settlement received.

**10. CLAIM(S) FOR LOSS.** EXHIBITOR agrees that any and all claims for loss or damage must be submitted to FREEMAN immediately at the show site, and in any case not later than thirty (30) business days after the conclusion of the show or exposition. (For purposes of claim reporting, the "conclusion" of the show shall be construed as the time when EXHIBITOR'S materials are delivered to the carrier for transportation from the show site or from FREEMAN'S warehouse). All claims reported after thirty (30) days will be rejected. In no event shall a suit or action be brought against FREEMAN more than one (1) year after the date of loss or damage occurred.

**(a) PAYMENT FOR SERVICES MAY NOT BE WITHHELD.** In the event of any dispute between the EXHIBITOR and FREEMAN relative to any loss, damage, or claim, EXHIBITOR shall not be entitled to and shall not withhold payment, or any partial payment, due FREEMAN for its services as an offset against the amount of any alleged loss or damage. Any claims against FREEMAN shall be considered a separate transaction and shall be resolved on their own merits.

**(b) MAXIMUM RECOVERY.** If found liable for any loss, FREEMAN'S sole and exclusive MAXIMUM liability for loss or damage to EXHIBITOR'S materials and EXHIBITOR'S sole and exclusive remedy is limited to \$.50 (USD) per pound per article with a maximum liability of \$100.00 (USD) per item, or \$1,500.00 (USD) per shipment whichever is less.

**(c) BREACH OF CONTRACT AND/OR NEGLIGENCE ONLY.** FREEMAN'S liability shall be limited to any loss or damage which results solely from FREEMAN'S NEGLIGENCE in the actual physical handling of the items comprising 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 FREEMAN be liable to the EXHIBITOR or to any other party for special, collateral, exemplary, indirect, incidental, or consequential damages, whether such damages occur either prior or subsequent to, or are alleged as a result of, tortious conduct, failure of the equipment or services of FREEMAN or breach of any of the provisions of this Contract, regardless of the form of action, whether in contract or in tort, including strict liability and negligence, even if FREEMAN has been advised or has notice of the possibility of such damages, or for any damages caused by EXHIBITOR'S failure to perform EXHIBITOR'S responsibilities. Such excluded damages include but are not limited to loss of profits, loss of use, interruption of business or other consequential or indirect economic losses.

**11. DECLARED VALUE.** Declarations of Declared Value are between the EXHIBITOR and the selected Carrier ONLY, and are in no way an extension of FREEMAN'S maximum liability stated herein. FREEMAN will use commercially reasonable efforts to transmit the Declared Value instructions to the selected Carrier; however, FREEMAN WILL NOT BE LIABLE FOR ANY CLAIM ARISING FROM THE TRANSMITTAL OF, OR FAILURE TO TRANSMIT, DECLARED VALUE INSTRUCTIONS TO THE CARRIER NOR FOR FAILURE OF THE CARRIER TO UPHOLD THE DECLARED VALUE OR ANY OTHER TERM OF CARRIAGE.

**12. JURISDICTION / ARBITRATION.** THIS CONTRACT SHALL BE CONSTRUED UNDER THE LAWS OF THE STATE OF TEXAS WITHOUT GIVING EFFECT TO ITS CONFLICT OF LAWS RULES. EXCLUSIVE VENUE FOR ALL DISPUTES ARISING OUT OF OR RELATING TO THIS CONTRACT SHALL RESIDE IN A COURT OF COMPETENT JURISDICTION IN DALLAS COUNTY, TEXAS. Notwithstanding anything herein to the contrary, any controversy or claim arising out of or relating to this Contract, or the breach thereof, shall be settled by arbitration administered by the American Arbitration Association in accordance with its Commercial Arbitration Rules and judgment on the award rendered by the arbitrator(s) may be entered by any court having jurisdiction thereof.

**13. INDEMNIFICATION.** EXHIBITOR agrees to indemnify and forever hold harmless FREEMAN and its employees, directors, officers, and agents from and against any and all demands, claims, causes of action, fines, penalties, damages (including consequential), liabilities, judgments, and expenses (including but not limited to reasonable attorneys' fees and investigation costs) on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any of the following:

- EXHIBITOR'S negligent supervision of any labor secured through FREEMAN, or the negligent supervision of such labor by any of EXHIBITOR'S employees, agents, representatives, customers, invitees and/or any Exhibitor Appointed Contractors (EAC);
- EXHIBITOR'S negligence, willful misconduct, or deliberate act, or the negligence, willful misconduct, or deliberate act of EXHIBITOR'S employees, agents, representatives, customers, invitees and/or any Exhibitor Appointed Contractors (EAC) at the show or exposition to which this Contract relates, including but not limited to the misuse, improper use, unauthorized alteration, or negligent handling of FREEMAN'S equipment;
- EXHIBITOR'S violation of Federal, State, County or Local ordinances;
- EXHIBITOR'S violation of Show Regulations and/or Rules as published and set forth by Facility and/or Show Management.

**14. WAIVER & RELEASE.** EXHIBITOR, as a material part of the consideration to FREEMAN for material handling services, waives and releases all claims against FREEMAN with respect to all matters for which FREEMAN has disclaimed liability pursuant to the provisions of this Contract.

**15. SEVERABILITY.** If any provision of this Contract proves to be illegal, invalid, or unenforceable, the remainder of this Contract will not be affected by such finding, and in lieu of each provision of this Contract that is proven to be illegal, invalid, or unenforceable, a provision will be added as part of this Contract as similar in terms to such illegal, invalid, or unenforceable provision as may be possible and be legal, valid, and enforceable.

## MOTOR CARGO SERVICE REQUEST AND SHIPPING INSTRUCTIONS CONTRACT

This Contract establishes your legal obligations with regard to the property described herein being shipped with Freeman. It specifically limits your rights and possible recovery if your property is lost or damaged. You must accept all terms and conditions of this Contract. You confirm that you have read and agree with all the terms and conditions of this Contract by signing page one of this document or electronic acknowledgment of receipt without contest. This Contract may not be waived or varied, except in writing, and then only by an authorized representative of Freeman.

**1. DEFINITIONS.** In this Contract, "Freeman" means Freeman Decorating Services, Inc., and its respective employees, officers, directors, agents, assigns, affiliated companies, and related entities including any contractors appointed by Freeman. The term "Shipper" means the person or business for whom the property is being transported, and includes their respective employees, officers, directors, agents, assigns, affiliated companies, and contractors appointed by the Shipper, excluding only Freeman. "Property" is all objects of any type received from the Shipper for transport by Freeman as described herein. "Consignee" is the party to whom Shipper has designated the goods are to be delivered.

**2. FINAL CONTRACT BETWEEN THE PARTIES.** In exchange for Shipper's payments and Freeman's services, which the parties have specified in this two-page Contract, Freeman and Shipper each agree that this Contract shall govern their respective rights and obligations regarding transportation of Shipper's property. This Contract shall take effect when the property first comes into the physical possession of Freeman, and the responsibility of Freeman under same shall end when the property has been placed in the possession of the Consignee or the Consignee's designated agent. If any part or provision of this Contract is found by a court of competent jurisdiction to be void or unenforceable, the remainder of the Contract shall continue in full force and effect.

**3. Freeman's RESPONSIBILITIES UNDER THE CONTRACT ARE LIMITED.** Freeman is responsible for the satisfactory performance of only those services which it directly provides under this Contract. Freeman shall not be responsible for the performance of individuals or firms who are not under the direct supervision or control of Freeman. Freeman shall not be responsible for events or causes of loss, delay, or damage beyond its reasonable control, including (by way of illustration only, and not as a limitation on the breadth of this clause), strike, lockout, work slowdown or stoppage, power failure, breakdown of plant or machinery, facility failure, vandalism, theft, Act of God, effect of natural elements, riot, civil commotion or disturbance, terrorism, act of war or belligerent parties, and any other cause or causes beyond the reasonable control of Freeman. Freeman shall not be liable for delay caused by highway obstructions, or faulty or impassable highways, or lack of capacity of any highway, bridge, or ferry, or caused by breakdown or mechanical defects of vehicles or equipment, or from any cause other than the negligence of Freeman. Freeman shall not be bound to transport by any particular schedule, means, vehicle or otherwise, other than with reasonable dispatch.

**4. PACKAGING AND CRATES.** Shipper's property must be well packaged for safe and secure handling, storage and shipment using ordinary care. Freeman makes neither representation nor any warranty regarding the acceptability or suitability of any packaging system or procedure that Shipper might use for its property. General guidance as to acceptable packaging systems and procedures may be found in publications such as the National Motor Freight Classification, published by the National Motor Freight Traffic Association.

**5. PERISHABLE GOODS.** Goods of a perishable nature are carried in dry trailers without environmental or atmospheric control or other special services unless Shipper states on the face of the "Service Request and Shipping Instructions" that the goods are to be carried in a refrigerated, heated, specially ventilated or otherwise specially equipped trailer. This carriage is subject to the special services and charges offered in the Freeman tariff. Shipper is responsible for bringing the goods to the proper temperature before loading the goods into the trailer, for the proper stowage of the goods within the trailer, and for setting the temperature (including maintenance and repair), during all times after the trailer is spotted by Freeman and before the trailer is received by Freeman. Freeman is not responsible for product deterioration caused by inherent vice, defects in the merchandise or transit times in excess of product shelf life. Refrigerated, heated, specially ventilated or otherwise specially equipped trailers are not equipped to change the temperature of goods (they are equipped only to maintain temperature). Shipper will give written notice of requested temperature setting of the thermostatic controls before receipt of the goods by Freeman. When a loaded trailer is received, Freeman will verify that the thermostatic controls are set to maintain trailer temperature as requested. Freeman is unable to determine whether the goods were at the proper temperature when they were loaded into the trailer or when the trailer is delivered to Freeman. Air temperature at the unit sensor will be maintained within a proper range of plus or minus 5 degrees Fahrenheit of the temperature requested by Shipper on the face of the "Service Request and Shipping Instructions" if the goods were at that temperature when loaded into the container and if the temperature controls were properly set when the container was loaded.

**6. REFUSED SHIPMENTS.** If the Consignee refuses a shipment tendered for delivery or if Freeman is unable to deliver a shipment because of fault or mistake of the Consignor or Consignee, Freeman's liability shall then become that of a warehouseman.

(a) Freeman shall promptly attempt to provide notice, by telephonic, electronic or written communication as provided on the face of these shipping instructions, if so indicated, to Shipper or the party, if any, designated in these instructions to receive notice.

(b) Storage charges, based on Freeman's tariff, shall start no sooner than the next business day following the attempted notification. Storage may be, at Freeman's option, in any location that provides reasonable protection against loss or damage. Freeman may place the shipment in public storage at the owner's expense and without liability to Freeman.

(c) If Freeman does not receive disposition instructions within 48 hours of the time of Freeman's attempted first notification, Freeman will attempt to issue a second and final confirmed notification. Such notice shall advise that if Freeman does not receive disposition instructions within 10 days of that notification, Freeman may offer the shipment for sale at a public auction and Freeman has the right to offer the shipment for sale. The amount of sale will be applied to Freeman's invoice for transportation, storage and other lawful charges. Shipper will be responsible for the balance of charges not covered by the sale of the goods. If there is a balance remaining after all charges and expenses are paid, such balance will be paid to the owner of the property sold hereunder, upon claim and proof of ownership.

(d) Where Freeman has attempted to follow the procedure set forth above and the procedure is not possible, nothing shall be construed to abridge the right of Freeman, at its option, to sell the property under such circumstances and in such manner as may be authorized by law.

(e) When perishable goods cannot be delivered and disposition is not given within a reasonable time, Freeman may dispose of property to the best advantage. When Freeman is directed by Consignee or Consignor to unload or deliver property at a particular location where Consignor, Consignee, or the Agent of either is not regularly located, Freeman's liability for the shipment shall terminate after unloading or delivery.

**7. INSURANCE.** Freeman IS NOT AN INSURER. Shipper is responsible for obtaining insurance for its property. Freeman provides no insurance for Shipper or its property.

**8. LIMITATION ON SHIPPER'S RECOVERABLE DAMAGES.** Shipper understands that even if Shipper's property is lost, stolen, or damaged, Freeman does not pay replacement or restoration costs of any property. FREEMAN'S MAXIMUM LIABILITY SHALL BE THE AMOUNT OF PROVEN ACTUAL VALUE NOT EXCEEDING THE LOWER OF THE FAIR MARKET VALUE (THE "FAIR MARKET VALUE" EQUALS THE AS IS WHERE IS PRICE FOR THE PROPERTY AT THE LOCATION OF THE SHOW TO WHICH PRICE A WILLING BUYER AND A WILLING SELLER WOULD AGREE IN AN ORDINARY COURSE OF BUSINESS, ARM'S LENGTH SALE.) OR \$5.00 (USD) PER POUND OF CARGO LOST OR DAMAGED UNLESS AT THE TIME OF SHIPMENT SHIPPER MAKES A DECLARATION OF VALUE FOR CARRIAGE IN THE SPACE DESIGNATED ON THE SHIPPING INSTRUCTIONS AND PAYS THE APPROPRIATE VALUATION CHARGE. Even if Shipper has made a declaration of value, liability shall never exceed the depreciated original invoice value or the fair market value of the property, whichever is less. The value per pound for applying declared valuation charges shall be determined by dividing Shipper's declared value for carriage by the actual weight of the shipment. In all cases not prohibited by law, where a lower value than the actual value of the said property has been stated in writing by Shipper or has been agreed upon in writing as the released value of the property upon which the rate is based, such lower value plus freight charges, if paid, shall be the maximum recoverable amount for loss or damage. Notwithstanding the above limitations, all shipments containing the following items of extraordinary value are limited to a maximum declared value of \$500.00 (USD):

- (a) Artworks and objects of art, including without limitation, original paintings, drawings, etchings, watercolors, tapestries and sculptures;
- (b) Clocks, jewelry, including costume jewelry, furs, and fur-trimmed clothing;
- (c) Personal effects, including without limitation, papers and documents;
- (d) Coin money, currency, gift certificates, debit cards, credit cards, and any other items of extraordinary value.

Any declared value in excess of the maximums allowed herein is null and void, and the acceptance by Freeman for carriage of any shipment with a declared value in excess of the allowed maximums does not constitute a waiver of these maximums. In any event, Freeman's MAXIMUM LIABILITY WILL NEVER BE MORE THAN \$20,000 PER SHIPMENT. Shipper understands that even if Shipper is not able to participate or fully participate in a Show due to loss of, theft of, or damage to their property, Freeman shall not be liable or responsible for damages identified by the terms (by way of example only and not in limitation of the breadth of this clause) such as the following: consequential damages, loss of use damages, loss of profits damages, business interruption damages, delay damages, special damages, collateral damages, exemplary damages, damages awarded for gross negligence, direct damages, indirect damages, or damages for failure of performance, breach of contract damages, fraud damages, or any other sort of damage for tort or breach of contract. This limitation shall bind the parties.

- (a) whenever or wherever the claimed loss or damage may occur;
- (b) even though the alleged loss or damage is claimed to result from negligence, strict liability, products liability, breach of contract, breach of statute or regulation, or any other legal theory or cause, and;
- (c) even though Freeman may have been advised or be on notice of the possibility or even the probability of such damages.

**9. SHIPPER'S RESPONSIBILITIES AND INDEMNIFICATION:**

(a) Shipper must pay in full for the services rendered under this Agreement at the time the services are requested. The existence of a dispute between Shipper and Freeman relative to any claim or other matter shall have no bearing on this duty of payment. No claim may be submitted by or on behalf of Shipper to Freeman unless Shipper's account is current.

(b) Shipper understands and acknowledges that Freeman does not accept or transport illegal or hazardous materials of any kind or nature. Shipper warrants and will ensure that its property is inert, and contains no Hazardous Substances, Hazardous Materials, Chemicals, Gasses, Explosives, Radioactive Materials, Biologically hazardous agents, or any other substance, matter or object in any form that could pose a threat to the health or safety of persons, property, or the public welfare in general. Such goods may be warehoused at owner's risk and expense or destroyed without compensation.

(c) Shipper shall defend and indemnify Freeman, its employees, directors, officers, and agents from and against any and all demands, claims, causes of action, fines, penalties, damages (including consequential), liabilities, judgments, and expenses (including but not limited to reasonable attorneys' fees and investigation costs) on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any of the following: Shipper's negligence, willful misconduct, or deliberate act; Shipper's violation of Federal, State, County or Local ordinances; Shipper's violation of Show Regulations and/or Rules as published and set forth by Facility and/or Show Management; and/or Shipper's failure to comply with subsection (b) of this section regarding the inclusion of any dangerous substances in the property placed with Freeman.

**10. CLAIMS.** Claims must be filed in writing within nine (9) months after the date of delivery of the property (or in the case of export traffic, within nine (9) months after delivery at the port of export), except that claims for failure to make delivery must be filed within nine (9) months after a reasonable time for delivery has elapsed. Suits for loss, damage, or delay shall be instituted against Freeman no later than two (2) years and one (1) day from the day when written notice is given by Freeman to the claimant that Freeman has disallowed the claim or any part or parts of the claim specified in the notice. Shipper shall deliver notice of claim for loss or damage by hand, U.S. mail, courier, facsimile, or electronic means to Freeman Exhibit Transportation, Cargo Claim Department, P.O. Box 560288, Dallas, TX 75360-0288 as soon as loss or damage is discovered. The notice of claim shall invite a prompt joint survey of the damage, at a time and place to be agreed between the parties, and such survey shall go forward promptly. However, if in any case the property is received by the Consignee or the Consignee's agent without notice of loss or damage to property being served on Freeman within 72 hours of the receipt of the property, it is agreed between Freeman and Shipper that in that instance the presumption shall arise that the property was delivered in proper quantity and in good condition. Claims filed more than nine (9) months following the date on which the property was delivered or should have been delivered are agreed to be forever time barred.

**11. CHOICE OF FORUM / ARBITRATION.** THIS CONTRACT SHALL BE CONSTRUED UNDER THE LAWS OF THE STATE OF TEXAS WITHOUT GIVING EFFECT TO ITS CONFLICT OF LAWS RULES. EXCLUSIVE VENUE FOR ALL DISPUTES ARISING OUT OF OR RELATING TO THIS CONTRACT SHALL RESIDE IN A COURT OF COMPETENT JURISDICTION IN DALLAS COUNTY, TEXAS. Notwithstanding anything herein to the contrary, any controversy or claim arising out of or relating to this Agreement, or the breach thereof, shall be settled by arbitration administered by the American Arbitration Association in accordance with its Commercial Arbitration Rules and judgment on the award rendered by the arbitrator(s) may be entered by any court having jurisdiction thereof.

**12. MISCELLANEOUS.** (a) Shipper warrants the accuracy of the weight and dimension data furnished in this Contract; (b) Shipper understands that once its property is shipped by Freeman pursuant to the instructions contained in this Contract, Shipper has no right to control the shipment, stop the shipment in transit, or divert or reschedule same. (c) Shipper agrees that this Contract may be provided to any third party, including common or contract carriers of cargo by air, water, rail, or road, for the purpose of confirming the right of Freeman to control the handling of the property and all matters related to payment for the shipment.

# AIR CARGO

## AIR CARGO SERVICE REQUEST AND SHIPPING INSTRUCTIONS CONTRACT

In tendering this shipment, the Shipper and Consignee agree to these TERMS which no agent or employee of the parties may alter. This Air Service Request and Shipping Instruction Contract is NON-NEGOTIABLE and has been prepared by Shipper, or if by Freeman or another on Shipper's behalf, it shall be deemed, conclusively, to have been prepared by the Shipper. The Shipper agrees that this shipment is subject to the TERMS stated herein. All TERMS, including but not limited to, all the limitations of liability, shall apply to our agents and their contracting carriers.

**1. DEFINITIONS:** In this Contract, "Freeman" means Freeman Decorating Services, Inc. and its respective employees, officers, directors, agents, assigns, affiliated companies, and related entities including any contractors appointed by Freeman. The term "Shipper" means the person or business for whom the property is being transported, and includes their respective employees, officers, directors, agents, assigns, affiliated companies, and contractors appointed by the Shipper, excluding only Freeman. "Property" is all objects of any type received from the Shipper for transport by Freeman as described herein. "Consignee" is the party to whom Shipper has designated the goods are to be delivered.

**2. FINAL CONTRACT BETWEEN THE PARTIES:** In exchange for Shipper's payments and Freeman's services, which the parties have specified in this two-page Contract (including the Air Cargo Service Request and Shipping Instructions), Freeman and Shipper each agree that this Contract shall govern their respective rights and obligations regarding transportation of Shipper's property. This Contract shall take effect when the property first comes into the physical possession of Freeman, and the responsibility of Freeman under same shall end when the property has been placed in the possession of the Consignee or the Consignee's designated agent. If any part or provision of this Contract is found by a court of competent jurisdiction to be void or unenforceable, the remainder of the Contract shall continue in full force and effect.

**3. Freeman's RESPONSIBILITIES UNDER THE CONTRACT ARE LIMITED:** Freeman is responsible for the satisfactory performance of only those services which it directly provides under this Contract. Freeman shall not be responsible for the performance of individuals of firms who are not under the direct supervision or control of Freeman. Freeman shall not be responsible for events or causes of loss, delay, or damage beyond its reasonable control, including (by way of illustration only, and not as a limitation on the breadth of this clause), strike, lockout, work slowdown or stoppage, power failure, breakdown of plant or machinery, facility failure, vandalism, theft, Act of God, effect of natural elements, riot, civil commotion or disturbance, terrorism, act of war or belligerent parties, and any other cause or causes beyond the reasonable control of Freeman. EXCEPT FOR ELIGIBLE GUARANTEED SERVICE SHIPMENTS, Freeman DOES NOT GUARANTEE DELIVERY BY ANY SPECIFIC TIME OR DATE.

**4. PACKAGING AND CRATES:** Shipper's property must be well packaged for safe and secure handling, storage and shipment using ordinary care. Each piece must be legibly and durably marked with the name and address, including correct ZIP code of the Shipper and Consignee. When a container is used repetitively by Shipper, Shipper must remove all old labels, tags, markings, etc., and Shipper must ensure that the container retains adequate strength for transportation. Freeman makes neither representation nor any warranty regarding the acceptability or suitability of any packaging system or procedure that Shipper might use for its property. General guidance as to acceptable packaging systems and procedures may be found in publications such as the National Motor Freight Classification, published by the National Motor Freight Traffic Association. For shipments of Perishable Commodities, U.S. and Canadian shipments must be packed to travel without spoilage for 72 hours from time of pickup; all International shipments must be packed to travel without spoilage for 24 hours beyond an agreed deadline. Freeman reserves the right to periodically embargo regions of the world due to conditions that may cause damage to perishable commodities.

**5. REFUSED SHIPMENTS:** If the Consignee refuses a shipment tendered for delivery or if Freeman is unable to deliver a shipment because of fault or mistake of the Consignor or Consignee, Freeman's liability shall then become that of a warehouseman.

(a) Freeman shall promptly attempt to provide notice, by telephonic, electronic or written communication as provided on the face of these shipping instructions, if so indicated, to Shipper or the party, if any, designated to receive notice in these instructions.

(b) Storage charges, based on Freeman's tariff, shall start no sooner than the next business day following the attempted notification. Storage may be, at Freeman's option, in any location that provides reasonable protection against loss or damage. Freeman may place the shipment in public storage at the owner's expense and without liability to Freeman.

(c) If Freeman does not receive disposition instructions within 48 hours of the time of Freeman's attempted first notification, Freeman will attempt to issue a second and final confirmed notification. Such notice shall advise that if Freeman does not receive disposition instructions within 10 days of that notification, Freeman may offer the shipment for sale at a public auction and Freeman has the right to offer the shipment for sale. The amount of sale will be applied to Freeman's invoice for transportation, storage and other lawful charges. Shipper will be responsible for the balance of charges not covered by the sale of the goods. If there is a balance remaining after all charges and expenses are paid, such balance will be paid to the owner of the property sold hereunder, upon claim and proof of ownership.

(d) Where Freeman has attempted to follow the procedure set forth above and the procedure is not possible, nothing shall be construed to abridge the right of Freeman, at its option, to sell the property under such circumstances and in such manner as may be authorized by law.

(e) When perishable goods cannot be delivered and disposition is not given within a reasonable time, Freeman may dispose of property to the best advantage. Where Freeman is directed by Consignee or Consignor to unload or deliver property at a particular location where Consignor, Consignee, or the Agent of either is not regularly located, Freeman's liability for the shipment shall terminate after unloading or delivery.

**6. LIMITATION ON SHIPPER'S RECOVERABLE DAMAGES:** Freeman's LIABILITY FOR DAMAGES ON DOMESTIC SHIPMENTS, INCLUDING BUT NOT LIMITED TO THOSE DAMAGES ARISING FROM OR RELATED TO MISDELIVERY, INCOMPLETE OR OTHERWISE INADEQUATE DELIVERY (INCLUDING BUT NOT LIMITED TO FAILURE TO FOLLOW SHIPPER OR CONSIGNEE INSTRUCTIONS OR FAILURE TO COLLECT OR PROPERLY DELIVER A PAYMENT INSTRUMENT), NONDELIVERY, MISSED PICKUP AND LOSS OF OR DAMAGE TO CARGO, SHALL BE LIMITED TO THE HIGHER OF \$50.00 (USD) PER SHIPMENT OR \$.50 (USD) PER POUND (\$.10 (USD) PER KILOGRAM) OF CARGO ADVERSELY AFFECTED THEREBY, PLUS TRANSPORTATION CHARGES APPLICABLE TO THAT PART OF THE SHIPMENT ADVERSELY AFFECTED THEREBY, UNLESS AT TIME OF SHIPMENT THE SHIPPER MAKES A DECLARATION OF VALUE FOR CARRIAGE IN THE SPACE DESIGNATED ON THE SERVICE REQUEST AND SHIPPING INSTRUCTIONS FORM AND PAYS THE APPROPRIATE VALUATION CHARGE. IN NO EVENT SHALL Freeman's LIABILITY EXCEED THE DECLARED VALUE OF THE SHIPMENT OR THE AMOUNT OF LOSS OR DAMAGE ACTUALLY SUSTAINED, WHICHEVER IS LOWER. IF CARRIAGE OF THE SHIPMENT IS SOLELY OR PARTLY BY AIR AND INVOLVES AN ULTIMATE DESTINATION OR A STOP IN A COUNTRY OTHER THAN THE COUNTRY OF DEPARTURE, Freeman's LIABILITY FOR CARGO LOST, DAMAGED OR DELAYED SHALL BE LIMITED TO \$9.07 PER POUND (\$20.00 PER KILOGRAM) FOR CARRIAGE SUBJECT TO THE UNAMENDED WARSAW CONVENTION OR THE WARSAW CONVENTION AS AMENDED BY THE HAGUE PROTOCOL OF 1955, 17 SPECIAL DRAWING RIGHTS PER KILOGRAM FOR CARRIAGE SUBJECT TO THE WARSAW CONVENTION AS AMENDED BY THE MONTREAL PROTOCOL NO. 4 OF 1975, OR \$9.07 PER POUND (\$20.00 PER KILOGRAM) FOR CARRIAGE WHERE THE WARSAW CONVENTION, INCLUDING ITS AMENDMENTS, DOES NOT APPLY FOR ANY REASON, UNLESS A HIGHER DECLARED VALUE IS REQUESTED, AND THE FEES SET FORTH IN THE SERVICE GUIDE FOR SUCH HIGHER DECLARED VALUE ARE PAID. FOR INTERNATIONAL SHIPMENTS, THIS SHIPPING REQUEST AND SHIPPING INSTRUCTION CONTRACT SHALL BE DEEMED AN AIR WAYBILL WITHIN THE MEANING OF THE WARSAW CONVENTION.

Notwithstanding the above limitations, domestic shipments containing the following items of extraordinary value are limited to a maximum declared value of \$500.00 (USD):

- (a) artworks and objects of art, including without limitation original paintings, drawings, etchings, water colors, tapestries and sculpture;
- (b) clocks, watches, jewelry (including costume jewelry), furs and fur-trimmed clothing;
- (c) personal effects;
- (d) and other inherently fragile or unique items, including prototypes, etc.

Any declared value in excess of the maximums allowed herein is null and void, and the acceptance by Freeman for carriage of any shipment with a declared value in excess of the allowed maximums does not constitute a waiver of these maximums. Shipper understands that even if Shipper is not able to participate or fully participate in a show due to loss of, theft of, or damage to its property, Freeman shall never be liable or responsible for damages identified by the terms (by way of example only and not in limitation of the breadth of this clause) such as the following: consequential damages, loss of use damages, loss of profit damages, business interruption damages, delay damages, special damages, collateral damages, exemplary damages, damages awarded for gross negligence, direct damages, indirect damages, damages for failure of performance, breach of contract damages, fraud damages, or any other sort of damage for tort or breach of contract. This limitation shall bind the parties

- (a) whenever or wherever the claimed loss or damage may occur;
- (b) even though the alleged loss or damage is claimed to result from negligence, strict liability, products liability, breach of contract, breach of statute or regulation, or any other legal theory or cause, and;
- (c) even though Freeman may have been advised or be on notice of the possibility or even the probability of such damages.

**Freeman makes no warranties, express or implied, and expressly disclaims any and all warranties.** Except for Freeman's failure to deliver in accordance with the Guaranteed Service section of the Service Guide, Freeman will not be liable for misdelivery, incomplete or otherwise inadequate delivery (including but not limited to failure to follow Shipper or Consignee instructions or failure to collect or properly deliver a payment instrument), non-delivery, missed pickup, delay on International shipments, loss or damage unless caused by Freeman's sole negligence.

### 7. SHIPPER'S RESPONSIBILITIES AND INDEMNIFICATION:

(a) Shipper must pay in full for the services rendered under this Contract at the time the services are requested. The existence of a dispute between Shipper and Freeman relative to any claim or other matter shall have no bearing on this duty of payment. No claim submitted by or on behalf of Shipper will be processed unless Shipper's account is current.

(b) Shipper understands and acknowledges that Freeman does not accept or transport illegal, dangerous or hazardous materials of any kind or nature. Shipper warrants and ensures that its property is inert, and contains no Hazardous Substances, Hazardous Materials, Chemicals, Gases, Explosives, Radioactive Materials, Biologically hazardous agents, or any other substance, matter or object in any form that could pose a threat to the health or safety of persons, property or the public welfare in general. Such goods may be warehoused at owner's risk and expense or destroyed without compensation.

(c) Shipper shall defend and indemnify Freeman, its employees, directors, officers, and agents from and against any and all demands, claims, causes of action, fines, penalties, damages (including consequential), liabilities, judgments, and expenses (including but not limited to reasonable attorneys' fees and investigation costs) on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any of the following: Shipper's negligence, willful misconduct, or deliberate act; Shipper's violation of Federal, State, County or Local ordinances; Shipper's violation of Show Regulations and/or Rules as published and set forth by Facility and/or Show Management; and/or Shipper's failure to comply with (b) of this Agreement regarding the inclusion of any dangerous substances in the property placed with Freeman.

**8. CLAIMS:** Shipper, Consignee, or any other party claiming an interest in the shipment must notify Freeman immediately upon delivery, or in the case of loss or damage which could not have been noted at the time of delivery, within fourteen (14) days of delivery, of any loss or damage to the shipment. Receipt of the shipment by the Consignee or the Consignee's agent without written notice on the delivery receipt and/or delivery manifest will be prima facie evidence that the shipment was delivered in good condition. The amount of the claim may not be deducted from the transportation charges. Notice of loss or damage MUST be reported to Freeman at 800-995-3579. The shipment, its container(s), and packing material must be made available to Freeman for inspection at the delivery location. All shipments are subject to opening for inspection by Freeman; however, Freeman is not obligated to perform such inspection. All claims for loss or damage MUST be made in writing to Freeman within one hundred and twenty (120) calendar days after the date of acceptance of the shipment by Freeman. Please refer to the Service Guide for claim procedures. All claims for service failure must be made within thirty (30) calendar days from the date of shipment and Freeman's sole liability for such claims arising from Guaranteed Service shipments shall be limited to the transportation charges as provided in the Guaranteed Service section of the Service Guide. All claims for overcharge must be made in writing to Freeman within sixty (60) calendar days after the invoice date. No action for loss or damage may be maintained against Freeman unless (a) claimant complies with all requirements of this section and (b) for domestic shipments, if the claimant commences the action within one (1) year of the shipment by Freeman unless otherwise required by International, Federal or State Law. If the claim is for loss or damage involving International shipments, claimant must commence the action within two (2) years from the date of acceptance of the shipment by Freeman unless otherwise required by International, Federal or State Law. For purposes of this section, no action shall be deemed to have commenced until receipt by Freeman of service of process of the action on Freeman. Claims for loss or damage must be delivered to the following address: Freeman Exhibit Transportation, Cargo Claim Department, P.O. Box 560288, Dallas, TX 75360-0288.

**9. CHOICE OF FORUM:** THIS CONTRACT SHALL BE CONSTRUED UNDER THE LAWS OF THE UNITED STATES [INCLUDING ADOPTED INTERNATIONAL CONVENTIONS] AND THE STATE OF TEXAS WITHOUT GIVING EFFECT TO THE STATE'S CONFLICT OF LAWS RULES. FREEMAN AND SHIPPER AGREE THAT ANY CLAIM OR DISPUTE OF ANY SORT ARISING OUT OF OR IN ANY WAY RELATED TO THIS CONTRACT, ITS PERFORMANCE OR NONPERFORMANCE, OR DAMAGES ALLEGEDLY RESULTING FROM SAME WILL BE ARBITRATED IN THE CITY OF DALLAS, TEXAS, AND THE RULES OF THE AMERICAN ARBITRATION ASSOCIATION WILL APPLY. IF BINDING ARBITRATION IS UNAVAILABLE TO RESOLVE ANY CONTROVERSY AND IT IS NECESSARY TO LITIGATE THE DISPUTE, THE DISPUTE SHALL BE LITIGATED IN A COURT OF COMPETENT JURISDICTION IN DALLAS COUNTY, TEXAS.

**10. MISCELLANEOUS:** Shipper warrants the accuracy of the weight and dimension data furnished in this Contract. Shipper understands that once its property is shipped by Freeman pursuant to the instructions contained in this Contract, Shipper has no right to control the shipment; stop the shipment in transit, or divert or reschedule same, and that Shipper will have no control over the property until it is delivered pursuant to the instructions in this Contract. Shipper agrees that this Contract may be provided to any third party, including common or contract carriers of cargo by air, water, rail, or road, for the purpose of confirming the right of Freeman to control the handling of the property and all matters related to payment for the shipment.

# We're Eco-Logical

GAYLORD HOTELS®



Greetings Exhibitors,

We're proud to have been selected by InSight 2009 Annual Conference as the host facility for your upcoming trade show, held September 10 – 12, 2009.

Earlier this year, Gaylord Palms Resort was named a **Certified Green Lodging facility** by the state of Florida. In addition, we have launched a new ongoing initiative, called "We're Eco-Logical," to identify and spearhead ways to lessen our environmental impact.

As part of this program, we measure energy consumption, water use and waste, setting targets for continuous reductions in these areas. We invite you to join us in protecting the environment by utilizing the programs in place.

**During your trade show, you will have opportunities to help with the following:**

- ❖ Cardboard recycling
- ❖ Paper recycling
- ❖ Plastic recycling
- ❖ Towel & linen reuse program in guest rooms
- ❖ Surplus "show floor" donations to local charities



For more information about these exhibitor-specific programs, please contact your Gaylord Palms Exhibit Hall Floor Manager, by calling 407-586-2217. For details about Gaylord Palms' "Eco-Logical" programs, please visit [www.gaylordpalms.com/green](http://www.gaylordpalms.com/green).

Sincerely,

Debbie Cotter  
Exhibit Hall Floor Manager  
Gaylord Palms Resort & Convention Center



## RULES AND REGULATIONS FOR EXHIBITS AND DISPLAYS

Fax or Mail to: Gaylord Palms Resort & Convention Center

Attn: Exhibit Service Representative

3208 Gaylord Way, Kissimmee, Florida 34746

407-586-2217 Fax 407-586-2279

Email to: GPExhibits@gaylordhotels.com

**ADVANCE PRICE DEADLINE – August 26, 2009**

- ❖ A discounted rate is provided to exhibitors who order services in advance. Full payment must be received at Least Fourteen (14) days prior to the first day of show to qualify for the Advance Price. Payment is accepted through exhibit services in the form of VISA, MASTERCARD, AMERICAN EXPRESS, DISCOVER, DINERS CLUB and Money Order (U.S. funds drawn on U.S. banks only). Florida State Sales Tax (7%) will be applied to all equipment & service orders. Checks and cash are not accepted. All pricing is subject to change without notice.
- ❖ The hotel is not responsible for any injury, loss, or damage that may occur to the exhibitor, the exhibitor's agents, employees, or property, or the any other person or property prior, during, or subsequent to the period covered by the exhibit contract.
- ❖ In accordance with the Osceola County Fire department, no exhibit, display or drape will obstruct, impede or otherwise hinder access to fire strobes, fire speakers, fire department access cabinets or fire pulls.
- ❖ The Gaylord Palms Resort and Convention Center has deployed a wireless management system in its exhibit halls that assists Gaylord Palms IT representatives with the delivery of flawless high speed internet access. The use of any UNORDERED wireless access point or any other device that broadcasts open internet access is strictly prohibited. At no time will an exhibitor or customer power up any wireless device not provided by Gaylord Palms Resort and Convention Center without prior authorization. See the "Information Technology Terms, Conditions & Regulations" and "Network & Telecommunication Services" forms enclosed in this service kit for additional information as well as ordering procedure and pricing.
- ❖ Credit will not be given for services ordered and not used. Cancellations must occur prior to the installation of services. All disputes must be filed by the exhibitor with the Exhibitor Services Department prior to the close of the show.
- ❖ Exhibits, displays, and equipment are to be brought into and taken from the Exhibit Hall via the loading dock only.
- ❖ Stick-on decals (except name tags) may not be distributed or used in the convention center.
- ❖ Holes may not be drilled or punched into any surface in the convention center.
- ❖ The painting of exhibits or signs is not allowed inside the convention center.
- ❖ Decorations, banners, signs, etc. are not to be affixed to any wall, door, window, column, ceiling, or any painted surface in the convention center.
- ❖ Static helium balloon displays are permitted in the convention center. Helium balloons may not be used as giveaways. Helium tanks must be removed daily. Storage of tank within the building is not permitted.
- ❖ Tape used on the floor of the exhibit must be low residue carpet tape and low residue safety tape. Accepted brand are Polyken 105C, Renfrew #147, and Asiachem SST-736 or approved equivalent. All tape is to be removed from the floor at the end of the event.
- ❖ The hotel reserves the right to purchase, prepare and provide all food and beverage items.
- ❖ Cooking permit must be obtained before any cooking activity is permitted within the convention center. A 3A40 B.C. fire extinguisher must be in the booth, within 30 feet of the each cooking device. Compliance with all Osceola County Health Department rules and regulations is required. Holding tanks for cooking residue (oils, grease, etc.) are required. Cleaning of equipment is not permitted in hotel restrooms. Clean-up arrangements must be coordinated in advance through show management.
- ❖ The use of "Day tanks" bottled gas may be used in conjunction with an approved exhibit or display for cooking or demonstration purposes. Tanks must have a release valve and be removed from the convention center at the close of daily activities. Storage of tanks inside the building is prohibited.
- ❖ Vehicles that are used as part of a display should have no more than a 1/4 tank of fuel or 10 gallons whichever is less. The tank must be taped shut or have a locking gas cap and the battery cables must be disconnected.
- ❖ Covered or multi-leveled booths over 300 sq. ft are required to have an automatic extinguishing system or required fire watch personnel. A battery operated smoke detector will be required for each covered booth, structure or tent regardless of square footage. Scaled, stamped plans of the booth must be submitted. Cost of fire watch personnel is determined by Osceola County Fire and Rescue. Contact Conference Services for additional information.
- ❖ Haze and/or smoke producing devices must use water-based fluids. The use of these devices must be approved in advance through Conference Services in conjunction with Osceola County Fire and Rescue Services.
- ❖ **Freight Services:** Material Handling/Freight Deliveries including but not limited to, small package, overnight, LTL & van line carriers will not be accepted by Gaylord Palms Resort & Convention Center Exhibit Hall representatives prior to your event, during your event & after your event. Shipments during the event contract dates should be in the attention of the events Official Service Contractor. Those events without a service contractor should contact IKON. The Official Service Contractor material handling includes unloading your exhibit material, storage up to 30 days in advance at the warehouse address, delivering to the booth, the handling of empty containers to and from storage, and the removing of material from the booth for reloading onto outbound carriers. Please call your Official Service Contractor with any shipping questions.
- ❖ IKON provides Executive Shipping Solutions and can be contacted at 407.586.2566.

**GUIDELINES FOR ALL CARPETED AREAS**

- ❖ The following policy and procedure will be in effect for all areas of the hotel with existing carpet.
- ❖ Gaylord Palms Resort does not provide cleaning supplies, vacuums, large waste receptacles, whales or janitorial services for the exhibit hall area unless it is included in the sales contract. Trash removal from the exhibit hall and/or ballroom is the responsibility of the decorating/production company. Any property damaged or destroyed must be replaced to its original condition.
- ❖ It is the responsibility of the decorating/production company to return exhibit hall and/or ballroom space to "Move-In Condition". All tape and tape residue as well as stains and debris must be removed. The decorating/production company is responsible for vacuuming the exhibit hall and/or ballroom prior to departure.
- ❖ Chalk marks or the use of chalk lines will be prohibited on any carpeted area for event layout.
- ❖ All carpeted areas must be covered with visqueen or Polytac before any decorating/production equipment or freight is brought into the space.
- ❖ Prior to installation, the exhibit hall staff must approve any tape applied to the hotel carpet. It is required that low tack tape is applied to the carpet and contractor's double-face tape be applied to the low tack tape.



## NOTICE OF INTENT TO USE EXHIBITOR-APPOINTED CONTRACTOR

**Fax or Mail to:** Gaylord Palms Resort & Convention Center  
Attn: Exhibit Service Representative  
3208 Gaylord Way, Kissimmee, Florida 34746  
407-586-2217 Fax 407-586-2279  
**Email to:** GPEXhibits@gaylordhotels.com

Event Name: InSight 2009 Annual Conference Event Dates: September 10 – 12, 2009

Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Number: \_\_\_\_\_

A non-Official Contractor is a company other than the "general or official" service provider on the show, or third party service provider designated by show management in the exhibitor manual as the provider of a specific service and requires access to your booth during installation and dismantling.

Due to security purposes, exhibitors who choose to use these contractors must complete this form and supply Gaylord Palms Resort & Convention Center™ with the contractors Certificate of Insurance. Listed below are the insurance requirements and Indemnification.

Contract/Display House: \_\_\_\_\_

Address: \_\_\_\_\_

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

Telephone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Email Address: \_\_\_\_\_

On-Site Contact: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

On-Site Vehicles: \_\_\_\_\_

### INSURANCE CLAUSE

At all times during the term, contractor shall carry and maintain in full force and effect, at his sole expense, the following insurance policies with insurance companies reasonably acceptable to the hotel and admitted to do business in the State of Florida. Upon execution of this agreement, contractor shall provide an insurance certificate naming the hotel as an additional insured and evidencing the insurance coverage described below

- a) Comprehensive General Liability insurance with limits of not less than \$2,000,000 each occurrence and annual aggregate;
- b) Business Automobile Liability insurance covering all vehicles used in connection with this agreement with limits of not less than \$1,000,000 each accident; and
- c) Workers' Compensation insurance in accordance with the provisions of the Workers' Compensation Act in the State of Florida.

### INDEMNIFICATION

- a) Indemnification of the Hotel. To the fullest extent permitted by applicable law, contractor agrees to release, indemnify, defend and hold harmless the hotel and all affiliated parties, their officers, shareholders, directors, agents and employees of and from any and all liability, claims, liens, demands, actions and causes of action whatsoever (including reasonable attorney's fees and costs) arising out of or related to any loss, cost, damage or injury, including death, caused or arising from contractor's misconduct or negligent acts, error or omissions of contractor, its employees, officers, directors, agents, independent contractors or subcontractors in connection with the services or any breach of this agreement by contractor.
- b) Indemnification of Contractor. To the fullest extent permitted by applicable law, the hotel agrees to release, indemnify, defend and hold harmless contractor and his affiliates, officers, directors, agents and employees of and from any and all liability, claims, liens, demands, actions and causes of action whatsoever (including reasonable attorney's fees and costs) arising out of or related to any loss, cost, damage or injury, including death, caused by or arising from the hotel's misconduct or negligent acts, errors or omissions of hotel's employees, officers, directors, agents, independent contractors or subcontractors in connection with the services or any breach of this agreement by the hotel.
- c) The provisions contained in this section shall survive the termination of this agreement, as provided herein.



## CREDIT CARD AUTHORIZATION FORM

Fax or Mail to: Gaylord Palms Resort & Convention Center

Attn: Exhibit Service Representative

3208 Gaylord Way, Kissimmee, Florida 34746

407-586-2217 Fax 407-586-2279

Email to: GPExhibits@gaylordhotels.com

**ADVANCE PRICE DEADLINE - August 26, 2009**

Event Name: InSight 2009 Annual Conference Event Dates: September 10 – 12, 2009

Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Number: \_\_\_\_\_

I, \_\_\_\_\_, the undersigned agree to give Gaylord Palms Resort and Convention Center authorization to charge for the following services: Telecommunications, Long Distance Services, Electrical Service (labor and materials), Compressed Air, Water and Drain, Rigging and Security Services to my credit card. Payment is accepted through exhibit services in the form of VISA, MASTERCARD, AMERICAN EXPRESS, DISCOVER, DINERS CLUB and Money Order (U.S. funds drawn on U.S. banks only). Florida State Sales Tax (7%) will be applied to all equipment & service orders. **Checks and cash are not accepted. Credit will not be given for services ordered and not used. Cancellations must occur prior to the installation of services. All disputes must be filed by the exhibitor with the Exhibitor Services Department prior to the close of the show.**

I further authorize the following named person(s) to use the below listed credit card to pay of any additional services either in advance or on-site.

Print Name:

Signature:

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**Credit Card:**  Visa  MasterCard  American Express  Discover  Diners Club

Credit Card: \* \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name of Cardholder (Print) \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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

Telephone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Email Address: \_\_\_\_\_



## ELECTRICAL/UTILITY SERVICES

**Fax or Mail to:** Gaylord Palms Resort & Convention Center

Attn: Exhibit Service Representative

3208 Gaylord Way, Kissimmee, Florida 34746

407-586-2217 Fax 407-586-2279

Email to: GPExhibits@gaylordhotels.com

**ADVANCE PRICE DEADLINE - August 26, 2009**

Event Name: InSight 2009 Annual Conference Event Dates: September 10 – 12, 2009

Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Number: \_\_\_\_\_

### Ordering Instructions

1. Fill out this form completely, including the Credit Card Authorization Form, and mail or fax to the above address. **Checks and cash are not accepted.**
2. **Fax a layout of your booth to Gaylord Palms Resort and Convention Center Exhibit Services at 407-586-2279.** Please mark where your connections should be dropped and located. Include booth orientation to the show hall. Charges may apply for changes made after order is processed and changes made within 14 days of show will bear Standard Price.
3. All equipment and services are subject to a 7% sales tax.

**SCALED FLOOR PLANS** - A scaled floor plan must accompany orders showing requested location of electrical source. If a drawing is not provided, Gaylord Palms Resort & Convention Center will install the service in the most convenient location and charges will apply for relocation.

Prices are per outlet, or combination of outlets with electrical load not to exceed watt and/or ampere rating indicated. For your convenience, the Gaylord Palms Resort & Convention Center will staff a service desk during exhibitor set-up.

**WATER AND DRAINAGE** - **Water** – Hotel supplies ½" male threaded hose connector. Exhibitor is responsible for bringing connector to adapt. **Drainage** – Depending on location of exhibit, a pump may be required at an additional cost.

**EQUIPMENT** - All equipment must be properly tagged or marked with complete information as the type and/or amount of current, voltage, phase, frequency, horsepower, etc. required.

All material and equipment provided by Gaylord Palms Resort & Convention Center shall remain the property of the hotel and shall be removed only by the hotel at the close of the show.

The hotel reserves the right to refuse connection to any exhibitor whose equipment is deemed unsafe by the hotel's electrical department.

The use of open clip sockets, latex, or lamp cord wire, unapproved multiplex attachment plugs is not permitted.

Permanent building electrical outlets are not part of the booth space and may not be used as part of the exhibitor's electrical order.

All exhibitors' 120-volt cords must be of the 3 wire, grounded type.

### ELECTRICAL LABOR

Island, Peninsula and In-line booths requiring power to be installed other than the back of the booth will be charged time and materials. Please include a scaled floor plan showing the requested location of electrical source. Labor and materials will be charged to the credit card on file.

The Hotel will charge time and materials for exhibitor-installed cords requiring troubleshooting and/or redistribution in the booth.

### LABOR RATES:

Mon – Fri: 8:00a.m. To 5:00p.m.	\$75.00
Mon – Fri: 5:00p.m. To 8:00a.m.	\$110.00
Sat, Sun and all recognized holidays	\$110.00

Labor will be billed at the end of the show.

### ELECTRICAL CONNECTIONS

Rates quoted for electrical connections cover only the delivery of services to the booth in the most convenient manner. Rates do not include connecting or running electrical inside the booth area. All electrical to be installed will be on the floor in the back of the booth for in-line booths. Power for island booths will come from the ceiling or floor, in the most convenient manner.

Each outlet is considered one actual plug in.

\* **All equipment utilizing nominal 208 voltages must have appropriate male plug. Please list (NEMA) No.**

**NOTE: Labor and materials will be billed at the end of the show. All pricing is subject to change without notice.**

Charges:	\$
Subtotal:	\$
7% Tax:	\$
<b>TOTAL:</b>	\$

Office Use Only

ELO: \_\_\_\_\_

AUTH: \_\_\_\_\_

VOLTS	MAX WATTS	AMPS	PHASE	ADVANCE PRICE	STANDARD PRICE	QTY	AMOUNT
120	500	4	Single	\$120.00	\$172.00		\$
120	1,000	8	Single	\$140.00	\$200.00		\$
120	1,500	12	Single	\$165.00	\$236.00		\$
120	2,000	20	Single	\$195.00	\$279.00		\$
*208	3,300	20	Single	\$230.00	\$324.00		\$
*208	5,700	20	Three	\$347.00	\$465.00		\$
*208	5,000	30	Single	\$312.00	\$435.00		\$
*208	8,600	30	Three	\$488.00	\$676.00		\$
*208	9,900	60	Single	\$658.00	\$924.00		\$
*208	17,000	60	Three	\$1,000.00	\$1,300.00		\$
Compressed Air (Hotel supplies 1/2" D quick release female connection CFM required. Labor included.)				\$175.00			\$
Water (Per hook-up. Labor included. Not available in Ballrooms)				\$175.00			\$
Drainage (Available depending on location of exhibit. Labor included. Not available in Ballrooms)				\$140.00			\$
Cable Television (Labor included)				\$200.00			\$
1 Outlet Extension-cord				\$22.00			\$
6 Outlet Multi-strip				\$14.00			\$
6 Outlet European Multi-strip				\$28.00			\$
120V to 220V Transformer (For European power)				\$150.00			\$



## INFORMATION TECHNOLOGY TERMS CONDITIONS & REGULATIONS

Fax or Mail to: Gaylord Palms Resort & Convention Center

Attn: Exhibit Service Representative

3208 Gaylord Way, Kissimmee, Florida 34746

(407) 586-0543 Fax (407) 586-2279

Email to: GPExhibits@gaylordhotels.com

### Gaylord Palms Resort and Convention Center Information Technology Terms, Conditions and Regulations

#### GENERAL:

- ❖ Installation of telephone, telecommunications, network and cabling services within the Gaylord Palms Resort and Convention Center is exclusive. Telecommunication services (voice and data) are to be ordered by each exhibitor separately and are not to be shared with other exhibitors. Routine audits are performed to ensure adherence.
- ❖ All prices are for rental of services only. Material and equipment furnished by the Gaylord Palms Resort and Convention Center for telecommunication services shall remain the property of the Gaylord Palms Resort and Convention Center's unless otherwise specified, and shall be returned to the Gaylord Palms Resort and Convention Center's Exhibitor Service desk at the close of show. There will be a \$250.00 charge for lost or damaged telephone sets and a \$250.00 charge for lost or damaged network equipment. The Gaylord Palms Resort and Convention Center is not responsible for lost or damaged equipment while in the exhibitor's possession.
- ❖ Under no circumstances shall anyone other than the Gaylord Palms Resort and Convention Center's Information Technology technicians make any special wiring within the resort property. Only the Gaylord Palms Resort and Convention Center's Information Technology technicians are authorized to modify system wiring or cabling. Any wiring or cabling damage costs (plus administration fees) will be billed to the exhibiting firm name.
- ❖ Delivery of all voice and data transmission lines ordered from an outside vendor will only be allowed to the second floor Data Center. All circuit installs must be coordinated with the Gaylord Palms Resort and Convention Center's Information Technology group at least 9 weeks in advance of show date.
- ❖ All exhibitor telephone and network services will be disconnected on the last day of the event, sixty (60) minutes after the show's official closing time.
- ❖ Rates quoted for all services include bringing the requested communication services to the booth in the most convenient manner and do not include special wiring, over-head drops and/or special placement of communication services, computer equipment or intranet working cabling. All island booths will require a scaled diagram with orientation. Additional labor and materials will be charged for precise placement of communication services. Additional labor charges will be required for relocating service after installation. The Gaylord Palms Resort and Convention Center will not be responsible for any cutting or altering of any floor coverings in order to bring voice or data services to a booth.
- ❖ Changes to original orders will require a service order to be signed by the exhibitor acknowledging receipt of service and any associated labor. Labor is charged in 1/2 hour increments (minimum charge is 1/2 hour). Labor rate is \$75.00/hour (advanced -- scheduled) and \$125.00/hour (standard -- non-scheduled).
- ❖ Notification of cancellation must be received in writing a minimum of five (5) days prior to the scheduled opening date. Credit will not be given for connections installed and not used. No credit will be given for service canceled less than forty-eight (48) business hours prior to the scheduled event opening. Disputes concerning services must be filed by the exhibitor with the Exhibitor Services Department prior to the close of show. The Gaylord Palms Resort and Convention Center will resolve disputes in a timely manner.

#### ❖ NETWORK | INTERNET | WIRELESS:

- ❖ The network connections provided by Gaylord Palms Resort and Convention Center may be used only by the directors, officers and employees of the company, exhibitors, agents and consultants while performing service for the exhibiting company and cannot be resold or distributed to other companies. The services being provided by Gaylord Palms Resort and Convention Center will facilitate communications between the Gaylord Palms Resort and Convention Center's authorized users and the entities reachable through the Internet. Users of Gaylord Palms Resort and Convention Center services shall use reasonable efforts to promote efficient use of the network to minimize, and avoid if possible, unnecessary network traffic and interference with the work of other users of the interconnected networks.
- ❖ Users of Gaylord Palms Resort and Convention Center services shall not disrupt any of the Gaylord Palms Resort and Convention Center network or other associated networks as a whole or any equipment of system forming part of their systems, or any services provided over, or in connection with any of the Gaylord Palms Resort and Convention Center or other associated networks. Gaylord Palms Resort and Convention Center services shall not be used to transmit any communication where the meaning of the message, or its transmit distribution, would violate any applicable law or regulation or would likely be highly offensive to the recipient or recipients thereof.
- ❖ Gaylord Palms Resort and Convention Center reserves the right to troubleshoot with tools such as Sniffer Pro, FLUKE network analyzers, etc. Gaylord Palms Resort and Convention Center reserves the right to immediately disconnect network connections when activity such as denial of service attacks, port scans, or any other form of network performance degradation activities. After disconnection, isolation and quarantine assistance will be given.
- ❖ All devices for which the Gaylord Palms Resort and Convention Center provides Internet or Networking connectivity shall be required to obtain a Gaylord Palms Resort and Convention Center assigned IP address. At no time, while connected to Gaylord Palms Resort and Convention Center network, will the customer use run their own DHCP server. Physical layer network audits are performed to ensure adherence.
- ❖ The Customer must provide the node equipment (personal computer, etc.) properly configured, as well as a standard Ethernet adapter card, rated for 10/100Mbps with an RJ-45 jack. The Customer is responsible for the proper configuration of computing machinery and software for Internet and Ethernet communications.
- ❖ **Wireless Specific (802.11a,b,g):** The Gaylord Palms Resort and Convention Center has deployed an 802.11a/b/g wireless management system in its meeting facility. This management system assists Gaylord Palms IT representatives with the delivery of flawless high speed internet access. The use of any unsecured wireless access point or any other device that broadcasts open internet access is strictly prohibited. At no time will an exhibitor or customer power up any wireless device not provided by Gaylord Palms Resort and Convention Center without prior authorization. If you plan on using any 802.11a/b/g wireless device, please contact the Gaylord Palms IT department at 407-586-0543 and provide your access point SSID and the total number of devices you plan on connecting to your access point. Failure to do so will result in automatic suppression of your access point rendering your wireless devices incapable of communications.
- ❖ Internet Performance Disclaimer: Gaylord Palms Resort and Convention Center does not guarantee the performance, routing, or throughput, either expressed or implied, of any data circuit connectivity with regards to the Internet and/or Internet backbones beyond any facility we service. The Gaylord Palms Resort and Convention Center is the exclusive supplier of Internet connectivity for all events within the facility. We are equipped with a DS3 (45mbps) dedicated Internet connection to a tier 1 provider, and can provide Internet and networking connectivity to any location on property.
- ❖ **Internet Security Disclaimer:** Gaylord Palms Resort and Convention Center does not provide security, such as but not limited to firewalls, NATing devices, virus protection, etc. for any Internet services we provide. It is the sole responsibility of the exhibitor or customer to provide all necessary security. With execution of this document the Customer is agreeing to the Terms and Conditions of this document and will hold Gaylord Palms Resort and Convention Center; its agents and contracts harmless for any and all liabilities arising from the use of non-secured data circuits.



**NETWORK & TELECOMMUNICATION SERVICES**  
 Fax or Mail to: Gaylord Palms Resort & Convention Center  
 Attn: Exhibit Service Representative  
 3208 Gaylord Way, Kissimmee, Florida 34746  
 (407) 586-0543 Fax (407) 586-2279  
 Email to: [GPExhibits@gaylordhotels.com](mailto:GPExhibits@gaylordhotels.com)

**ADVANCE PRICE DEADLINE - August 26, 2009**

Event Name: InSight 2009 Annual Conference Event Dates: September 10 – 12, 2009

Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Number: \_\_\_\_\_  
**Ordering Instructions**

1. Fill out this form completely, including the Credit Card Authorization Form, and mail or fax to the above address. Checks and cash are not accepted.
2. **Fax a layout of your booth to Gaylord Palms Resort and Convention Center Exhibit Services at 407-586-2279.** Please mark where your connections should be dropped and located. Include booth orientation to the show hall. Charges may apply for changes made after order is processed
3. **All equipment and services are subject to a 7% sales tax.**

**NETWORK & TELECOMMUNICATIONS CONNECTIONS** - Rates quoted for voice and data connections cover only the delivery of services to the booth in the most convenient manner. Rates do not include connecting or the routing of cables inside the booth area. All telecommunication services installed will be on the floor in the back of the booth for in-line booths. Telecommunications for island booths will come from the ceiling or floor, in the most convenient manner.

**Telephone Usage Rates:**

	<u>QTY</u>	<u>Advance Rate</u>	<u>Standard Rate</u>	<u>Total</u>
<b>Wireless Internet Access</b>				
Wireless Internet (1st Device)	_____	\$750.00	\$1,000.00	_____
Additional Connection	_____	\$250.00	\$300.00	_____
Please choose a User ID: _____				
Please choose a Password: _____				
<b>High-Speed Internet Access</b>				
High-Speed Internet Access (1st Device)	_____	\$1,300.00	\$1,500.00	_____
Additional Connection	_____	\$300.00	\$350.00	_____
Additional Device (Customer Provided Switch/NAT)	_____	\$250.00	\$300.00	_____
Static Public IP Address	_____	\$350.00	\$400.00	_____
<b>Dedicated Internet Access – Dedicated Private VLAN</b>				
1.5 Mb/sec	_____	\$6,000.00	\$7,500.00	_____
3.0 Mb/sec	_____	\$9,000.00	\$11,250.00	_____
6.0 Mb/sec	_____	\$13,000.00	\$16,250.00	_____
<b>Telecommunication (Telephone) Services</b>				
Standard DID telephone/fax/modem line	_____	\$300.00	\$350.00	_____
ISDN BRI service	_____	\$700.00	\$750.00	_____
Standard Desk Telephone	_____	\$30.00	\$40.00	_____

**Local**  
 9 + Number (There is no access charge for the first 20 minutes. A \$.10 per minute charge will be billed beginning on the 21st minute.)

**Direct Long Distance (Gaylord Palms Resort's Long Distance Carrier is AT&T)**

9 + 1 + Area code + number - Gaylord Palms Resort long distance calls are billed at AT&T operator assisted day rates plus \$2.25 access charge plus 65% surcharge.

**Toll-Free Calls**

9 + 1 + Toll number (There is no access charge for toll-free calls (including 800 modems) under 20 minutes. A \$.10 per minute charge will be billed beginning on the 21st minute.)

**Credit Cards**

To access carrier of choice for calling card calls:  
 For Example: For AT&T: Dial 9 - 1010 - 2880,  
 Wait for instructions.

**International**

9 + 011 + Country code + City code + number - Gaylord Palms Resort international calls are billed at AT&T operator assisted day rates plus \$4.50 access charge plus 65% surcharge.

**For Operator Assistance, Credit Card or Collect Calls**

Dial 9 + 0 and follow the automated instructions.  
 Auto Collect, Operator Assisted and Calling Card calls will be billed through your local serving telephone company, or AT&T, or through Integretel, 2540 Fourtune Way, Vista, CA 92083.

**Directory Assistance**

Local/Long Distance 9 + 411 \$1.00 access fee  
 AT&T Operator 9 + 00 \$1.00 access fee

**Applicable taxes will be added. \*Rates subject to change.**

The first (20) minutes of all local, 800 number, credit card and third party billed calls are included in the \$10.00 Resort Service fee. **Each additional minute after the first (20) minutes will be billed at a rate of ten (10) cents per minute.**

Consumer complaints may be directed to:  
 F.C.C. Common Carrier Bureau Enforcement  
 Division Informal Complaints Suite 6202  
 Washington D.C. 20554. For Customer  
 inquiries and rate information, dial 1-800-777-2522.

Office Use Only
ELO: _____
AUTH: _____

Charges: \$  
 Subtotal: \$  
 7% Tax: \$  
**TOTAL:** \$



## FOOD & BEVERAGE

**Fax or Mail to:** Gaylord Palms Resort & Convention Center  
 Attn: Affiliates Coordinator  
 6000 W. Osceola Parkway  
 Kissimmee, Florida 34746  
 (407) 586-2271 Fax (407) 586-2299

### Ordering Instructions:

1. Fill out this form completely, including Credit Card Authorization Form, and fax to Affiliate Coordinator at 407-586-2299.
2. No outside food or beverage is allowed in the exhibit hall without prior permission from a hotel representative
3. All Food and Beverage items listed are subject to a 22% taxable service charge and 7% sales tax. All non-food items are subject to 7% sales tax
4. Food and beverage ordered through the hotel will be supplied with proper service ware and utensils.

All beverages, including bottled water, soft drinks, alcoholic beverages, beer, and wine will be supplied by the hotel and orders must go through catering. Pricing will be retail plus service charge and applicable taxes. In cases where a vendor brings in their samples, storage, ice, set-up, rental fees, etc. will apply, however, these items may only be offered from 2-3 ounce sample cups. The hotel reserves the right to provide these beverages and will determine a fee or ask vendors to remove the product from the booth

### A LA CARTE

Item	Cost	Quantity
Ice	\$10.00++ per 10 lbs (30 lb minimum)	
Freshly Brewed Regular and Decaffeinated Superior French Roast Coffee, Select English Pickwick Teas	\$70.00++ per gallon	
Bottled Juices	\$4.50++ each	
Bake Shop Specialties, Preserves, Butter	\$50.00++/Per Dozen	
Bagel Variety, Assorted Regular & Flavored Cream Cheese	\$50.00++/Per Dozen	
Assorted Cereals and Milks	\$5.25++/Each	
Individual Fruit Flavored Yogurt	\$4.25++/Each	
Assorted Granola, Nutri-Grain Bars	\$3.75++/Each	
Individual Bags of Chips, Pretzels, Popcorn	\$3.25++/Each	
Individual Bags of Peanuts and Trail Mix	\$3.00++/Each	
Whole Fresh Fruit	\$3.00++/Each	
Arizona Iced Teas or Powerade	\$4.75++/Each	
Assorted Juices	\$78.00++ per gallon	
Iced Tea/Lemonade	\$65.00++ per gallon	
Soft Drinks	\$4.00++ each	
Sparkling & Non-Carbonated Mineral Waters	\$4.25++ each	
Water Cooler Rental (1st Jug is complimentary)	\$75.00++ per day	
5-Gallon Water Jug	\$75.00++ each	
Fun Size Candy (fun size chocolates in candy bowl)	\$15.00 per bowl of candy	

### LABOR

Item	Cost	Quantity
Labor (Server / Runner/Booth Attendant)	\$125.00+ for 3 hours, \$35.00 each add'l hour	
Chef	\$125.00+ for 3 hours, \$100.00 each add'l hour	
Food Preparation	Please call for quote.	
Waste Disposal	\$25.00+ per day	
Additional Items	Please call for quote	

Item	Cost	Quantity
Espresso Events Machine and Barista	Call for Quote	
Queso Dip, Chips & Salsa, Sour Cream, Guacamole (Serves 25)	\$225.00	
Spinach & Artichoke Dip, Cubed Breads (Serves 25)	\$175.00	
Onion Dip & Vegetable Dip, Baby Carrots, Celery, Pretzels (Serves 30)	\$250.00	
Imported & Domestic Cheese Platter, Gourmet Crackers (Serves 25)	\$300.00	
Grilled Marinated Vegetable Platter, Sliced Pesto Bread, Garlic Aioli (Serves 20)	\$200.00	
Miniature Pressed Cuban Sandwiches (Serves 30)	\$225.00	
Miniature Gourmet Cheeseburgers, White Cheddar, Caramelized Onion, Brioche (Serves 50)	\$400.00	
Popcorn Machine \$150+ Daily Machine Rental \$125+ Attendant fee	\$60 per Kernel Bag (Serves 30)	
Pretzel Warmer \$150+ Daily Machine Rental \$125+ Attendant fee	Pretzels - \$4 each	
Otis Spunkmeyer Cookie Oven \$150+Daily Machine Rental \$125+ Attendant fee	\$36 per Doz. 1 Oz. Cookies (Min 10 doz order)	
*Hagan Daz Ice Cream Novelties	\$5.25/Each	
Miniature Pastries, Petit Fours, Fruit Tartlettes, Truffles, Mini Cannoli, Cream Puffs	\$52.00/Dz	
Sliced Fruit Display, Key Lime Yogurt Dipping Sauce (Serves 25)	\$225.00	
Jumbo Homemade Cookies, Fudge Brownies, or Butterscotch Blondies	\$50.00/Dz	

#### RENTAL

All equipment must be returned to the hotel in the condition in which it was received and promptly upon commencement of exhibitor move-out. Once in your possession, you are liable for any damage to or loss of the equipment rented.

Item	Cost	Quantity
Chafing Dishes	\$100.00+ each per day	
Sterno	\$15.00+ each	
3- Gallon Urn	\$75.00 + each per day	
5-Gallon Urn	\$100.00 + each per day	
Heat Lamp	\$125.00+ each per day	
Punch Bowls (Inventory Limited)	\$150.00+ each per day	
Presentation Platter	\$75.00 + each per day	
Glass Serving Bowl	\$25.00 + each per day	
Bus Tub	\$25.00+ each per day	
Cutting Boards	\$35.00+ each per day	
Serving Utensils: Tongs, Spoons	\$10.00+ each per day	

#### BEVERAGE LIST

Domestic Beer \$5.50	Imported Beer \$6.50	Soft Drinks & Water \$4.00 / \$4.25	Wine by the Bottle \$43.00
(Please indicate # of each)	(please indicate # of each)	(please indicate # of each)	(please indicate # of bottles of each)
<input type="checkbox"/> Budweiser <input type="checkbox"/> Bud Light <input type="checkbox"/> Michelob Ultra <input type="checkbox"/> Samuel Adams <input type="checkbox"/> (Non-Alcoholic)	<input type="checkbox"/> Amstel Light <input type="checkbox"/> Corona <input type="checkbox"/> Heineken	<input type="checkbox"/> Coke <input type="checkbox"/> Diet Coke <input type="checkbox"/> Sprite <input type="checkbox"/> Dasani Water <input type="checkbox"/> Perrier	Kendall Jackson Vinter's Reserve <input type="checkbox"/> Cabernet Sauvignon <input type="checkbox"/> Chardonnay <input type="checkbox"/> Merlot <input type="checkbox"/> Beringer White Zinfandel <input type="checkbox"/> Korbel Natural Brut

DATE SERVICE IS REQUIRED: \_\_\_\_\_ TIME: \_\_\_\_\_

DATE SERVICE IS REQUIRED: \_\_\_\_\_ TIME: \_\_\_\_\_

DATE SERVICE IS REQUIRED: \_\_\_\_\_ TIME: \_\_\_\_\_



## Gaylord Rigging Rates and Regulations

**PS-AV is proud to serve as the exclusive in-house rigging contractor for the Gaylord Palms, Gaylord Texan and the Gaylord Opryland. These Hotels are equipped with permanent rigging point systems in the Ballrooms as well as the Exhibit Halls. As part of a comprehensive overhead safety and risk management program, the systems are annually load tested and inspected.**

We are required to approve all rigging designs and provide all rigging labor and chain hoists for your event. We look forward to providing you with outstanding service and equipment.

### Rigging Equipment Guidelines

- A scissors lift is required for all rigging calls at the hotel. PSAV has lifts on site and available for rental. All lifts used in the Hotel must have white, non-marking tires and be in good repair, construction or outdoor lifts will not be allowed in the hotel
- All equipment and materials flown must pass ANSI guidelines and be approved.
- Any dynamic (moving) element requires an arrester device.
- A steel "safety" is required on each individual item suspended with a nylon sling.
- All nuts and bolts used overhead must be rated and all wire rope clips and overhead hardware (eyebolts etc.) must be forged, unless approved by PSAV.

### PS-AV on-site practices

- All rigging calls shall consist of one Rigging Supervisor and one Rigging Assistant. If there is a need for additional riggers, PSAV will fulfill any and all needs. Any calls extending past (4) hours will be billed hourly per the rate card. The number of Rigging Assistants required will be decided by PSAV based on the size and production schedule of the event.
- PSAV will make all connections to the ceiling and assist your staff in attaching those connections to your truss and equipment. Please contact our offices for clarification of what services and equipment we have to offer to assist you in a safe and cost effective event.
- PSAV will not "dead hang" items over 100lbs or 10' in length with a scissors lift. Chain hoists or crank towers must be used.

### Banner & Signage

- All signs, banner, and decorations must be hung by PSAV whether in the ballroom, Exhibition Hall, Lobbies, Atriums or Gazebos. Banner placement inside or outside of ballrooms and/or meeting rooms, must be approved in advanced through Conference Services.
- Banners and Signs exceeding quantities (3) will be priced on a (4) hour minimum basis.
- Banners or Signs with weights over 20 lbs may require a Chain Motor and truss.
- A scissor lift is required to hang all banners, signs, truss, etc. **SCISSOR LIFT CHARGES ARE IN ADDITION TO THE LABOR RATES QUOTED.**

The following federal Holidays are billed at double time: Christmas, Veteran's Day, Thanksgiving Day, Independence Day, President's Day, New Years Day, Memorial Day, Martin Luther King Day, Presidential Election Day, and Labor Day.

- Please allow us the opportunity to provide you with an estimated budget that will clearly identify your labor costs and overtime rules.
- Time and one half rates will apply after eight (8) hours and double time rates will apply after sixteen (16) hours.
- Short turnaround rates will apply if there is less than eight (8) hours off between calls.
- 4 hour minimum calls apply.
- A Meal break is required every (5) hours.
- Services that are cancelled with less than (72) hours notice will be billed at published rates.
- **Services that are scheduled with less than (14) days notice will be billed at double time rates.**

All changes in labor calls must be called to the Presentation Services Rigging Supervisor.  
Onsite staff cannot change call times. *All prices and rates are subject to change.*



# Exhibitor Signage and Rigging Order Form

**Gaylord Hotels**  
A Gaylord Entertainment Company



## Ordering Instructions ...

- All ceiling rigging must conform to Show Management rules and regulations and facility limitations
- All overhead signs and banners must be assembled and disassembled by the exhibitor company.
- All electrical signs must be in good working order and in accordance with the National Electrical Code and electricity ordered in advance through your electrical provider.
- All signs, banners and decorations must be hung by PSAV whether in the ballroom, exhibition hall, lobbies, atriums or gazebos.
- The total charge per item is determined as a **Show RATE**, that is the requested items selected are charges of the actual **show days** of the exhibition.
- Please include applicable Sales Tax on equipment rental. **TAX EXEMPT STATUS** - If you are exempt from payment of sales tax, we require you to forward an exemption certificate for the state in which the services are to be provided.
- To guarantee equipment availability and advanced rate, submit your request **30 days prior** to delivery.
- All labor is subject to the prevailing hourly rate with a 4 hour minimum.
- **CANCELLATIONS:**
  - A) Cancellation of equipment ordered must be received **48 hours prior** to delivery date to avoid a minimum one day charge.
  - B) If services have already been provided at the time of cancellation, **100% of original charges** will be applied.

## Pricing Information...

Equipment	Install	Dismantle
Single Banner Package Pricing	\$ 450.00	\$ 450.00

Package price for single PSAV approved banner to include rigging labor and scissor lift. PSAV reserves the right to deem the banner as qualifying for the package guideline.

Labor	Rate / Hour
** All labor is based on a four hour minimum **	
Straight Time - 8:00am-5:00pm (m-f)	\$ 65.00
Overtime - 5:00pm - 12:00am (m-f)	\$ 97.50
Double Time - 12:00am - 8:00am (m-s)	\$ 130.00
Saturday - 8:00am - 12:00am (sat only)	\$ 97.50
Sunday - All Day (sun only)	\$ 130.00
Holidays - All Day	\$ 130.00
Scissor / Boom Lifts	\$ 150

## Customer Information ...

### Show Name:

Company Name:

Address:

City:

State: Zip:

Ordered By:

Telephone #:

Fax #:

Email:

On-site contact name:

On-site contact number:

## ...for Processing

Please fax completed form To:

**Presentation Services**

**Gaylord Palms Resort & Convention Center**

6000 Osceola Parkway

Kissimmee, FL 34746

PH: 407-586-2251

Please fax to 407-586-2255 for a proposal and confirmation

## Method of Payment ...

Card Number:

PLEASE  
CHECK ONE

American Express

Exp Date \_\_\_\_ / \_\_\_\_

Cardholder's Name (as appears on card):

Visa

MasterCard

Cardholders Signature:

MasterCard

## Booth Information

Booth Name:

Delivery Date:

Time:

Booth Number:

Removal Date:

Time:



**GAYLORD PALMS™**  
RESORT & CONVENTION CENTER  
*Florida*

## SECURITY SERVICES

**Fax or Mail to:** Gaylord Palms Resort & Convention Center  
Attn: Exhibit Service Representative  
3208 Gaylord Way, Kissimmee, Florida 34746  
407-586-2217 Fax 407-586-2279  
Email to: [GPExhibits@gaylordhotels.com](mailto:GPExhibits@gaylordhotels.com)

**ADVANCE PRICE DEADLINE - August 26, 2009**

Event Name: InSight 2009 Annual Conference      Event Dates: September 10 – 12, 2009

Event Dates: September 10 – 12, 2009

Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Booth Number:

Contact Name: \_\_\_\_\_ Contact Number: \_\_\_\_\_

## **Ordering Instructions**

1. Fill out this form completely, including the Credit Card Authorization Form, and mail or fax to the above address. Checks and cash are not accepted.
2. **Fax a layout of your booth to Gaylord Palms Resort and Convention Center Exhibit Services at 407-586-2279.** Please mark where your connections should be dropped and located. Include booth orientation to the show hall. Charges may apply for changes made after order is processed and changes made within 14 days of show will bear Standard Price.

Gaylord Palms Resort & Convention Center will provide Security Services exclusively. Security labor rates are subject to change. A 4-hour minimum is required on all security labor.

Advance Rate: \$30.00 per Man-hour  
Standard Rate: \$42.00 per Man-hour

- A worker may be released if they are no longer needed after they have worked the minimum 4 hours.
- Any changes or elimination of a worker will require 24-hour notice. Without 24-hour notice, the event will be required to pay the original charges for the worker that is canceled.
- All worker hours over 40 will be considered overtime and charged at the rate of time and  $\frac{1}{2}$ .
- In the event Gaylord Palms Security cannot fill the required shifts with Gaylord Palms Personnel, the Security Department will be required to hire staff from an outside agency. The staffing fees will be at the standard rate.
- Subject to 7% Sales Tax.

## Security Personnel

Office Use Only  
**ELO:** \_\_\_\_\_  
**AUTH:** \_\_\_\_\_

Charges: \$ \_\_\_\_\_  
Subtotal: \$ \_\_\_\_\_  
7% Tax: \$ \_\_\_\_\_  
**TOTAL:** \$ \_\_\_\_\_



## FLORAL ARRANGEMENTS

**Fax or Mail to:** Gaylord Palms Resort & Convention Center  
 Attn: Exhibit Service Representative  
 3208 Gaylord Way, Kissimmee, Florida 34746  
 (407) 586-2219 Fax (407) 586-2279  
 Email to: GPExhibits@gaylordhotels.com

**ADVANCE PRICE DEADLINE - August 26, 2009**

Event Name: InSight 2009 Annual Conference Event Dates: September 10 – 12, 2009  
 Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Contact Number: \_\_\_\_\_  
 Contact Email: \_\_\_\_\_

### Ordering Instructions

- Fill out this form completely, including the Credit Card Authorization Form, and mail or fax to the above address. Checks and cash are not accepted. All credit card payments should include a copy of the front and back of credit card.
- Fax a layout of your booth to Gaylord Palms Resort and Convention Center Exhibit Services at 407-586-2279.** Please mark where your connections should be dropped and located. Include booth orientation to the show hall. Charges may apply for changes made after order is processed and changes made within 14 days of show will bear Standard Price.

Standard Arrangements*	Advance Price	Standard Rate	Quantity	Total
Small Seasonal Vase - 12"high	\$35.00	\$44.00		
Large Seasonal Vase - 18' high	\$55.00	\$69.00		
Small Tropical Arrangement - 16" high	\$65.00	\$82.00		
Large Tropical Arrangement - 24" high	\$85.00	\$107.00		

Flower selection and colors may change based on seasonal and market availability\*

### Other Offerings

8" Fish Bowl for business cards	\$20.00	\$25.00		
Seasonal flowering potted plant in 6"foil container**	\$20.00	\$25.00		

(\*\*Mums, Azaleas, Kalanchoe)

### Custom Services

Choose and guarantee up to 3 colors; available on pre-ordered Seasonal Arrangements only per color	\$10.00	\$15.00		
--	---------	---------	--	--

Colors: \_\_\_\_\_

Specialty floral arrangements require a minimum of \$150.00. Please call for pricing

Any orders cancelled less than 5 business days prior to show shall be subject to a 50% cancellation fee.

AM Deliveries will be made between 9:00am-10:45am and PM Deliveries will be made between 1:30pm-3:30pm.

Charges: \$ \_\_\_\_\_  
 Subtotal: \$ \_\_\_\_\_  
 7% Tax: \$ \_\_\_\_\_  
**TOTAL:** \$ \_\_\_\_\_

Please check one: AM Delivery \_\_\_\_\_ PM Delivery \_\_\_\_\_

Any requests received within 2 business days of the show will be charged at market price and will consist of the Floral Designers' choice of flowers and colors.

For questions, please contact Bethanny Lahey – Floral Designer at 407-586-2109 or [blahey@gaylordhotels.com](mailto:blahey@gaylordhotels.com)

**BOOTH LAYOUT**

**Fax or Mail to:** Gaylord Palms Resort & Convention Center  
Attn: Exhibit Service Representative  
3208 Gaylord Way, Kissimmee, Florida 34746  
407-586-2217 Fax 407-586-2279  
Email to: GPEXhibits@gaylordhotels.com  
**ADVANCE PRICE DEADLINE - August 26, 2009**

Event Name: InSight 2009 Annual Conference Event Dates: September 10 – 12, 2009

Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Number: \_\_\_\_\_

**Please indicate placement of Electrical/Utility and Telecommunication services ordered.**

**BACK**

**LEFT**

**RIGHT**



**FRONT**

NOTE: Island, Peninsula and In-line booths requiring power to be installed other than the back of the booth will be charged time and materials. Please include a scaled floor plan showing the requested location of electrical source. Labor and materials will be charged to the credit card on file.



## SELF PARKING PASS ORDER FORM

**Fax or Mail to:** Gaylord Palms Resort & Convention Center  
 Attn: Exhibit Service Representative  
 3208 Gaylord Way, Kissimmee, Florida 34746  
 407-586-2217 Fax 407-586-2279  
**Email to:** GPExhibits@gaylordhotels.com

Event Name: InSight 2009 Annual Conference Event Dates: September 10 – 12, 2009  
 Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Contact Number: \_\_\_\_\_

**THIS FORM IS FOR EXHIBITORS THAT ARE NOT STAYING AT GAYLORD PALMS AND WISH TO HAVE DAILY IN/OUT PARKING PRIVILEGES.**

### **Ordering Instructions**

1. Fill out this form completely, including the Credit Card Authorization, and mail, fax or email to the above address. **Checks and cash are not accepted.**
2. Self Parking Pass is only active during Exhibitor move in through Exhibitor move out.
3. If you are a guest of the Gaylord Palms, your room key will provide you with in/out privileges throughout your stay. Charges will be posted to your room based on your actual reservation dates.
4. Self Parking passes can be picked up at the Gaylord Palms Exhibitor Services desk during Exhibitor move-in.
5. **Self Parking Pass rate and/or dates will not be modified. The Self Parking Pass is valid for the dates listed below.**

### **CONVENTION CENTER SELF PARKING**

Self Parking Pass include in/out privileges valid through September 8-12, 2009 at \$18.00 per day.

Service	Event Rate	Quantity	Total
Daily Self Park	\$90.00		

I, \_\_\_\_\_, the undersigned agree to give Towne Park authorization to charge the credit card provide below for parking services at the Gaylord Palms Resort & Convention Center. Payment is accepted in the form of VISA, MASTERCARD, AMERICAN EXPRESS, DISCOVER, DINERS CLUB and Money Order (U.S. funds drawn on U.S. banks only). All credit card payments should include a copy of the front and back of credit card.

**Credit Card:**  Visa  MasterCard  American Express  Discover  Diners Club

Credit Card: \* \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name of Cardholder (Print) \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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

Telephone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Email Address: \_\_\_\_\_



### Canyon Ranch Spa Services

Fax or Mail to: Gaylord Palms Resort & Convention Center

Attn: Exhibit Service Representative

3208 Gaylord Way, Kissimmee, Florida 34746

Grace Rodriguez, Sales Manager - (407) 586-0348 Fax (407) 586-2279

**ADVANCE PRICE DEADLINE - August 26, 2009**

Event Name: InSight 2009 Annual Conference Event Dates: September 10 – 12, 2009

Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Number: \_\_\_\_\_

Contact Email: \_\_\_\_\_

#### Ordering Instructions

- Fill out this form completely and mail or fax to the above address. Checks and cash are not accepted.
- Any orders cancelled less than 14 business days prior to show shall be subject to a 100% cancellation fee.**

Chair Massages Station Per Hour	Advance Price	Standard Price	Qty	Total
Masseuse	\$102.00	\$120.00		
Set up fee per station	\$40.00			
Set up fee per station if Canyon Ranch is allowed to advertise Spa Services	\$32.00			
Polish Change Station Per Hour				
Nail Technician	\$34.00	\$40.00		
Set up fee per station	\$40.00			
Set up fee per station if Canyon Ranch is allowed to advertise Spa Services	\$32.00			
Hand Massage Station Per Hour				
Masseuse	\$34.00	\$40.00		
Set up fee per station	\$40.00			
Set up fee per station if Canyon Ranch is allowed to advertise Spa Services	\$32.00			
Exhibitor decides on duration of the massages, i.e. 8, 10, or 12 minutes				

Charges \_\_\_\_\_

20% Gratuity \_\_\_\_\_

Total \_\_\_\_\_

I, \_\_\_\_\_, the undersigned agree to give Canyon Ranch Spa authorization to charge the credit card provide below for parking services at the Gaylord Palms Resort & Convention Center. Payment is accepted in the form of VISA, MASTERCARD, AMERICAN EXPRESS, DISCOVER, DINERS CLUB and Money Order (U.S. funds drawn on U.S. banks only). All credit card payments should include a copy of the front and back of credit card.

**Credit Card:**  Visa  MasterCard  American Express  Discover  Diners Club

Credit Card: \* \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name of Cardholder (Print) \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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

Telephone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Email Address: \_\_\_\_\_



## Document Efficiency At Work.<sup>®</sup>

### Mailing Address:

IKON Business Center  
Gaylord Palms Resort  
& Convention Center  
3206 Gaylord Way  
Kissimmee, FL. 34746

### E-Mail:

[ikonpalms@gaylordhotels.com](mailto:ikonpalms@gaylordhotels.com)

Telephone Number - 407-586-2599  
Guest Fax Number - 407-586-1999

### COPYING & PRINTING

- ❖ High speed duplicating
- ❖ Full color copies
- ❖ Laser printing
- ❖ Saddle stitch booklets
- ❖ Finishing & Bindery
- ❖ Wide Format Poster Printing and Flush Mounting

### OFFICE RENTALS

(Please call for quotes)

- ❖ Digital Copiers
- ❖ Printers
- ❖ Facsimile Machines
- ❖ Laptop and Desktop Computers
- ❖ Accessories

### SAVE MONEY AND TIME!!!

Avoid the hassle of traveling with papers and manuals that you may need, or paying a high cost for shipping. With the IKON Business Center, we will ensure that your documents will be finished and ready for distribution when you need them.

### PRICING (Discounted pricing available for large volumes or special requests.)

#### BLACK & WHITE DIGITAL COPIES

1 - 99	.25 EACH
100 - 499	.20 EACH
500 +	.15 EACH
Transparencies	1.00 EACH

#### COLOR PHOTOCOPIES

8.5 X 11	1.50 EACH
100 +	.70 EACH
Transparencies	2.50 EACH

#### DIGITAL PRINTS

(Volume discount available)

Black & White - 1.00 EACH

Color - 1.50 EACH

### OUTGOING FAXES

Domestic 1 <sup>st</sup> Page	3.00
Additional Pages	2.00
International 1 <sup>st</sup> Page	8.00
Additional Pages	4.00

### COMPUTER USE & INTERNET ACCESS

**\$0.69 per Minute**



### *Business Center and Guest Package*

#### *Hours of Operation*

*Monday-Sunday*

*7:00 a.m. - 8:00 p.m.*

*24hr Internet access*

*24hr Printing and Copying*

### COMPUTER SERVICES

- ❖ Internet T - 1 Connections
- ❖ Connections for your laptop
- ❖ CD burning and Duplication

### OFFICE SUPPLIES

Complete line of office supplies and products are available.

### GUEST PARCEL SERVICES

#### **Parcel Handling Fees**

0-34 lbs \$5.00

35-69 lbs \$7.50

70-99 lbs \$10.00

100-over \$15.00

Pallets \$70.00 per 100 lbs

The IKON Business Center is here to serve as your office away from home. We offer solutions for all your business, convention and meeting needs. Providing not only day-to-day document requirements, but also a variety of services including office equipment rental, large document reproduction, offset printing, bindery services and much more.

# Insight 2009 Annual Conference

September 9-12, 2009  
 Gaylord Palms Resort & Convention Center  
 Orlando, FL

OFFICIAL CONTRACTOR

## Official Computer Rental Order Form

# Rentsys®

800.955.5171

979.690.5826 fax

[www.rentsyst.com](http://www.rentsyst.com)

<b>LCD Displays</b>	<b>Show Rate</b>	<b>Qty.</b>	<b>Total</b>
19" LCD FLAT PANEL DISPLAY	\$125.00		
20" LCD FLAT PANEL DISPLAY	\$195.00		
23"/24" LCD FLAT PANEL DISPLAY	\$295.00		
26"/27" LCD FLAT PANEL DISPLAY	\$345.00		
30" LCD FLAT PANEL DISPLAY	\$545.00		
40" LCD FLAT PANEL DISPLAY	\$895.00		
42" LCD FLAT PANEL DISPLAY (1080p)	\$995.00		
46" LCD FLAT PANEL DISPLAY	\$1,395.00		
<b>Plasma Displays</b>	<b>Show Rate</b>	<b>Qty.</b>	<b>Total</b>
42" PLASMA DISPLAY	\$695.00		
50" PLASMA DISPLAY	\$795.00		
37" HITACHI PLASMA DISPLAY 4:3	\$995.00		
61" PLASMA DISPLAY	\$1,595.00		
65" PLASMA DISPLAY	Call For Availability		
<b>LCD &amp; Plasma Accessories (only available when renting one of the above displays)</b>	<b>Show Rate</b>	<b>Qty.</b>	<b>Total</b>
FLOOR STAND - DUAL POST <input type="checkbox"/> COBRA <input type="checkbox"/> (CHECK ONE)	\$95.00		
SIDE MOUNT SPEAKERS FOR FLAT PANEL 30" OR LARGER	\$75.00		
SOUNDBAR FOR FLAT PANEL 20" OR SMALLER	\$25.00		
WALL MOUNT FOR FLAT PANEL LESS THAN 30" - TILT <input type="checkbox"/> FLAT <input type="checkbox"/> (CHECK ONE)	No Charge		
WALL MOUNT FOR FLAT PANEL 30" OR LARGER - TILT <input type="checkbox"/> FLAT <input type="checkbox"/> (CHECK ONE)	\$25.00		
<b>Special Items</b>	<b>Show Rate</b>	<b>Qty.</b>	<b>Total</b>
INTERACTIVE KIOSK	Call For Availability		
<b>Desktop Computers</b>	<b>Show Rate</b>	<b>Qty.</b>	<b>Total</b>
HP EVO D530, PENTIUM IV, 2.8 GHz, 512MB, 40GB	\$175.00		
DELL OPTIPLEX GX270, PENTIUM IV, 3.0 GHz, 512MB, 40GB	\$225.00		
HP7800, CORE 2 DUO, 2.33 GHz, 2GB, 80GB, DVD/CDRW	\$285.00		
DELL OPTIPLEX GX745, CORE 2 DUO, 2.4 GHz, 2GB, 160GB	\$295.00		
<b>Notebook Computers</b>	<b>Show Rate</b>	<b>Qty.</b>	<b>Total</b>
DELL D600, PENTIUM IVM, 2.0 GHz, 512MB, 40GB, DVD/CDR, WIRELESS NIC	\$195.00		
DELL D630, CORE 2 DUO, 2 GHz, 2GB, 80 GB, WIRELESS NIC	\$325.00		
HP NC8430, CORE 2 DUO, 2 GHz, 2GB, 80GB, DVDRW, WIRELESS NIC	\$325.00		
<b>Computer Operating Systems</b>	<b>Show Rate</b>	<b>Qty.</b>	<b>Total</b>
WINDOWS 2000 <input type="checkbox"/> WINDOWS XP <input type="checkbox"/> WINDOWS VISTA <input type="checkbox"/> (CHECK ONE)	No Charge		
OFFICE 2000 <input type="checkbox"/> OFFICE XP <input type="checkbox"/> OFFICE 2003 <input type="checkbox"/> OFFICE 2007 <input type="checkbox"/> (CHECK ONE)	\$45.00		
<b>Printers &amp; Computer Accessories</b>	<b>Show Rate</b>	<b>Qty.</b>	<b>Total</b>
HP 4300 LASERJET PRINTER (45 PPM)	\$185.00		
HP 4600 COLOR LASERJET PRINTER (16 PPM)	\$495.00		
YAMAHA STEREO COMPUTER SPEAKERS (for PC)	\$15.00		
<b>Additional Item(s):</b>	<b>Subtotal</b>		
Notes:	*Show rate is for entire length of show		
	PLEASE COMPLETE BOTH PAGES		

**Early Order Cut-Off Date is 08/28/09.****Freight & Drayage Charges**

In the event that freight and drayage charges are incurred, all expenses will be billed directly to your account.

**Terms and Conditions**

Full payment, including applicable sales tax is due in advance. Purchase orders are not considered payment unless otherwise approved and accepted in advance by Rentsys.

**Rentals**

All equipment rentals are based on a "per show" rental unless otherwise specified. Rental prices do not include labor, delivery and removal of equipment from your booth unless otherwise specified. Rentsys reserves the right to substitute like equipment.

**Rental Agreement**

It is understood and agreed that the customer is renting Rentsys equipment for a specified period of time and is responsible for its safe return. Customer agrees to be billed for any damages or loss of the equipment other than caused by normal operation.

**Credits**

It is your responsibility to advise our service center representative of any problems with your rental equipment, and to check your invoice for accuracy prior to the close of the exhibition.

**Cancellations**

1. Cancellations of equipment and services must be received 2 weeks prior to show start.
2. If equipment and services have already been provided at the time of cancellation, original charges will apply.

**Unpaid Balances**

Should there be any unpaid balances at the close of the show, terms will be net, due and payable in Houston, Texas upon receipt of invoice. Effective 30 days after invoice date, any unpaid balance will accrue a finance charge of 1.5% per month, which is an interest rate of 18%, and future orders will be on a pre-payment basis only. If any finance charge hereunder exceeds the maximum rate allowed by applicable law, the finance charge shall automatically be reduced to the maximum rate allowed, and any excess finance charge shall either be applied to reduce the principal unpaid balance or refunded to the payer. This terms and condition agreement shall be governed and construed with the laws of the State of Texas.

**Rental Rate**

The rental rate charge is valid for the entire show.

**Authorized Signature**

I have read and understand the above policies.  
Authorized Signature:

**Fax Back 979.690.5826  
Questions? 800.955.5171  
E-mail: [sales@rentsys.com](mailto:sales@rentsys.com)**

**If paying by check, please mail to:**

**Rentsys Tradeshow Division**

**200 Quality Circle**

**College Station, TX 77845**

**Show Name: Insight 2009 Annual Conference**

**Location: Orlando, FL**

**Exhibitor Information**

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** ( ) - \_\_\_\_\_

**Ordered By:** \_\_\_\_\_

**On-site Contact:** \_\_\_\_\_

**On-site Contact Cell Phone:** ( ) - \_\_\_\_\_

**Show Information**

**Booth Number:** \_\_\_\_\_

**Delivery Date:** \_\_\_\_\_

**Delivery Time:** **8-10**  **10-12**  **1-3**  **3-5**

- Equipment cannot be delivered to an empty booth. An authorized representative must sign for all equipment at the time of delivery. If the authorized representative is not available at the specified time indicated above, then the additional delivery charges will apply.
- Equipment will be picked up from your booth after the show closes. You are responsible for equipment until picked up by Rentsys personnel.

**Payment Information**

For your convenience, we will use this authorization to charge your credit card account for your advance order, and any additional amount incurred as a result of show site orders placed by your representative. These charges may include applicable sales tax, labor, material handling, freight and/or delivery. Please complete the requested information below.

**Check One:**  **MasterCard**  **American Express**   
 **VISA**

**Account Number:** \_\_\_\_\_

**Customer Code (Purchasing Card Only)** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_

**Card Holder's Name** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Charge Summary**

**Subtotal Previous Page:** \$ \_\_\_\_\_

**Delivery Charge:** +\$ \_\_\_\_\_

(1 to 3 items; \$125.00, 4 items and above ask sales associate)\*

**Sales Tax (6.50%):** +\$ \_\_\_\_\_

**Total Charges:** \$ \_\_\_\_\_

**\*Items ordered after the deadlines are subject to availability and additional charges/delivery fees.** E1

# INSIGHT 2009



NAME OF SHOW:	Insight 2009 Annual Conference		
DATES OF SHOW:	Sept 9-12, 2009	VENUE:	Gaylord Palms
COMPANY NAME:	BOOTH #:		
ADVANCE ORDER DEADLINE:	<b>August 28th, 2009</b>		

## AUDIO VISUAL EQUIPMENT

DESCRIPTION	QTY.	DAYS	ADVANCE	AFTER	TOTAL
			SHOW RATE PER	DEADLINE RATE PER	
<b>FLAT SCREEN DISPLAY</b>					
20" LCD MONITOR (1280 X 1024)			\$130.00	\$169.00	
32" LCD MONITOR (TABLETOP ONLY)			\$150.00	\$195.00	
43" PLASMA MONITOR (*Add'l Labor Required)			\$500.00	\$650.00	
50" PLASMA MONITOR (*Add'l Labor Required)			\$600.00	\$780.00	
PLASMA MONITOR STAND			\$35.00	\$45.50	
PLASMA MONITOR WALL MOUNT			\$45.00	\$58.50	
PLASMA MONITOR TRUSS MOUNT			\$45.00	\$58.50	
PLASMA MONITOR SPEAKERS			\$100.00	\$130.00	

<b>VIDEO PLAYERS AND RECORDERS</b>				
DVD PLAYER			\$50.00	\$65.00
1/2" VHS PLAYER			\$45.00	\$58.50
1/2" VHS RECORDER			\$50.00	\$65.00
BETA SP PLAYER			\$250.00	\$325.00

<b>VIDEO ACCESSORIES</b>				
VIDEO DISTRIBUTION AMPLIFIER			\$50.00	\$65.00
54" BLACK DRAPED MONITOR CART			\$15.00	\$19.50

<b>PROJECTION EQUIPMENT</b>				
6' OR 8' TRIPOD SCREEN			\$30.00	\$39.00
3,000 LUMENS LCD PROJECTOR			\$400.00	\$520.00
5,000 LUMENS LCD PROJECTOR			\$750.00	\$975.00

<b>AUDIO EQUIPMENT</b>				
Lrg. Sound Package (2 speakers, 1 - 4ch. Mixer)			\$125.00	\$162.50
Small Sound Package (1 speaker, 1 - 4ch. Mixer)			\$95.00	\$123.50
WIRED MICROPHONE			\$25.00	\$32.50
WIRELESS MICROPHONE			\$125.00	\$162.50
POWERED SPEAKER WITH STAND			\$45.00	\$58.50
SINGLE DISC CD PLAYER			\$35.00	\$45.50

OVATION, INC.  
601 GRASSMERE PARK DRIVE  
SUITE 22  
NASHVILLE, TENNESSEE 37211

ph. 615.333.3939

fax: 615.333.3936

# INSIGHT

## 2009



DESCRIPTION	QTY.	DAYS	ADVANCE SHOW RATE	AFTER DEADLINE RATE	TOTAL
<b>Computers</b>					
PIII 800/128MB RAM/CD/17" SVGA MONITOR			\$95.00	\$123.50	
PIV 1.4/256MB RAM/CD/17" SVGA MONITOR			\$125.00	\$162.50	
LAPTOP: PIV 1.2GHZ/128MB/CD			\$150.00	\$195.00	
MACINTOSH G4/128MB RAM/17" SVGA MONITOR			\$160.00	\$208.00	
<b>COMPUTER ACCESSORIES</b>					
INTERNAL DVD DRIVE			\$20.00	\$26.00	
8 PORT HUB			\$20.00	\$26.00	
PC SPEAKERS			\$15.00	\$19.50	
1 X 3 VGA DISTRIBUTION AMPLIFIER			\$20.00	\$26.00	
<b>PRINTERS/FAX MACHINE</b>					
HP LASERJET 3200 (BLACK AND WHITE)			\$90.00	\$117.00	
HP LASERJET 4000 (BLACK AND WHITE)			\$110.00	\$143.00	
HP LASERJET COLOR PRINTER			\$200.00	\$260.00	
PLAIN PAPER FAX MACHINE			\$50.00	\$65.00	

**EQUIPMENT SUBTOTAL:** \$ -

HANDLING CHARGE INCLUDES DELIVERY, SET-UP AND DISMANTLE:

23% OR \$75.00 MINIMUM OF EQUIPMENT SUBTOTAL FOR ORDERS \$3,000.00

AND UNDER

HANDLING CHARGE FOR ORDERS EXCEEDING \$3,000.00 WILL BE CALCULATED  
BASED UPON ACTUAL TIME AT THE LABOR RATES LISTED BELOW.

PLEASE CONTACT OVATION FOR A LABOR QUOTE

**23% LABOR SUBTOTAL:** \$ -

HOURLY LABOR RATES:

\$50 PER HOUR, STRAIGHT TIME (BETWEEN 8AM-5PM, MON-FRI)

\$75 PER HOUR, OVERTIME (BETWEEN 5PM-8AM, ALL DAY SAT/SUN)

HOURS WORKED	JOB	ST RATE	OT RATE	TOTAL
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00

**LABOR SUBTOTAL:** \$ -

**SUBTOTAL:** \$ -

**3% Service Charge for CC Payments** \$ -

**TOTAL CHARGES:** \$ -

SALES TAX WILL BE CALCULATED AT CURRENT RATES

OVATION, INC.  
601 GRASSMERE PARK DRIVE  
SUITE 22  
NASHVILLE, TENNESSEE 37211

# INSIGHT 2009



COMPANY NAME:	BOOTH #:	
ADDRESS:		
CITY:	STATE:	ZIP:
PHONE:	FAX:	
SET-UP DATE:	SET-UP TIME:	
DISMANTLE DATE:	DISMANTLE TIME:	
CONTACT NAME:	CONTACT # / EMAIL:	
<b>QUICK TIPS:</b>		

- 1) ALL MATERIALS AND EQUIPMENT FURNISHED BY OVATION SHALL REMAIN IN THE PROPERTY OF OVATION AND SHALL BE HANDLED BY OVATION PERSONNEL ONLY.
- 2) CREDIT WILL NOT BE GIVEN FOR EQUIPMENT OR PERSONNEL NOT USED.
- 3) ORDERS PLACED IN ADVANCE WILL RECEIVE PRIORITY. FLOOR ORDERS ARE SUBJECT TO PRICE AND AVAILABILITY.
- 4) PRICES ARE BASED ON CURRENT RATES AND ARE SUBJECT TO CHANGE WITHOUT NOTICE.
- 5) SPECIAL ORDER REQUESTS MUST BE MADE TWO WEEKS IN ADVANCE.
- 6) CANCELLATIONS MUST BE MADE ONE WEEK PRIOR TO EVENT DATE TO AVOID A MINIMUM ONE DAY CHARGE ON EQUIPMENT.
- 7) REQUESTS TO REMOVE EQUIPMENT FOLLOWING SET UP ARE SUBJECT TO A 23% LABOR CHARGE.

\*\*\*NOTICE\*\*\* EQUIPMENT WILL NOT BE DELIVERED UNLESS A REPRESENTATIVE FROM THE CLIENT'S COMPANY IS PRESENT TO ACCEPT DELIVERY. REQUESTED DELIVERY TIMES ARE GUIDELINES ONLY AND DO NOT EQUATE EXACT DELIVERY TIME. OVATION WILL WORK TO DELIVER YOUR ITEMS AS SOON AS POSSIBLE. UNLESS SPECIAL CIRCUMSTANCES EXIST, PLEASE CONTACT OVATION IF YOUR ORDER HAS NOT BEEN RECEIVED WITHIN A 4HR WINDOW OF YOUR REQUESTED DELIVERY TIME.

**THIS INCLUDES, BUT NOT LIMITED TO DAILY RENTAL CHARGES COLLECTION  
AND ATTORNEYS FEES.**

**PAYMENT:**

**PAYMENT MUST BE MADE BEFORE SERVICES RENDERED.**

VISA Card #	<hr/>
MASTERCARD #	<hr/>
AMERICAN EXPRESS #	<hr/>
CHECK	<hr/>

EXPIRATION DATE: 

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BILLING ADDRESS: 

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SIGNATURE: 

---

PRINTED NAME: 

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**PLEASE FAX ENTIRE FORM TO 615.333.3936**

OVATION, INC.  
601 GRASSMERE PARK DRIVE  
SUITE 22  
NASHVILLE, TENNESSEE 37211

V E N D O R   O P P O R T U N I T I E S

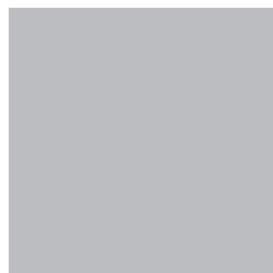
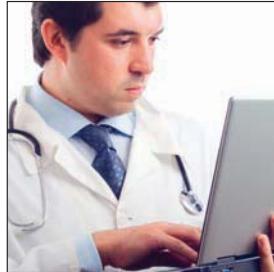
# VISION

---

# VOICE

---

# VALUE



**INSIGHT 2009  
ANNUAL  
CONFERENCE**

**September 9-12, 2009**  
Gaylord Palms Resort, Orlando, FL

# SPONSORSHIP OPPORTUNITIES

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You've made the decision to exhibit at the InSight 2009 Annual Conference, now it's time to decide how you will make your company stand out among the competition. Whether you are a new company hoping to increase awareness or an industry veteran looking to re-energize sales or build awareness, we can customize a sponsorship package to help you achieve your company's marketing goals.

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## Identify your Primary Goals and Select the Sponsorships for You

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InSight sponsorship opportunities fulfill a variety of marketing objectives: launching a new product, building your brand, differentiating your company, driving booth traffic or a combination. Simply identify your company's goals and InSight will assist you in selecting the sponsorships that fulfill those goals.

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## Conference Sponsor Levels and Benefits

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There are a variety of benefits that your company will receive just for being a Conference Sponsor – all providing maximum return on your investment. In addition to your company's sponsorship chosen from the following sponsorship opportunities, you will receive added benefits based on level and increased exposure prior to and during the InSight 2009 Annual Conference.

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## Act Now!

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All sponsorship opportunities are available on a first-come, first-served basis. Decide early to receive maximum ROI and to ensure that your company's name is included in the appropriate materials. Due to order and print deadlines, some items will no longer be available as the conference nears, so act now to reserve your sponsorship opportunity.

InSight Headquarters is happy to work with you to customize a package that is right for your company. To take advantage of one of our sponsorship opportunities, please contact Sara Kolovitz, InSight Sales Manager, at 312.673.4779 or [skolovitz@insight-net.org](mailto:skolovitz@insight-net.org).



# SPONSORSHIP OPPORTUNITIES

## **Year-round A La Carte Add-ons:**

Take your sponsorship participation one step further and reach thousands of InSight members year-round with the following sponsorship add-ons.

**Package A:** \$6,000 includes choice of two of the following:

• Webinar	• New Product Announcement or Press Release Posting
• Email Blast	• Online Member Poll
• Web Banner	

**Package B:** \$3,000 Includes choice of one of the following:

• Email Blast	• New Product Announcement or Press Release Posting
• Web Banner	• Online Member Poll

### **Webinar**

Your company has the opportunity to sponsor and host an educational Webinar for the InSight membership. What better way to reach potential customers than to be part of a learning experience for them where they will want to learn even more about what your company has to offer. Note: Content must be educational in nature (i.e. co-presentation with a customer, case study or white paper presentation) and approved by InSight's Program Committee.

### **Email Blast**

Sponsor an email and get your message in front of the InSight membership. Send us the content for your message and InSight will send on your behalf. Note: InSight will work with your company on timing for your message and will do its best to accommodate your request. Content subject to InSight approval.

### **Web Banner**

The InSight Web site is the best resource for exposure to the membership. As an online advertiser, your web banner will give you exposure on heavily visited pages, including the InSight home page and additional conference pages. Your banner will be posted for year-round exposure!

### **New Product Announcement/Press Release Posting**

Place new product announcements and/or press releases on InSight's Web site for year-round visibility to all InSight members. InSight will also include your announcement/release in an email message sent to all InSight members. Note: Content subject to InSight approval.

### **Online Member Poll**

Your company will have the opportunity to host a Web site member poll that will be posted during the month of your choice on the InSight home page. Responses gathered from the poll will be sent to your company following the polling. Note: Content subject to InSight approval.

# SPONSORSHIP OPPORTUNITIES

## Platinum Sponsorship – \$18,000

Includes your choice of sponsorships on the following pages, as well as the following additional Platinum Sponsor Benefits:

- Logo inclusion and recognition as a Platinum Sponsor in:
  - Advance Program
  - Onsite Program
  - Each issue of the Onsite Daily
  - General Session video loop and acknowledgement
  - Entrance Unit to Exhibit Hall
- Exposure on Conference Sponsor page to include logo and Platinum Sponsor recognition on InSight's Web site
- ½ page advertisement in the Onsite Program
- Opportunity for Registration Bag Insert (insert provided by sponsor)
- Platinum Sponsor booth signage
- Platinum Sponsor floor decal sticker
- Booth location call out on Onsite Program floor plan
- Ribbons with Platinum Sponsor recognition for exhibitor personnel badges
- 4 complimentary conference badges
- Post conference attendee list

## Gold Sponsorship – \$10,000

Includes your choice of sponsorships on the following pages, as well as the following additional Gold Sponsor Benefits:

- Logo inclusion and recognition as a Gold Sponsor in:
  - Advance Program
  - Onsite Program
  - Each issue of the Onsite Daily
  - General Session video loop and acknowledgement
  - Entrance Unit to Exhibit Hall
- Exposure on Conference Sponsor page to include logo and Gold Sponsor recognition on InSight's Web site
- ¼ page advertisement in the Onsite Program
- Gold Sponsor Booth signage
- Booth location call out on Onsite Program floor plan
- Ribbons with Gold Sponsor recognition for exhibitor personnel badges
- 3 complimentary conference badges
- Post conference attendee list

## Silver Sponsorship – \$8,000

Includes your choice of sponsorships on the following pages, as well as the following additional Silver Sponsor Benefits:

- Logo inclusion and recognition as a Silver Sponsor in:
  - Advance Program
  - Onsite Program
  - Each issue of the Onsite Daily
  - General Session video loop and acknowledgement
  - Entrance Unit to Exhibit Hall
- Exposure on Conference Sponsor page to include logo and Silver Sponsor recognition on InSight's Web site
- Silver Sponsor booth signage
- Ribbons with Silver Sponsor recognition for exhibitor personnel badges
- 2 complimentary conference badges
- Post conference attendee list

## Bronze Sponsorship – \$5,000

Includes your choice of sponsorships on the following pages, as well as the following additional Bronze Sponsor Benefits:

- Logo inclusion and recognition as a Bronze Sponsor in:
  - Advance Program
  - Onsite Program
  - Each issue of the Onsite Daily
  - General Session video loop and acknowledgement
  - Entrance Unit to Exhibit Hall
- Exposure on Conference Sponsor page to include logo and Bronze Sponsor recognition on InSight's Web site
- Bronze Sponsor booth signage
- Ribbons with Bronze Sponsor recognition for exhibitor personnel badges
- 1 complimentary conference badge
- Post conference attendee list

*Booth efficiency increases by 104% when sponsorship is included in your exhibit plan.*  
**Center for Exhibition Industry Research (Report PE 2.1).**

# SPONSORSHIP OPPORTUNITIES



Do your part to protect the environment by purchasing one of InSight's new "green" sponsorship opportunities.

## **Wednesday Welcome Reception**

**\$12,500**

The welcome reception will kick-off the InSight 2009 Annual Conference on Wednesday! This relaxed evening event offers all attendees their first chance to mingle, network and learn about the conference structure while enjoying pizza and refreshments. Your company's logo will be displayed on signage inside the event, and napkins with your company logo will be placed at each bar and food station. Your company will receive a gobo (projected image of your company's logo) that will be projected in a highly visible area at the reception. You will also receive banner signage recognition, as well as promotions in the Onsite Program and Onsite Dailies, as the exclusive sponsor of this event.

## **Thursday Product Solution Center Reception**

**\$15,000**

This opening reception will be held in the Product Solution Center (PSC) on Thursday evening. This will be the night that attendees will be walking around visiting booths, networking and having fun. This reception will include bar and food stations throughout the PSC, making this event a "can't miss" opportunity for InSight attendees. As the premier sponsor of this event, your company's logo will be displayed on signage inside the event and napkins with your company logo will be placed at each bar and food station. Your company will also receive a gobo (projected image of your company's logo) in a highly visible area in the PSC. Your company will be promoted in the Onsite Program and Onsite Dailies as the exclusive sponsor for this event.

## **Friday PSC Networking Reception NEW!**

**\$12,500**

New last year and back by popular demand, sponsor this networking reception held in the Product Solution Center (PSC) on Friday evening. Drive traffic to your booth by treating attendees to giveaways for the closing reception provided by InSight making this event a "can't miss" opportunity for InSight attendees. As the exclusive sponsor of this event, your company's logo will be displayed on signage inside the event, as well as on a gobo (projected image of your company's logo) in a highly visible area in the PSC. Your company will be promoted in the Onsite Program and Onsite Dailies as the exclusive sponsor for this event.



## **Internet Pavilion**

**\$15,000**

The Internet Pavilion is an area that allows attendees to have access to the latest world news along with email (through Web site only) and vendor Web sites. The Internet Pavilion will be located in a high-traffic area of the conference to give your company access to all conference attendees. Your company will receive a banner above the pavilion, along with signage throughout the lobby areas. You will also receive exposure on the custom splash page, the InSight Web site, in the Onsite Program and in the Onsite Dailies as the exclusive sponsor.

# SPONSORSHIP OPPORTUNITIES

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## **Keynote Speaker Sponsor NEW!**

*Pricing Available Upon Request*

Your company will be the exclusive sponsor of a motivational keynote for all InSight attendees. Get the most visible exposure opportunity at the conference and your chance to share your message with all conference attendees. This sponsorship opportunity includes logo recognition at the podium and on the screens, the opportunity to provide collateral to be placed on attendee's chairs, an opportunity for a representative of your company to introduce the speaker and a meet and greet with the speaker and your valued customers. The speaker is to be determined, but would be a well-known speaker providing an inspirational talk to the attendees.



## **Conference Registration Bags**

**\$15,000**

Include your company logo on one of the most prominent sponsorship opportunities at the conference. All InSight attendees will receive a "green" registration bag upon check-in at the conference. Retain exposure even after the conference ends with this memorable gift.



## **Water Bottles**

**\$15,000**

Be environmentally friendly and receive exposure during the conference by sponsoring the InSight water bottles. Place your company logo on these attractive bottles to make a lasting impression with InSight attendees.

## **Badge Holders**

**\$15,000**

Hang your company name and logo on all InSight attendees. Badge holders are distributed at registration and are an extremely visible sponsorship opportunity. Badge holders must be worn at all times to be admitted into conference sessions and the PSC.

## **Mini-Maps**

**\$15,000**

Maximize your company's visibility to all attendees for the duration of the conference. This pocket-sized mini-map features a map of the Gaylord Palms, an Orlando area map and a destination guide. As the sponsor of the mini-map, you will be entitled to an advertisement of your choice, as well as your company logo on the map, naming YOU as the exclusive sponsor.

## **Onsite Program Sponsor & Session Grids New!**

**\$10,000**

Put your message in front of InSight attendees each day as the sponsor of the Onsite Program and Session Grids. The Onsite Program contains all conference information, and attendees will reference this important piece each day as their guide to the entire event. Along with your company logo and message on the front page, your company will also be able to include a large advertisement in the program. **As an added bonus, receive logo recognition on the InSight session grid, which is frequently used by conference attendees.**

# SPONSORSHIP OPPORTUNITIES

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## **Guest Room Key Cards**

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**\$8,000**

Put your company's message right in attendee's hands. Have your company's message included on guest room key cards at the Gaylord Palms. This opportunity allows your company to be top of mind throughout the conference.

## **Advance Program Sponsorship New!**

---

**\$7,500**

Reach the InSight membership and conference attendees before the conference even starts by sponsoring the InSight Advance Program. One of the most important resources of the conference that gets sent to the entire InSight membership, this brochure contains the first look at all information and educational content attendees need for the event. Your company will appear front and center as the exclusive sponsor to include front page logo recognition, as well as a full page ad.

## **Onsite Dailies**

---

**\$5,000 (includes all 3 days)**

Put your message in front of all InSight attendees each day as the sponsor of the Onsite Daily. This newsletter contains the most up-to-date conference information and schedule updates so attendees will look to this important piece each day as their guide to the conference. Along with your company logo and message on the front page, your company will also be able to include an advertisement in the newsletter.

## **Banners**

---

**\$5,000 each (3 available; 1 per company)**

Maximize your brand exposure by sponsoring a banner with your company's logo and message. Your banner will be prominently displayed for all attendees to see multiple times a day in the concourse from the Gaylord sleeping rooms to attendee registration and the PSC for the duration of the conference.

## **General Session Chair Drop**

---

**\$5,000 each (2 available)**

Reach every attendee by placing your product information on each seat at the start of the day during the main presentation. *All flyers must be approved by InSight and arrive pre-assembled.*

## **Light Box**

---

**\$3,000 each (limit 1 per company)**

Have your logo or advertisement illuminated on an approximate 4' x 3' panel to catch attendee's eyes on a prominently located light box at the hotel.

## **Registration Bag Insert**

---

**\$3,000**

Be sure to reach every attendee by including your company's marketing collateral in the registration bag. Inform attendees of your product or service offerings and drive them to your booth to learn more. Sponsor provides marketing collateral. All inserts must be approved by InSight and arrive pre-assembled.

# SPONSORSHIP OPPORTUNITIES

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## **Video Wall Advertisement (AstroVision)**

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**\$2,500**

Communicate and broadcast your company message on the giant AstroVision screen in the atrium of the Gaylord Palms Resort & Convention Center. Reach guests multiple times per day as they walk through the atrium to the conference with this sponsorship opportunity.

## **Video Advertisements (Janus Boards)**

---

**\$2,000**

Janus boards are LCD screens located throughout the Gaylord Palms Resort & Convention Center. This is a great way to get your company message out to the InSight Annual Conference attendees while they walk through the conference areas.

## **Atrium Light Pole Banners**

---

**\$1,500 per banner**

Maximize your brand exposure and have your company logo or message displayed on a banner at the InSight Annual Conference. Your banner will be prominently displayed on a light pole in the Gaylord Palms Resort & Convention Center atrium for all attendees to see multiple times a day for the duration of the conference.

## **Literature Bins**

---

**\$1,500 each**

Reach attendees with your information before they enter the exhibit hall. As a literature bin sponsor, you can fill a 9" x 12", centrally located, highly visible literature bin with your logo displayed full of publications or promotional materials.

## **Floor Decals**

---

**\$1,000 each (limit 4 per company)**

Sponsor a floor decal to include your company message, graphics and logo in the Product Solutions Showcase and drive attendees to your booth while receiving great exposure multiple times per day.

## **Window Decals New!**

---

**\$1,000 each (limit 4 per company)**

Sponsor a window decal to include company logo in the walkway of the hotel to the InSight 2009 Annual Conference and receive company visibility multiple times per day.

## **Promotional Items – Custom Sponsorships**

---

InSight would like to customize promotional items for your company. Choose from the items below or suggest your own. Please let us know what you are interested in and we will work with you to match your company needs.



**– Notepads:** \$7,500  
**– Mouse Pads:** \$7,500

**– Pens:** \$3,500  
**– Highlighters:** \$3,000



**– Post-It Notes®:** \$2,500

# SPONSORSHIP APPLICATION

## COMPANY INFORMATION

Please print or type

Company Name

Company Address

City

State

ZIP

Primary Contact Name

Title

Primary Phone

Fax

Email Address

Web Address

## SPONSORSHIP INFORMATION

Please check sponsorship level and item(s) you would like to sponsor and return this application with full payment to the address listed below:

### 1. Select Level (check one):

Platinum Sponsorship (\$18,000)  Gold Sponsorship (\$10,000)  
 Silver Sponsorship (\$8,000)  Bronze Sponsorship (\$5,000)

### 2. Select Sponsorship Opportunities:

### 3. A La Carte Year-round Add-ons (Optional); See Sponsorship Opportunities and Additional Opportunities:

Package A (\$6,000): Sponsorship 1 \_\_\_\_\_ Sponsorship 2 \_\_\_\_\_  
 Package B (\$3,000): Sponsorship 1 \_\_\_\_\_  
 Passport to Prizes (separate confirmation with prize/raffle details to follow): Prize \_\_\_\_\_

## PAYMENT INFORMATION

Total Due: \$ \_\_\_\_\_ (full payment is due with contract)

Visa  MasterCard  American Express  
 Check Enclosed (Checks payable to InSight)

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name On Card (please print) \_\_\_\_\_ Authorized Signature \_\_\_\_\_

InSight Processing – Do Not Write in This Space

Approval

Date Received

Booth Number

## ACCEPTANCE

Please sign below if you have read and accept the rules and regulations as stated in the InSight 2009 Annual Conference Rules and Regulations:

Signature (Exhibitor Authorized Agent)

Date

Please Print Name (Exhibitor Authorized Agent)

Return this application with payment to: InSight Exhibits, 6589 Paysphere Circle, Chicago, IL 60674; Fax: 312.644.0575

### Questions?

Contact: Sara Kolovitz, InSight Sales Manager, Phone: 312.673.4779; Fax: 312.644.0575; skolovitz@insight-org.net

# LOOKING FOR THE PERFECT PROMOTIONAL GIVEAWAY?



Calculators



Stress Balls



Letter Openers



Writing Pads



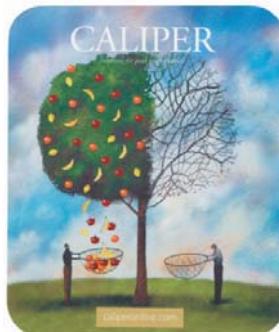
T-shirts/Polos



USB/Flash Drives



Golf Balls/Accessories



Mouse Pads



Pens/Highlighters

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